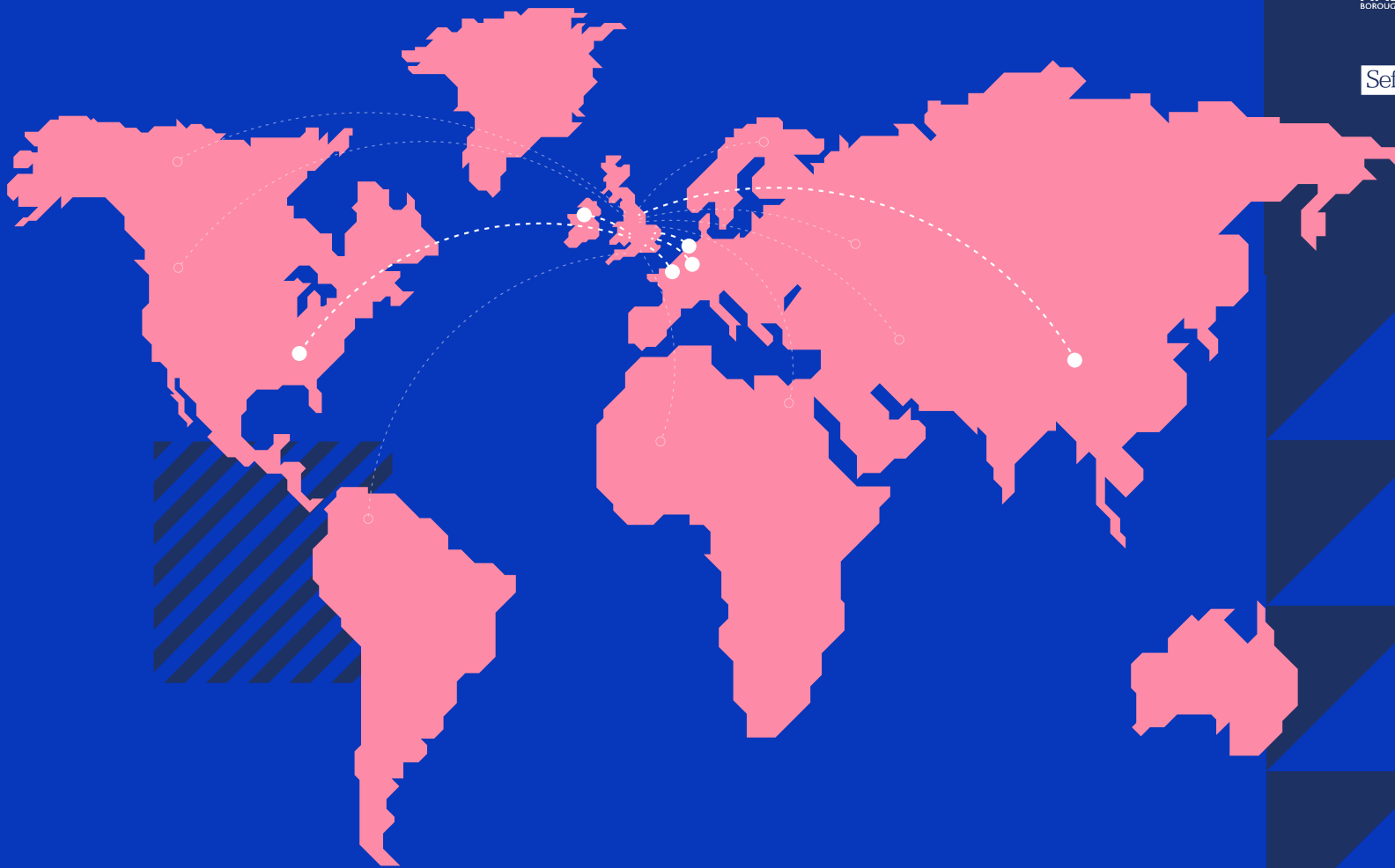


Liverpool City Region Export Plan

Made in Liverpool City Region, Sold to the World



ENGINEERED IN LIVERPOOL DRIVEN IN OVER 40 COUNTRIES

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"We're proud to call Liverpool home. Each of our road-legal, single-seater super cars start its life right here in Merseyside. We export to over 40 countries - and counting! For free help selling to the world visit [great.gov.uk](https://www.great.gov.uk)"

Guy Harvey,
Briggs Automotive Company

Section 01

Why the plan

This Export Plan is a roadmap aimed at helping businesses of all sizes and sectors expand their horizons and achieve their potential.

Who's behind it?

The Department for International Trade (DIT) is working with local support partners to create a range of strategic Export Plans that offer practical support.

The Liverpool City Region plan was created through close collaboration between:



The Liverpool City Region has an impressive export profile trading in markets around the world.

The region benefits from a port, airport and Freeport, at the forefront of global trade and worldwide connections. This plan aims to increase aspiration amongst local businesses, to access the support available locally, nationally and Internationally. It's time to make: 'Made in Liverpool City Region, Sold to the World' a reality.

There are many benefits to exporting. Here are just a few:

Increase profits



Margin growth / Business growth



De-risk and diversify your customer portfolio



Productivity gains (particularly manufacturing)



Compete on a global stage



Increase international market share

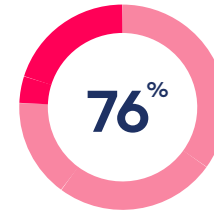


Section 02

Current position

The Liverpool City Region is a leading exporter in traditional industry sectors of automotive and chemicals. The City Region's strengths also lie in world leading Health & Life Science institutes and assets providing support and knowledge for the development, scale-up and commercialisation of infection prevention and control, alongside high performance computing and advanced materials discovery which all provide opportunities for City Region businesses to build, evolve and benefit from international trade.

Data source: HMRC



76%
of total exports come from Halton, Knowsley and St Helens

3,727

businesses exporting outside the EU

3,709

businesses exporting within the EU

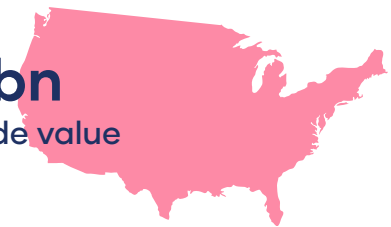


100

countries exporting to as of 2019

£1.1bn

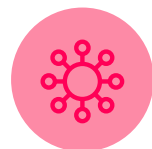
US trade value



£8.5bn

current export output

Port of Liverpool offers direct access to Europe and the Far East



Leading the way for infection control



1 of 8

freeports in the UK

The data

We've used both UK and Liverpool City Region export data to build an understanding of the current state of play. While there are limits to this data, a number of clear insights have emerged.

Liverpool City Region businesses export to a diverse range of countries. As an Atlantic facing sea port the USA accounts for a significant proportion of exports, followed by Germany, China and the Irish Republic.

Current data shows that 20 countries account for 80% of exports. However, there are 100 countries listed as locations where City Region businesses have exported at least £1million of goods (2019), meaning the export location can be company specific.





There is not a one size fits all approach. This plan can help you start to understand your specific exporting landscape.

Data source: HMRC

Liverpool City Region goods exports to top 10 locations

→ USA	£1.1bn	→ Canada	£251m
→ Germany	£468m	→ Spain	£219m
→ China	£351m	→ Belgium	£202m
→ Irish Republic	£313m	→ Italy	£202m
→ France	260m	→ Netherlands	£190m

Goods exports by NUTS* 3 statistical area (2019)

 Halton, Knowsley & St Helens	£4.1bn
 Liverpool	£850m
 Wirral	£250m
 Sefton	£200m

* Nomenclature of Territorial Units for Statistics (NUTS)

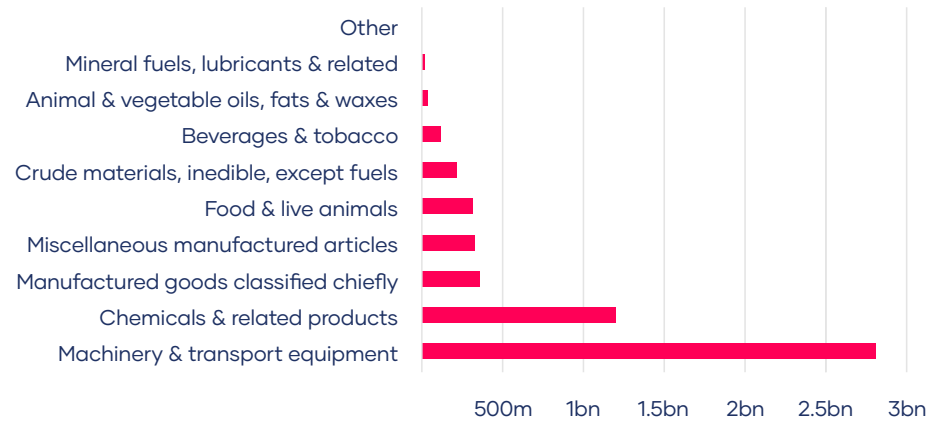


The data

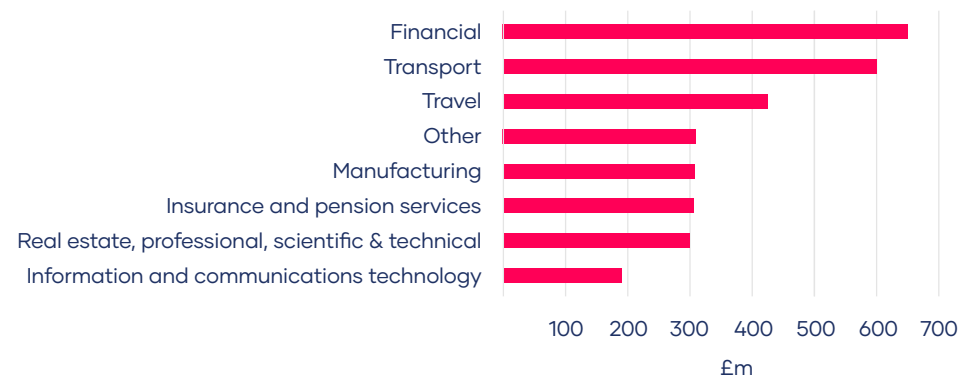
As already outlined in this plan, Liverpool City Region's exports come largely from automotive and chemical companies as is evident in the data displayed here.

Data also shows that Liverpool City Region achieved £3.09billion in "services" exports. This can be explained by the City Region's significant and well established professional services community.

Goods exports from Liverpool City Region by Standard International Trade Classification (SITC) Code (2019)



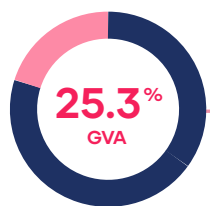
In total, services exports from the Liverpool City Region in 2019 amounted to £3.09bn.



Section 03

Our Ambition

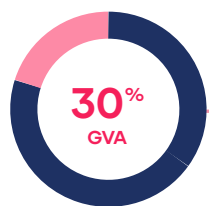
Liverpool City Region



Current GVA

£8.5bn

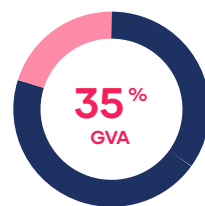
(Below national average)



Mid-term target

£10bn

(Current national average)



Long-term target

By 2030

£11.8bn

(Government target)

How we will reach these targets:

- Create a network of at least 200 Liverpool City Region businesses
- Help Liverpool City Region businesses begin exporting successfully
- Help existing exporters reaching new markets
- Increase the number of businesses in Liverpool securing the Queen's Award for Export
- Significantly increase trade and investment activity in the region
- Support increased business growth and productivity

Our core drivers

Principles

Our focus is on driving export growth, building on existing export work. We need to be flexible – there is no 'one size fits all' solution for success.

Participation

We're making sure businesses understand the support available, and promoting regular dialogue between businesses and key organisations.

Preparation

We're helping businesses prepare for what's involved, and providing plenty of access to peer-to-peer learning opportunities.

Performance

We're optimising performance to help businesses find practical solutions together so that a package of consistent activities exists for everyone to use.

Section 04

Barriers to exporting

There are numerous barriers facing businesses when starting to export or increasing their existing exports. Its important to note, the benefits of exporting far outweigh the challenges. To simplify things, we have consolidated these into 4 key areas:



Knowledge

Where do we start, how do we start- Speaking to a Department of International Trade Advisor is a great way to quickly gain valuable knowledge



Time

You need to feel confident that it is worth investing the amount of time required



Cost

You want to be sure the direct cash costs of exporting are manageable



Risk

Mitigate the risk by creating an Export Action Plan, with an International Trade Advisor.

Inspiration and support from day one

Exporting can be daunting for businesses that have no experience trading overseas.

Together the Department of International Trade, Growth Platform and the Liverpool City Region Chambers of Commerce have 100s of years of combined experience in helping 1000s of businesses to export for the first time, or export more to new locations.

This Export Plan aims to bring stakeholders together to help businesses mitigate these barriers, so they start to export or export more.

Section 05

Export enablers

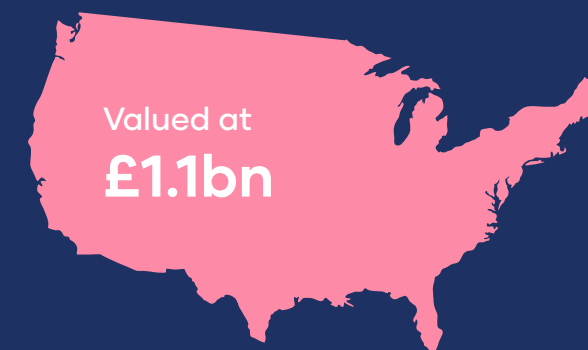
There are a number of enablers across the Liverpool City Region which can collaborate and help businesses like yours kickstart your exporting journey.

To name a few we have:

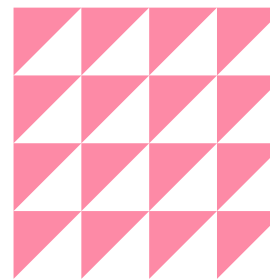
- [Create an export plan](#)
- [Find an export market](#)
- [Choose a route to market](#)
- [Get export finance](#)
- [Manage payment for export orders](#)
- [Prepare to do business in a foreign country](#)
- [Prepare for export procedures and logistics](#)
- [Sell services overseas](#)
- [Manage risk of bribery and corruption](#)

Opportunities in the US

As a West Coast, Atlantic facing Port City, Liverpool has exceptional trading links with the US. This is a fantastic enabler for Liverpool City Region based exporters



- Almost as big as the next three largest markets combined
- Large number of inward investment projects
- Chance to reignite historic maritime links
- Opportunities for reciprocal relationships
- Large vessel links connecting Freeport Liverpool to several US ports



Section 06

Innovation

Innovation is a top Mayoral and City Region priority, rooted in 300 years of world-changing inventions.

Opportunities are focused on the Liverpool City Region's distinctive, world-leading assets and capabilities in Infection Prevention & Control, Materials Chemistry, AI Solutions & Emerging Technologies; plus evolving strengths in Net Zero & Maritime innovation.

The Liverpool City Region has one of the most advanced place based approaches to innovation in the country as set out in the [Liverpool City Region Innovation Prospectus](#)

Our City Region has strength and opportunity across several key sectors:

Digital, Creative & Tech



Advanced Manufacturing



Clean Growth



Port and Logistics



Health & Life Sciences

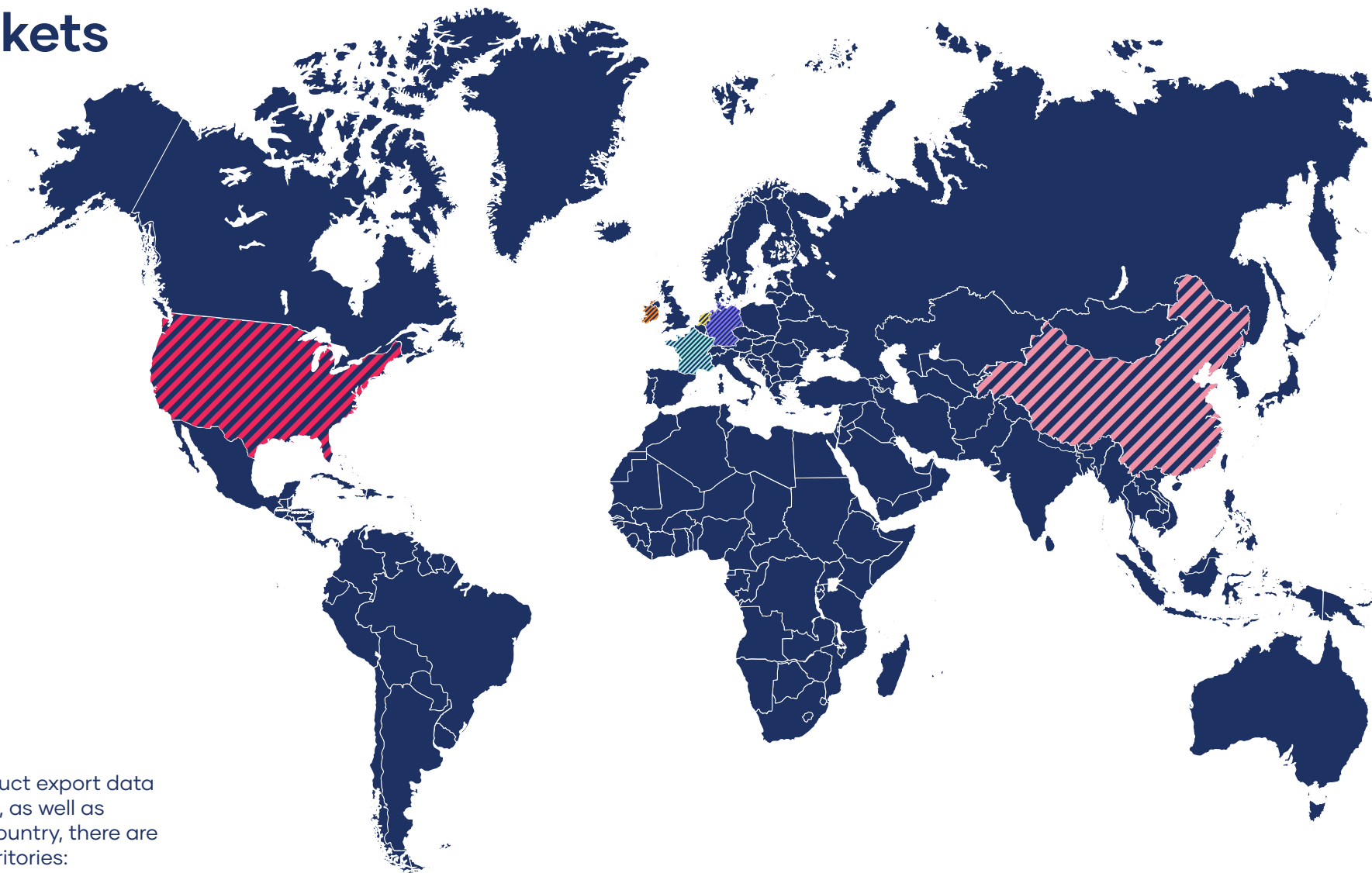


Professional and Business Services



Section 07

Our Markets



In looking at the product export data by sector and market, as well as services exports by country, there are a number of clear territories:

 **US**
£18.2bn

 **Germany**
£4.5bn

 **Netherlands**
£3.9bn

 **France**
£3.7bn

 **Ireland**
£3.2bn

 **China**
£1.2bn

Section 08

Liverpool City Region's offer to you

Growth Platform offers dedicated support for businesses, which aims to help increase knowledge share, free up time that can be spent on the business, reduce costs and help to mitigate risks.

Along with our partners we can offer:

Specialist Sector Knowledge



Business support



International Trade Support



Financial support



Take your business' export journey to the next level

Talk to an export expert

The Department for International Trade offers advice and support for businesses looking to export.

Share your knowledge

Join our exclusive LinkedIn export community created for businesses to share knowledge and advice with like-minded companies.

Liverpool City Region Export Plan

Helping businesses achieve their potential

