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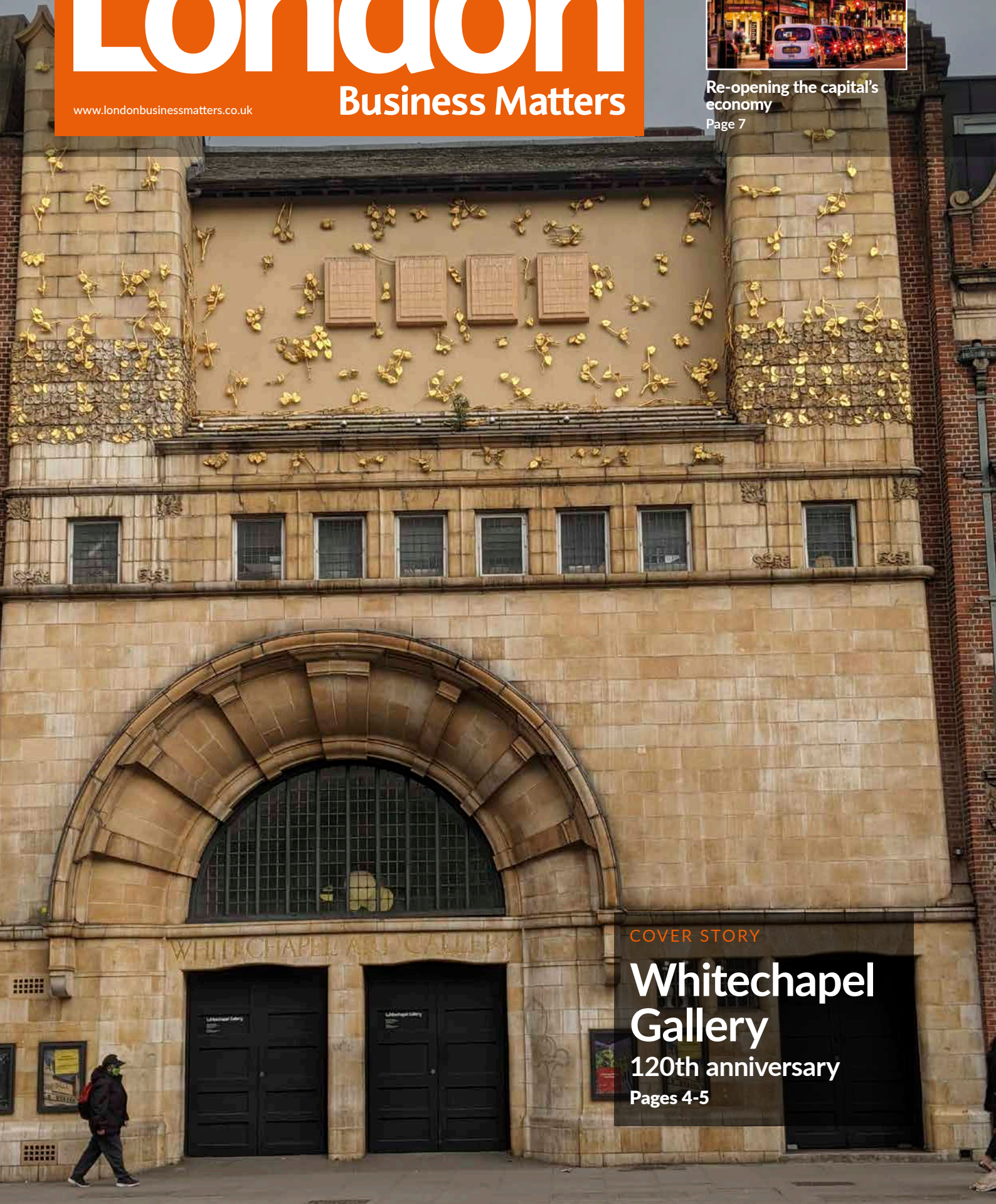
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Business Matters

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Export-led recovery is the way forward



New research released last month estimates nearly 6.5 million jobs in the UK are supported by exports

Commissioned by the Department for International Trade and carried out by the Fraser of Allander Institute at the University of Strathclyde, it assesses the value of exporting-led jobs to the UK economy and helps inform the discussion around the untapped exporting potential of businesses across the country.

Productive

The research estimates that median wages in jobs directly and indirectly supported by exports were around seven per cent higher than the national median and that more jobs (3.7 million) are supported by exports to the rest of the world than to the EU (2.8 million). The Office for National Statistics also estimates that goods exporting businesses are 21 per cent more productive than those who do not. It provides a clear rationale for pursuing an exports-led recovery from Covid and using trade liberalisation to boost strategic industries – such as services, tech and renewables – that are key to building back better from the pandemic.



The research is accompanied by a new Board of Trade report – *Global Britain, Local Jobs* – that prescribes a series of policy fixes to unlock the UK's full exporting potential and propel a trade-led, jobs-led recovery from Covid-19. This includes:

- Boosting the UK's role as a global

hub for services and digital trade

- Pursuing new trade deals with large and fast-growing economies beyond Europe, particularly in the Indo-Pacific
- Greater support to help businesses internationalise and adopt new export targets.

Trade liberalisation

The Board of Trade – which is led by International Trade Secretary Liz Truss – argues the UK's departure from the EU is an opportunity to deepen trade liberalisation and boost the role trade plays in the economy. It believes that the UK should follow the likes of Australia, Singapore and New Zealand, who have all used trade liberalisation to spur growth and capture global market share.

The report advocates deeper trade ties with faster growing nations outside Europe, with 65 per cent of the world's middle classes set to be in the Asia-Pacific by 2030 and nearly 90 per cent of world growth expected to be outside the EU in the next five years.

Green economy

It recommends the UK 'ride' the digital and green waves, highlighting the UK's comparative advantage in those industries, with the exporting potential of the green economy set to be £170 billion per year by 2030, and argues the UK should lead the charge for a more modern, fair and green World Trade Organisation by working with like-minded allies on issues like industrial subsidies.

Liz Truss commented: "Export-led jobs are more productive and higher paying, but currently too few businesses export and our economy would benefit from being more international. This potential can be liberated through more trade deals, boosting our role as global hub for digital and services trade, and by pursuing policies that drive an exports-led recovery."

www.gov.uk/government/publications/board-of-trade-report-global-britain-local-jobs

SPONSORED COLUMN

Customs Applications - Using your IP to monitor counterfeit goods



HGF Trade Mark Director Adjoa Anim highlights the importance of Customs Applications for Action for businesses that import and export goods.

Introduction

Apart from providing protection for businesses' intangible assets, registered intellectual property (IP) rights are invaluable tools for those that trade across international borders. These rights can be instrumental in helping customs authorities monitor imports and seize counterfeit products in territories of interest, via a Customs Application for Action (AFA).

What is an AFA and what is the benefit?

An AFA is a document containing details of IP rights which is provided to Customs Authorities; officials refer to the information when inspecting imported goods to confirm their authenticity. This allows for the smooth transition of genuine goods and arms the authorities with tools to help stop and seize counterfeit goods.

AFAs in business

Say, a UK business imports manufactured product from Turkey and sells them to customers across Europe. It would be prudent to have AFAs in the following territories:

- Turkey – to reduce the risk of counterfeits being made and shipped out of the country of manufacture;
- The UK – to filter the product coming into the 'home' country; and,
- The EU and other European target markets – to help protect the business' international

customers from receiving counterfeits.

Application and maintenance process

An AFA is prepared and submitted to the relevant Customs Department (for the UK, it is the HMRC). The AFA information includes, but is not limited to:

- Details of IP rights (e.g. trade marks, design rights, patents and geographical indications), that a business applies to its products;
- Details of a legal contact and a technical contact to respond to legal and product queries from the Customs Authorities, respectively;
- Details of product packaging, images of authentic and counterfeit goods, places of production, modes of delivery, values of goods delivered and transit routes into the relevant territory and entities involved in the manufacture, transit and reselling of the products; and,
- Agreement to update the Customs Authority on changes to the relevant IP rights and deal with detained genuine or counterfeit goods.

The more information the authorities have, the easier it is for them to inspect goods and hold possible counterfeits.

Once accepted, AFAs last for a year and can be renewed annually. The relevant Customs Authority will contact the legal representative when it detains any goods.

Should you have any questions concerning Customs AFAs or other areas of IP, please contact Adjoa at aanim@hgf.com

