

## EIS – Everywhere International SMEs

### Action Plan for Hampshire

Partner organisation	Hampshire County Council & WSX Enterprise Ltd
Other partners / players involved (if relevant)	Identified in Actions 1 & 2 of the Action Plan
Country	UK
NUTS2 region	HAMPSHIRE & THE ISLE OF WIGHT
Contact person	Andrea McCallum & Julia Pearson
email address	<a href="mailto:Andrea.McCallum@hants.gov.uk">Andrea.McCallum@hants.gov.uk</a> <a href="mailto:Julia.pearson@wsxenterprise.co.uk">Julia.pearson@wsxenterprise.co.uk</a>
phone number	01962 847395 01329 223242

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## 1. Policy context

### 1.1 Aim of the Action Plan

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed:

*Priority Axis 1: "SME Competitiveness and internationalisation" (ERDF)*

*Priority Investment 3.2.: "Development and implementation of new business models for SMEs, especially as regards internationalisation"*

*Specific Objective 3.2.1.* The UK Government has published 2 key policy papers that are specifically relevant to the project -

- The UK's Industrial Strategy: building a Britain fit for the future, November 2017. The strategy sets out the Government's long-term plan to boost the productivity and earning power of people throughout the UK; specifically (and in summary) to improve business support infrastructure and boost global trade.  
This will be linked to the sub-regional version of the national Industrial Strategy  
<https://www.gov.uk/government/publications/industrial-strategy-building-a-britain-fit-for-the-future>
- In turn, the Local Enterprise Partnerships will each prepare Local Industrial Strategies in 2019. The local industrial strategies will reflect the main themes of the national industrial strategy: developing skills, supporting businesses to start and grow, improving procurement, encouraging trade and inward investment, cultivating world-leading sectors and creating the right local institutions. These pillars from the national strategy will have to find their way into the local strategies.
- Preparing for our Future Trade Policy, October 2017  
<https://www.gov.uk/government/publications/preparing-for-our-future-uk-trade-policy/preparing-for-our-future-uk-trade-policy> and the response paper  
<https://www.gov.uk/government/publications/trade-white-paper-preparing-for-our-future-uk-trade-policy-government-response/trade-white-paper-preparing-for-our-future-uk-trade-policy-government-response>, January 2018
- Published in August 2018 The Department for International Trade (DIT) has launched a new Export Strategy to support British businesses looking to export to the global market with ambition to strengthen the UK's position as a trading nation.

Building on the Industrial Strategy and the government's trade, foreign policy and development agenda, the strategy sets out how the government will support businesses of all sizes to make the most of export opportunities around the world, supporting its ambition to transform the UK's export performance, raising exports as a proportion of GDP from 30% to 35%

The strategy details how government, in partnership with other providers of export support in the public and private sector, can help businesses overcome the barriers to exporting. It sets out 5 principles, developed through consultation with business, which define how the DIT will engage with exporters and what they can expect of them.

<https://www.gov.uk/government/publications/export-strategy-supporting-and-connecting-businesses-to-grow-on-the-world-stage>

## **1.2 Peer Review Summary of reviewed measure**

Working with EIS Partners and benchmarking Hampshire's support against the context of the Global EIS Tool developed with partners throughout the project, Hampshire presented and gained invaluable feedback on three quite different Good Practices presented at ILW3 in Gdansk, September 2017. The three good practices were:

1. The DIT Trade Advisor at the local level
2. The Southampton SETsquared iCURE programme
3. The Surrey/Hampshire connect service operated by the Surrey Chamber of Commerce (active in north Hampshire)

Further details on each of these practices is included in 1.3

The peer review was undertaken during summer 2017 and involved DIT, SETsquared (University of Southampton), Hampshire Chamber of Commerce and Surrey Chamber of Commerce.

The core service of the three reported on is:

The Department for International Trade activity at a local level

Measure: DIT Trade Advisor

Strategic economic policy, including strategies for trade and inward investment is set by UK Government at the national level.

The Department for International Trade (DIT) delivers internationalisation services and support directly and through contracts with private sector organisations. Performance originally measured by numbers of clients Advisors worked with has recently changed to export value achieved.