

6.7 UKTI

Reasserting the UK's worldwide business reputation is central to economic recovery. UKTI's strategy is to market the economic strengths of the UK and the innovation, creativity and expertise of Britain in high value sectors. This attracts potential investors to the UK and helps our exporters sell themselves more effectively as international partners of choice.

The value of this strategy was confirmed in the 2009 Budget, with £10 million of the Strategic Investment Fund being channelled into UKTI, to be spent on events to promote UK sector expertise both in the UK and abroad. The funds are to help UK businesses better showcase their strengths to overseas customers and markets. All projects must meet the following criteria:

- High value and visibility to UK business;
- Early impact with strong legacy which the private sector can run with;
- Directly related to the *New Industry, New Jobs* strategy;
- Leverage multiplying effects from partners to reach the widest possible audience.

Commitments in 2009/10 include:

- Up to £1 million (with potential to leverage £0.3 million from the private sector) for a major security sector event in February 2010, building on the success model offered by the Farnborough International Air Show;
- A further package of up to £2.8 million for events across the spectrum of NINJ sectors (advanced engineering, creative industries, energy, low carbon, construction, ICT and financial services) kicking off in September 2009 with London Fashion Week and the London Design Festival. Other events include a showcase for the advanced engineering sector in Brazil in October, Technology World in Coventry in November and a consumer electronics show in the USA in January 2010;
- As part of the suite of actions being coordinated by the Office for Life Sciences, an investment of up to £1 million over two years to promote UK life sciences and the NHS at flagship events in the UK and overseas. UKTI will hold a new high-level technology partnering event later in 2010 that will bring life sciences decision-makers to the UK;