

C|B|I|

SEIZE THE MOMENT

PRIORITIES FOR SUCCESS IN 2022



Trade internationally to grow
your revenue

The International agenda in 2022

Throughout COVID-19 businesses that export were more successful than those who relied on domestic revenue. Being open and international made firms more resilient, productive and innovative. Whether you are new to exporting or already a global leader, now is the time to explore global markets, diversify revenue and strengthen supply chains.

With the period for acclimatising to our new relationship with the EU coming to an end, we must move from a relationship dominated by political rhetoric to one of normalised trade, focusing on opportunities.

The UK has natural strengths in services, in the industries that will fuel decarbonisation and innovative technologies and manufacturing. The UK government is also thinking big with the refreshed export strategy, a focus on free trade agreements and creating new markets suited to UK goods and expertise.

In 2022 CBI wants to inspire business to be bold and embrace the challenge of going global by:

- Shaping the UK's *Global Britain* agenda across all areas of the government, harnessing business insight and data to ensure domestic and international policy are aligned in order to capitalise on opportunities and address issues
- Helping businesses to connect, share knowledge and support one another through the exporting journey. We will inform business trade strategies and decisions utilising our global network
- Celebrating the importance of exporters for UK communities to broaden understanding and participation. We will engage businesses, MPs and leaders across the country to campaign for global growth.



What will the CBI do on International Trade in 2022?

In 2022, the government must:

- Implement the new export strategy
- Embrace an effective UK services trade strategy
- Build cross-Whitehall support for exporting

And to help with this, the CBI will...

- Be a leading voice in the creation of the **export strategy action plan** to realise the benefits of exporting for businesses across the country, for all sizes and sectors
- Put **business at the heart of UK trade policy**. From our future EU relationship to free trade agreements and bilateral market access work, our member insights are, and will continue to be, essential to the government
- Deliver a **Trade in Services Council** to coordinate, amplify and champion an effective UK services trade strategy and narrative
- Encourage greater acknowledgement of the strategic importance of trade and business, in line with The Integrated Review, by working to **build cross-Whitehall support for exporting** and Global Britain.

In 2022, business must:

- Develop a growing army of SME exporters
- Increase its level of ambition on exporting more products and services to more markets

And to help with this, the CBI will:

- Connect businesses of all sizes and stages, both regionally and sectorally, to help them collaborate and export through a **regional SME mentoring programme**
- **Launch a Global Trade Hub** as a single online source of advice, expertise and insight. We will amplify government resource, leverage our membership and partners and harness our international footprint
- **Provide a My CBI Trade Directory** with single points of contact in markets around the world to support businesses to realise ambitions and navigate market entry
- Offer targeted, bespoke, support to members with the ambition to become **superstar exporters** – those exporting ten products to ten markets.



How can you get involved?

Shape change

Influence the Global Britain agenda in the UK

- Take up your place and contribute your business' view at our International Council and International Trade Advisory Group to **shape the CBI's approach on trade and international policy**
- **Input into our consultation responses**, public campaign narratives and regional programmes digitally, through working groups or direct access to our policy experts
- **Feed into international positioning** through the CBI's role as national leads at the B7 and B20, and in international organisations such as the WTO.

Embrace change

Gain insight and expertise as you expand your business globally

- Get involved in the **SME mentoring programme** in your region, either as a mentor or mentee. Share your knowledge and seek growth
- Use the CBI Global Trade Hub and HMG's digital platforms to **support your exporting journey**, providing feedback to improve the services for UK business.

Lead change

Profile your business as part of the Global Britain agenda

- Tell us your story. We will profile the best case studies of exporting and mentoring on our website and in our reports, sharing insights to spread best practice
- **Nominate your business to become an exporting superstar**. Engage with our international offices in Beijing, Brussels, Delhi and Washington, and our global network, to inform your growth.

What are the KPIs that will help us judge progress on International Trade...?

Across the economy...

- Increased percentage of exporters in every region, in every nation across the UK, with an increase in Export Superstars from 14% to 20% over the next 5 years
- Increase from 0.3% to 5% of services businesses exporting more than 5 different services globally in the next 5 years.

Government action...

- Government trade policy better informed by businesses with FTA text more proactively shared and engagement across Whitehall significantly improved as measured by member feedback.

And the CBI will be on the hook for mobilising business action...

- Export Strategy action plan and Trade in Services Council launched within 2021 with both on track to deliver across 2022
- 10 businesses who wish to be pilot superstar exporters identified from membership with target achieved over the next 24 months
- 200 businesses signed up to mentoring across the UK over the next 12 months.

To find out more...

If you'd like to talk about our International work more generally, please book a call with [Andy Burwell](#), our programme director for international.

Visit www.cbi.org.uk/international

Thank you!

cbi.org.uk