

- Enhanced showcase marketing of up to £1 million to support the sectors events and extend the Take it to the World campaign which encourages UK businesses to export;
- Other projects being developed include a global network of around 1000 influential voices to promote the reputation of the UK for innovation and creativity, and an enhanced foreign direct investment (FDI) aftercare service in key sectors and across the English regions to nurture opportunities for further FDI;
- Beyond this, in 2010/11, a further package of up to £2.5 million for sector based showcase events.