SCR BUSINESS GROWTH BOARD PROGRAMME GLOSSARY

Scheme Name:	Key Account Management (KAM)
Funder:	Department of International Trade
Programme value:	£101,097
Deliverers and Contract	Sheffield City Region
Values:	£101,097
Timescale:	April 2019 – March 2020
Geography covered:	9 Local Authorities within SCR
Description:	The aim of the Key Account Management Programme is to deliver additional Foreign Direct Investment into Sheffield City Region through
	identification and engagement with existing foreign investors.
Target Beneficiaries:	Businesses within the Sheffield City Region
Outputs (2015-2021 Programme):	
	Target
Interventions with businesse	30
Successes landing a new pro	ject 25%