



# BEXA

British Exporters Association  
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Director: Hugh Bailey

## NEWSLETTER Annual Lunch 2011

26<sup>th</sup> October 2011 At the Mansion House, City of London

Guest of Honour: The Rt. Hon. The Lord Mayor, Alderman Michael Bear

TO SUPPORT, REPRESENT AND PROMOTE THE INTERESTS OF THE UK EXPORTING COMMUNITY

### Chairman's word

Exporters are finding international business has become even more competitive, and decisions to commence capital investments are taking longer. In this environment, matching pricing and payment terms to the customer's budget has become vital. Our Trade Minister, Lord Green, seems to have the ear of the Prime Minister. Initiatives that we are aware of include:

The FCO committing to a more active commercial function.

- David Cameron has led a series of trade missions;
- For our largest companies, access to a strategic relationship minister;
- BIS is undertaking a review of the needs of the UK's Mid Sized Businesses – 9,300 firms with a turnover between £25m and £500m.
- For smaller mid-size SMEs – 5,000 companies with a turnover £25m – 50m – the Government is engaging a network of businesses, including accountants, to encourage them to export: 'Government helping business to help business'.
- There is an overall focus of government support for smaller business.
- GREAT Britain advertising campaign abroad

Susan Ross

### BExA Interview

John Goodwin of Goodwin Group agreed to be interviewed:

#### What percentage of your sales are UK exports?

Goodwin PLC's exports from the UK are 62.4% for the year ended April 2011. On a geographical segmental analysis Group revenue originating outside the UK is 81%

#### What is the greatest issue of concern affecting your export sales at the moment?

As a capital goods manufacturer in the UK we need sterling to remain weak versus other currencies in order to remain competitive as we are now at 1.65US.

#### What more should the Government be doing to boost UK exports?

The greatest issue is the risk of high inflation and rather than the Government enter into further quantitative easing they should continue with their austerity programme. The country's relative competitiveness faced with its cost of meeting its alternative energy policy and its dependence upon non-UK energy suppliers are also of concern. Little recognition is given to manufacturers who give true value added gaining foreign exchange from exports. Speaking from our manufacturing base in Stoke-on-Trent, one of the most deprived areas in the UK, it is absolutely stunning that in the last round of enterprise zone awards that it was missed out. Considering over the last 10 years we have more than doubled the number of employees to 850 and quadrupled our turnover we are a good example where Government grants have given rise to additional long-term employment. The whole of Stoke on Trent should be made a Category One development area with enterprise zone status to encourage existing companies to expand versus investing overseas where it is so much easier to make a profit and grow the business. Government should avoid retrospective legislation such as the removal of IBAs (Industrial Building Allowances). Retrospective legislation does little to incentivise investment in UK manufacturing facilities or the development of long-term plans.

#### What has been your greatest export/trading success in the last couple of years?

Over the last eight years our Stoke-on-Trent foundry and machine shop supplying China over \$150 m of valves and machined castings with advanced metallurgy to their energy industry (sorry for the pun –we are not in the ceramics/pottery business!)

#### What is the main benefit of membership of BExA?

We have found their seminars informative and have circulated their publications to all our employees involved with exports including those based overseas. There are many trade associations dealing with exports but none I know of are as close to the rule makers as BExA.



The **Winner of the GTR BExA Young Exporter Award 2011 is Paul Sanderson of Rolls-Royce.** At a time when his company was going through a testing time and in a market – Korea – where aircraft were typically powered by US engines, through sheer hard work and strategic thinking, Paul – at the age of 26 – helped win the Korean contract to power the Airbus A380 with R-R Trent 900 engines and thus help restore product confidence.

### RECENT BEXA PUBLICATIONS

At the Annual Lunch on 26<sup>th</sup> October, the new **BExA Review 2010-2011** will be tabled.

BExA's 2<sup>nd</sup> **ECA benchmarking paper** will also be tabled on 26<sup>th</sup> October.

Available on BExA's website are copies of our **six BExA Commentaries**, the latest being Commentaries on the Bribery Act, Improving Credit from your Supply Chain, and Government-supported Working Capital.

Earlier in the year, we published the seventh BExA Guide for exporters by exporters: **The BExA Guide to Export Compliance.** All our guides can be downloaded from [www.bexa.co.uk](http://www.bexa.co.uk). Hard copies are available to members.

### NEW ECGD AND BIS SCHEMES

- ECGD's first **bond issue support**, for BExA member ClydeUnion, was announced on 1st June.
- On 18th August, the first use of **ECGD's extended short-term export credit insurance (EXIP)** policy was announced. It involved wallpaper manufacturer, Graham & Brown, selling to Russia. It was taken to ECGD by credit insurance broker and BExA member Atlas Risk Management Ltd, Manchester.
- On 1st August it was announced that the first loan under the **BIS Exports Enterprise Finance Guarantee scheme (ExEFG)** had been granted to Norton Motorcycles via Santander.



## Application for Membership of The British Exporters Association

1. Applicant Company:

Name:  
Registered Address:  
Postcode:  
Company registration number:  
Web-site:  
Number of employees in UK:

2. Representative:

Name:  
Job Title:  
Postal Address (if different to registered address):  
  
e-mail address:  
Office Telephone:  
Mobile Telephone:  
Fax:

3. Accounts:

Link to the company's last available audited accounts:  
*(If these accounts are not available on-line, please send a hard copy to BExA)*

4. Export Business:

Manufacturer  Bank  Insurer/Broker  Export House  Other

Description of export business *(Please attach a company annual report and promotional material if available).*

Main export markets:

Main reason for wanting to join BExA:

Number of employees engaged in UK export-related activities:

Sole Trader  1-25  Over 25

**Annual Subscription 2011\***: (a) Sole Trader: £120 + VAT; (b) 1 - 25 employees: £243 + VAT; (c) Over 25 employees: £805 + VAT. Council reserves the right to call for an audited statement of the number of employees engaged in export.

**\*rate applies for 2012 for applications received before 31 December 2011**

Signed by Representative \_\_\_\_\_

Date: \_\_\_\_\_