

Business Recovery and Growth Board

10 February 2022

India Programme – progress update

Is the paper exempt from the press and public?	No
<i>Reason why exempt:</i>	Not applicable
Purpose of this report:	Discussion
Is this a Key Decision?	No
Has it been included on the Forward Plan?	Not a Key Decision

Director Approving Submission of the Report:
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Executive Summary:

The paper is an update on activity within the India Programme following papers presented in March 2021 which outlined the key activities for the year, including the establishment of the South Yorkshire India Advisory Board.

What does this mean for businesses, people and places in South Yorkshire?

The update indicates the progress in building key relationships with organisations and institutions between South Yorkshire and India. Development of which will bring opportunity to grow trade and encourage inward investment, creating jobs and raising the profile of South Yorkshire in an important developing market.

Recommendations:

The Business Recovery and Growth Board are asked to consider the information and how this continues to support key outcomes in terms of raising profile, encouraging investment and creating jobs in South Yorkshire.

Consideration by any other Board, Committee, Assurance or Advisory Panel

None

1. Background

- 1.1 The following information is intended to update the Business Recovery and Growth Board as to progress against key activities set out in the India Strategy Road Map presented in March 2021.
- 1.2 To recap, In 2017, the Sheffield City Region (SYMCA) commissioned the UK India Business Council (UKIBC) to develop an India engagement strategy for the City Region to grow trade and investment. The task set by the SYMCA was to produce a strategy for 2025 and beyond that:
 - Increase FDI inflows by 10% into SYMCA from India;
 - Increase exports by 10% from SYMCA to India;
 - Increase in number of Indian students by 10% studying at both Sheffield Universities; and
 - Increase in Indian tourism to Sheffield by 10%.

All activity during 20/21 and 21/22 has been aimed at contributing to these outcomes.

Whilst restrictions brought about through Covid have impacted on some of the planned activity, progress has been made across the key five themes that underpin the 4 strategic objectives and is noted below.

- 1.3 With the 4 strategic objectives as the driver, progress under 5 key themes has been made, this is despite the obvious constraints brought about by the pandemic and a reliance on virtual based delivery approaches.
 - I. We have **focussed on the Western Cluster**, with Pune as the focus of activities along with Mumbai where our India Growth Champion companies have had meetings as part of the virtual trade mission held in the summer. 47 business to business meetings were arranged as part of the virtual trade mission ranging from potential suppliers, agents, manufacturing partners and distributors. Outcomes to date include a trial licencing arrangement, potential new supplier/agent relationships and acquisition and the signing of NDA's to allow exchange of product specifications.
 - II. The **'Make in India: Design and Develop with the Sheffield City Region'** brand, latterly adapted to "...with South Yorkshire" has featured as part of all

presentations, meetings and social media posts and is a key marker in identifying South Yorkshire activity across all marketing and PR activities.

- III. We have taken the idea of creating a “**Team SYMCA**”, bringing together a number of South Yorkshires key organisations and institutions to support the core strategy by establishing the South Yorkshire India Advisory Board (SYIAB) Chaired by Richard Stubbs, the first meeting was held in November. Please refer to Appendix A for the membership of the Advisory Board.
- IV. A proposal to establish a **Strategic India Forum** has been made to and supported by the SYIAB, our aim is to establish this forum in 22/23 bringing together businesses in South Yorkshire and India with the aim of facilitating knowledge transfer, trade and Investment opportunities.
- V. The India Growth Champions have progressed during 2021 with a several positive outcomes, meeting the ambitions for **an export growth programme** to help firms to overcome barriers to entering the Indian market, which can often be perceived as challenging. Further support has been given to help the Growth Champions understand areas such as regulatory frameworks, tax on goods and cultural differences in the workplace.

1.4 Other activity within the year has included an Investor Roundtable, Chaired by Mayor Jarvis with the Indian High Commissioner Ms Gaitri Isaar Kumar giving her support and leading discussion on post Free Trade Agreement opportunities with a particular focus on Health and Wellbeing links. A number of meetings have resulted following this roundtable, whilst it also lead to an invitation to meet with the IHC one to one at Indian House, London. This meeting attended by Dan Jarvis and Rachel Clark furthered discussions and allowed time to discuss the unique opportunities presented within South Yorkshire for Indian Investors.

- SYMCA also contributed to the consultation phase of the Free Trade Agreement discussions, hosting a workshop with invited businesses given the opportunity to contribute thoughts on opportunities and barriers in engaging with the India market.
- Close working relationships with DIT overseas officers based in India has been maintained over the year along with contribution to monthly Northern Powerhouse Meetings focussing on India.
- Consultants and Professional Services companies have been regularly engaged, the aim being to maintain relationships that will prove useful from both a trade and Inward Investment perspective as the programme develops.

Looking Ahead

Unfortunately, the realities of the pandemic have meant plans have had to be fluid with several activities scheduled and then cancelled, we have however achieved many of objectives for the year and have a number of activities in planning over the next several months

- The planned visit to India has had to be postponed twice, we hope this can go ahead in the new financial year after the Mayoral elections have taken place.

Whilst it would most likely be too early for the new Mayor to join the visit we would progress with the Trade, Investment and Academic strands of our strategy over the course of the visit

- A second Investor Roundtable to be hosted in London at the Indian High Commission is hopefully able to go ahead late February
- In March we are discussing hosting the Indian High Commissioner, her team and a business delegation to South Yorkshire. A high-profile opportunity to showcase the region and key assets, and a positive activity to build from into 22/23.
- The South Yorkshire India Advisory Board will meet again in March and then at least 3 times before April 2023 with the aim to contribute to the developing strategy, support key activities and provide challenge against the objectives that will be set out in the 22/23 plan.

2. Key Issues

- 2.1 The paper is provided as an update, forward activity beyond April 2022 is currently being reviewed within the MCA 22/23 Business Planning process. The Business Recovery and Growth Board will be updated as to forward strategy when budgets and deliverables are finalised.

3. Options Considered and Recommended Proposal

3.1 Option 1

The Business Recovery and Growth Board review the information provided and continue to support a proactive South Yorkshire – India business development strategy.

3.2 Option 1 Risks and Mitigations

The report will give an indication of the both progress and indicative activity in 2022/23, progress will continue to be subject to Covid risks and restrictions and available resources being made available within 22/23 budgets.

3. Recommended Option

Option 1 is recommended

4. Consultation on Proposal

- 4.1 The South Yorkshire India Advisory Board via Chair Richard Stubbs will continue to be engaged in both the development of strategy and oversight of progress.

5. Timetable and Accountability for Implementing this Decision:

- 5.1 The Board to determine the frequency of the reporting in this area.

6. Financial and Procurement Implications and Advice

- 6.1 Not applicable at this time

7. Legal Implications and Advice

7.1 Not applicable at this time.

8. Human Resources Implications and Advice

8.1 Not applicable in this instance

9. Equality and Diversity Implications and Advice

9.1 Not applicable in this instance

10. Climate Change Implications and Advice

10.1 Not applicable in this instance

11. Information and Communication Technology Implications and Advice

11.1 Not applicable in this instance

12. Communications and Marketing Implications and Advice. Please also refer to consultation undertaken as per Section 4

12.1 Continue to work with marketing colleagues on the promotion of the India programme and further engagements, securing media in India where feasible and timely.

List of Appendices Included

Appendix A – membership of the South Yorkshire India Advisory Board.

Background Papers:

None