

BACKGROUND

UKTI (UK Trade & Investment) is the lead Government organization created to support Canadian businesses seeking to set up or expand in the UK. This investment attraction aspect of their portfolio was managed through the Consulate-General in Vancouver until recently, when the existing UKTI trade-focused office in Calgary was expanded. They have now hired an Investment Officer to be based in Calgary.

UKTI provides companies free and confidential information that they need to establish a presence in the UK. They provide information on regional financial assistance, links to partner organizations, local salary parameters, hiring of qualified staff and access to European customers. They also help Canadian companies to identify R&D or licensing partners in the UK to increase their own innovation potential.

The other side of UKTI's work is to support UK companies which are interested in or have established a trade presence in Canada. They provide them vital information on establishing a presence in Canada and support them once they are here to ensure they have a successful experience and remain in Canada.

BUSINESS NEED/OPPORTUNITY

The UKTI office approached CED for support to have Canada's oil and gas sector recognized as a priority export market for the UK, and to assist UK companies in Calgary with after-care services such as connecting them with the community and potential customers and business partners.

GOAL/OBJECTIVES

UKTI's goal was to have Canada recognized as a priority market and to expand the office with more staff in order to better serve UK companies in Canada and to attract more Canadian companies to the UK.

CED's goal was to attract more UK companies to Calgary and to ensure that they remain in the market.

TESTIMONIAL

"Margaret Porteous, who heads up Energy and Oil & Gas in UKTI's Sector Group (based in Glasgow) is the person who decides where budget goes globally for that market sector. The good news is that on her recommendation and on the strength of our Calgary office performance versus other posts globally in 2008 we have just got the go-ahead to recruit a fourth person for the UKTI office in Calgary. Canada has also been assigned "Priority" market status for UKTI in 2009-10."

- Paul Paynter, Director, UK Trade and Investment, Calgary 2009



STRATEGY & IMPLEMENTATION

To achieve these goals and objectives, CED provided information to the UKTI office about Calgary and the energy sector in order to support the case for Canada to be recognized as a priority market for the UK.

CED supported UKTI in many ways such as participating in their speed networking events in both Calgary and Edmonton and inviting companies on their behalf. UKTI sponsored the GPS international reception in 2008 and the Go-Expo international reception in 2009.

The International BDM met with UKTI and a number of UK based companies with a presence in Calgary to address their concerns about successfully entering and being successful in the Calgary market.

OUTCOMES

Canada has been recognized as a priority market for the UK. Previously, Canada was considered a potential opportunity market only. As of April 2010, UKTI Calgary has increased their staff from three to five people and has recently moved into new office space (double their existing size) to accommodate the larger team.

CED has implemented an aftercare program at the Global Business Centre and has made a concerted effort to assist the UK companies in entering the market by inviting them to networking events where they can meet potential partners and customers. CED continues to work closely with the UKTI office to find other ways to support them and their UK companies.

CED and UKTI have developed an excellent working relationship where each can call on the other for advice, input and support.

CONTACT DETAILS

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