

Dublin



Christchurch cathedral blue-lit for St Andrew's Day

External Network Report

Report for Scottish Government Office in Ireland

Final Report

June 2020



At a glance 2019/20

REPUTATION



Social Media

- **68%** more followers
- > 588k impressions
- > 1,100 retweets



Events

- **8** events, including Edinburgh Fringe reception and Parliamentary Rugby reception
- **over 1,000** guests across the year, **180** at Burns Supper

INTERNATIONAL TRADE

16 company minister-led **Trade Mission**, Scotland to Ireland



Partnership working to deliver **40 company visits** of Irish companies to Scotland



RESEARCH & INNOVATION



Participation and support of **Twenty Years Hence** project – Irish Scottish academic collaboration



Delivered '**Creative Cities**' event involving innovators and officials from **Glasgow and Dublin networks** to encourage innovation and creativity

INVESTMENT



Key **engagement** with existing **investors** in sectors like energy and **low carbon** to identify opportunities



Safeguarded **269 jobs**

- 233 real living wage
- 19 HVA jobs

SCOTLAND'S INTERESTS

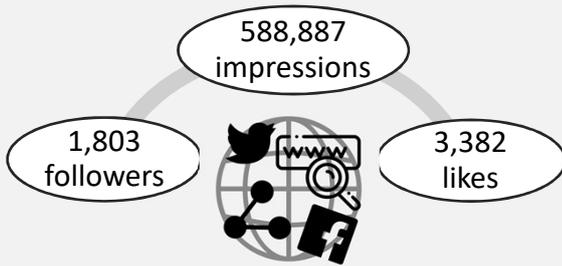
Scotland  Ireland

Strategic Bilateral Review
>1000 responses



- Used **10 ministerial visits**, plus **FM visit**, to broaden reach and network of office
- Recruited **5 new Global Scots**

REPUTATION



BURNS SUPPER FEEDBACK



2019 was our **biggest ever St Andrew's Night** Scottish food and drink served and Scottish music played **Minister McKee** spoke and delegates from **largest SDI Trade Mission** attended.
→ Diaspora network continues to grow, office reputation further enhanced.



INTERNATIONAL TRADE

Ireland is in the **Top Ten** priority markets in Scotland's Export Growth Plan, and is currently **6th largest export market**. Steady stream of Trade Missions supports this activity.

16 company SDI-led **Trade Missions** created opportunities for **fintech** companies in market.



Five new **Global Scots** in 2019/20, up from two in 2018/19.



Work with partner organisations to deliver **fintech events** and to better link business from **NI/Ireland/Scotland**.

RESEARCH & INNOVATION



Twenty Years Hence Project supported

Enhanced partnership across the **social sciences** dealing in Irish and Scottish studies

Collaboration with **BICC on HE collaboration** post-Brexit

Better alignment of Scottish and Irish universities in facing **future Brexit challenges**



CREATIVE CITIES

Glasgow & Dublin Joint Event



Brought together creative **influencers, policy-makers and academics** to share ideas/learning.

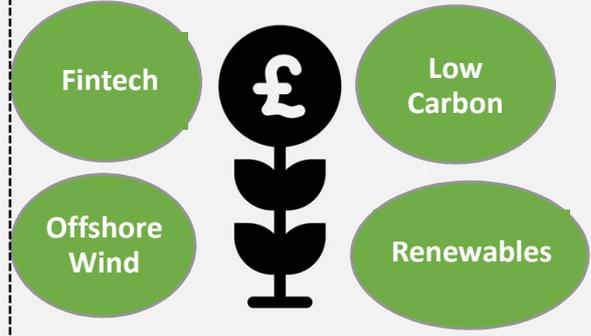
- Initial terms of Glasgow-UCD partnership agreed
- Links made across institutions (e.g. IRC/SFC)
- Glasgow Uni partnership incorporated in UCD Arts & Humanities strategic plan

INVESTMENT

Biggest **success**:
Secured future of meat processing plant in Aberdeenshire

- **Safeguarded 269 jobs**
- Of which **233 pay the living wage**
- A further **19 are HVA jobs**

Inward investment interest:

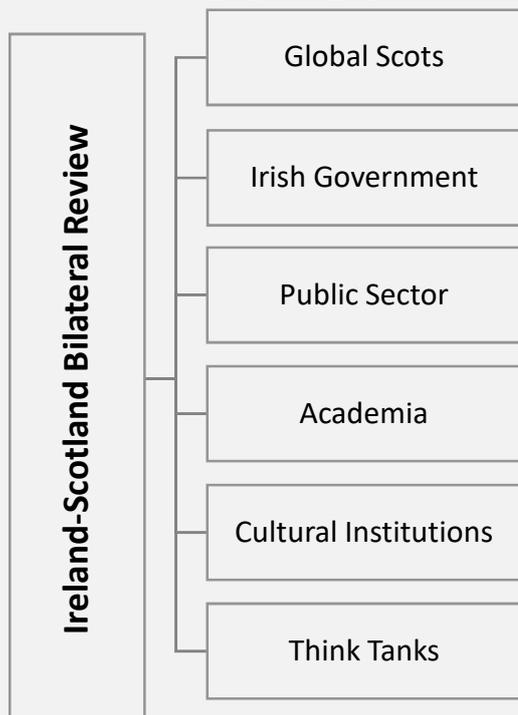


50% stake in £1.8bn Scottish windfarm



SCOTLAND'S INTERESTS

Wide ranging **review of relationship** undertaken by **Irish and Scottish Government**



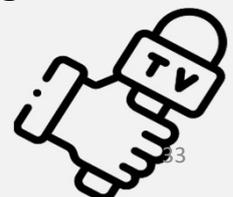
Continued high-quality **reporting** on **Irish current affairs** through Irish election, Brexit and Coronavirus. Over **40 briefing reports**



High-profile visit **by First Minister**, engaging with influential Irish audiences, utilising media opportunities and extending reach and influence of the office. **Address to 200+ stakeholders at RIA.**

Over **5 interviews and comment** to Irish media outlets including Irish Times and RTE.

Meeting with Taoiseach.
Business Engagement with key industry body IBEC



OFFICE HIGHLIGHT 2019/20



Innovative, unique and extensive bilateral review announced **by Foreign Affairs Ministers** for both governments.



Review will identify the areas where resource and effort could best be directed to maximise **cooperation and collaboration** into the future. This will maximise the benefit and impact for both countries.

Extensive **consultation** carried out across many aspects of government and civic society undertaken by the SG office in Ireland and Irish CG in Scotland. **Broad buy-in in to public questionnaire.**



1,068 respondents to online questionnaire



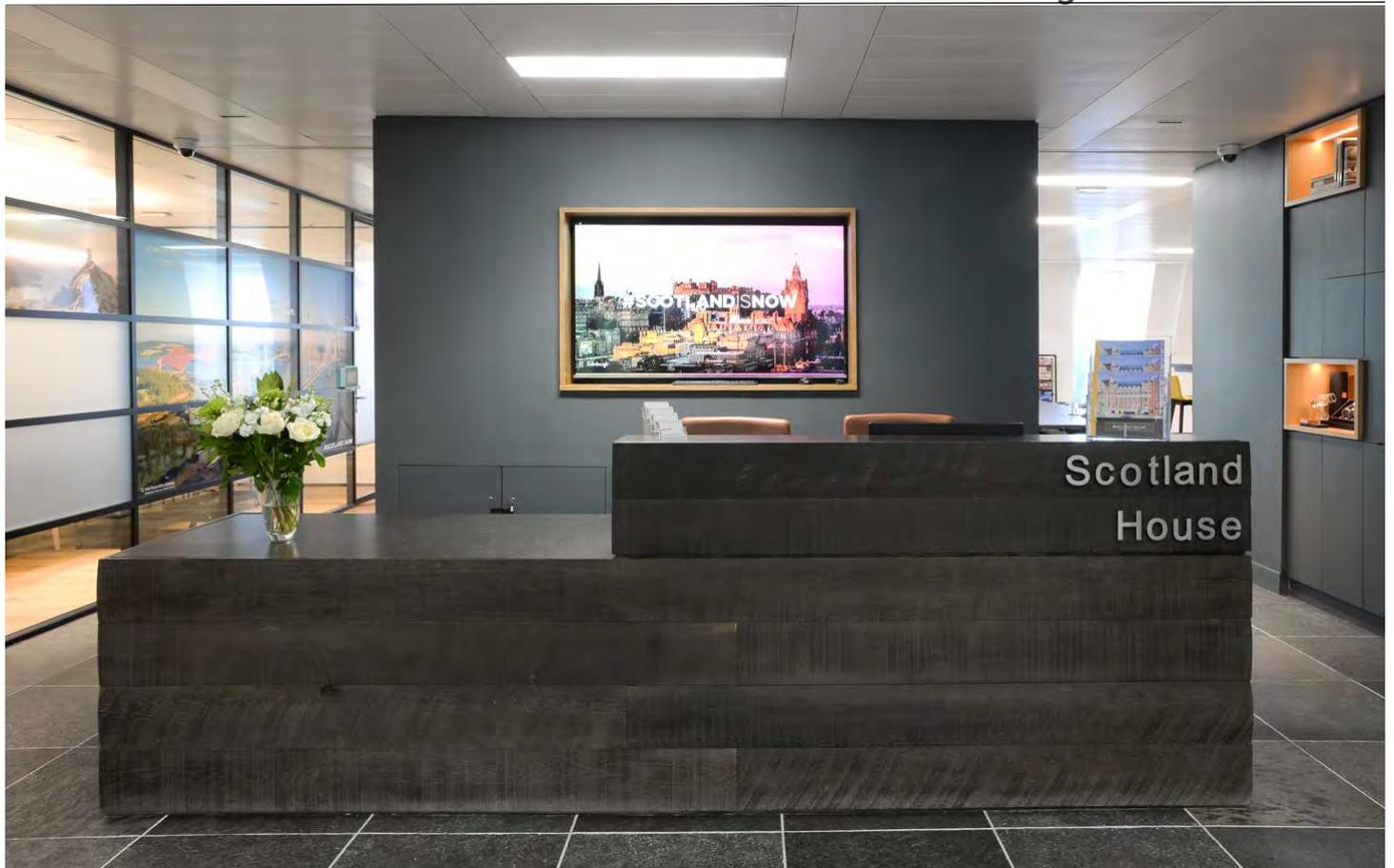
Extensive engagements across both countries

A **strategic report** will be produced encompassing all the information gathered during this exercise. Signed-off by Ministers, this will **signpost areas** for both governments to work together into the future.



The Bilateral Review strategic report will be a unique document in formalising and **cementing the Scottish Irish relationship**. These strengthened ties will be reflected in **common plans to maximise collaboration** and work together in discrete areas into the future.

London



External Network Report

Scotland House London

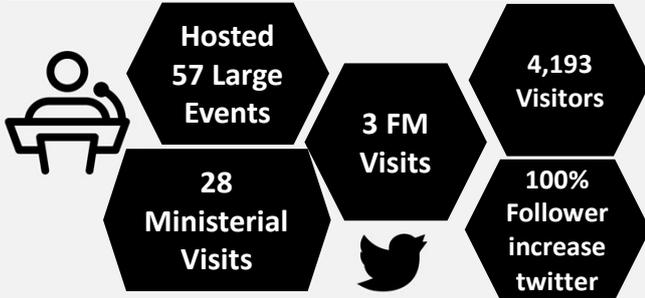
Final Report

June 2020



At a glance 2019/20

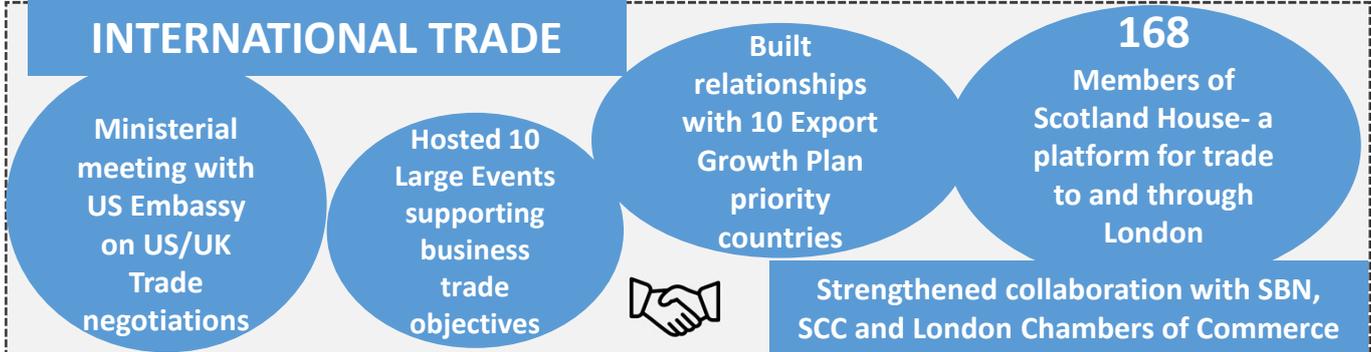
REPUTATION



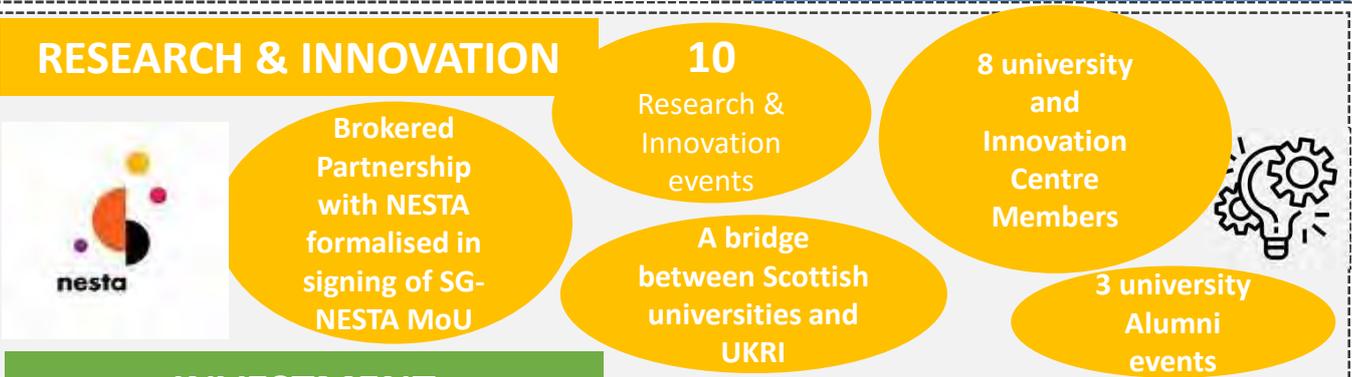
A **significant calendar of Ministerial visits** and engagements, supporting multiple meetings per visit and ranging across policy areas.

A **cultural calendar** including the “Voices of Scotland” event celebrating the UNESCO year of indigenous languages in Scots - including Doric - and Gaelic.

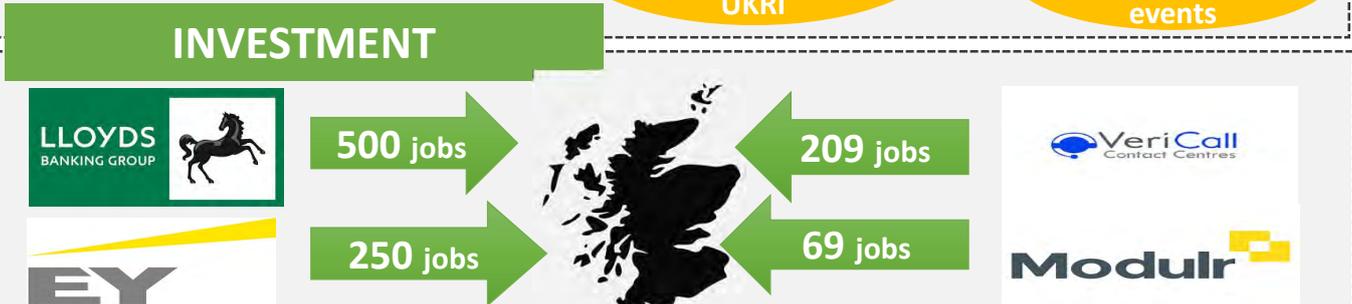
INTERNATIONAL TRADE



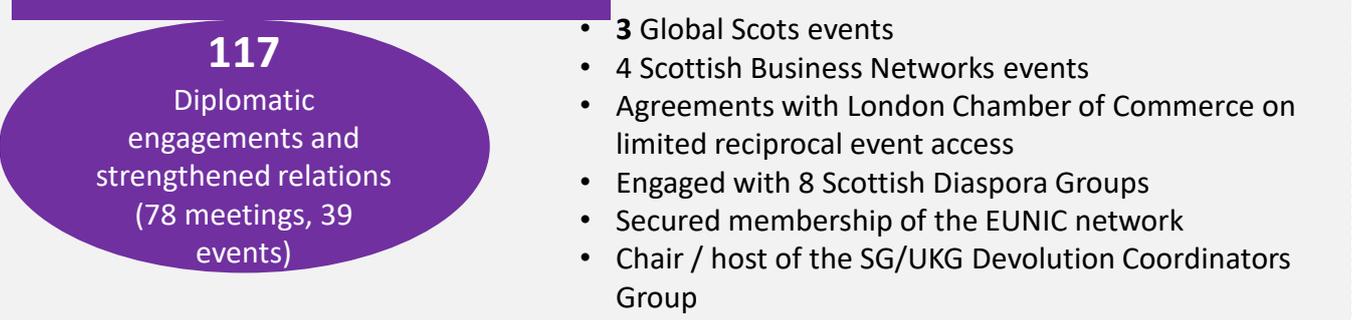
RESEARCH & INNOVATION



INVESTMENT



SCOTLAND'S INTERESTS





REPUTATION



1223 Followers
1.0K Likes
124 Tweets
284k Impressions

A visit by the First Minister included:

- A keynote speech in London at an event hosted by a leading environmental think tank on the UN's COP26:
- A platform to speak to over 80 European media outlets at the Foreign Press Association HQ on Scotland's constitutional position, European ambitions and immigration position.
- Business engagements with two FTSE100 companies

A strong calendar of cultural events including collaboration with the **Edinburgh Fringe**.



Established the **#futureforum** series of economic futures events; and hosted **the SNIB** business breakfast event with London's financial community.

INTERNATIONAL TRADE

Engagement round the Export Growth Plan:

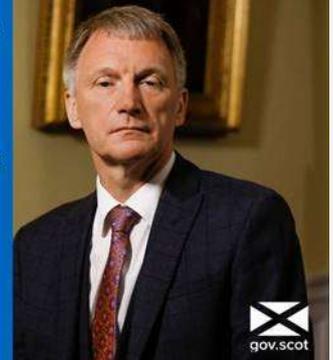
- Built **strategic bilateral relationships** and held meetings with **10 priority countries** incl USA, China and Singapore
- Discussions on Trade and industry priorities: **green investment, FinTech and future collaborations**
- Utilised relationships to set up strategic meetings between Senior Trade Attaches and Ministers, including a meeting on **US/UK Trade negotiations between Mr McKee and US Embassy**

Strengthened connections with key organisations:

- **London Chambers of Commerce**: agreement reached on reciprocal access to relevant events.
- **Scottish Business Network**: continue to host events and offer reciprocal event access for members.
- **London First** have offered to host an FM event in 2020. **SCC** have become strategic members of SHL.

"It is essential the Scottish Government and Scottish Parliament have a proper and meaningful role in all stages of the development of future trade arrangements, which shape the nature of our economy."

Trade Minister Ivan McKee



RESEARCH & INNOVATION

- Hosted an event to **promote Dundee and Tay Cities** economic credentials in partnership with SE
- Over 30 businesses attended
- First **Michelin Scotland Innovation Parc (MSIP)** event outside Scotland

- Two follow up meetings around investment into MSIP
- Promoting and raising **profile of the region** to a London based audience
- Will build on this by hosting at least one regional showcase every year.

Hosted Alumni events for Glasgow, Aberdeen and Heriot Watt Universities



Hosted an event showcasing Scotland's unique strength in **Precision Medicine**. Strong collaboration across SG and SDI teams to bring together inward investment targets and research funders at this event.





INVESTMENT



- Part of **£3bn** tech-based investment in Scotland
- **500** new software engineering roles at a new technology hub in Edinburgh

In 2019-2020 UK HQ'd businesses accounted for **over 40%** of the total number of global inward investment real living wage jobs secured by SDI

- 25% increase in headcount (250 jobs)
- New UK Centre of Excellence for Data Analytics in Scotland



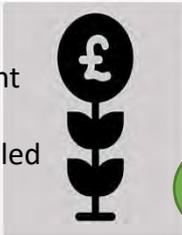
MIPIM: hosted a series of Cab Sec **capital investment** events.



Inward investment interest



£20m investment
69 new highly skilled jobs



- Life and Chemical Sciences
- Financial and Global Business Services
- Technology and Advanced Engineering



- Organised 2nd First Minister / Lord Mayor Financial Services Burns Supper with 80 business leaders. FM met Lord Mayor and Governor of Bank of England to discuss green finance.
- Now an annual fixture rotating Edinburgh - London

- Opened flagship **Global Business Services Centre** in May 2019
- **209** new jobs



SCOTLAND'S INTERESTS

Engagement with wider network

- Embassies
- Scots in London
- Global Scots
- EUNIC Network
- UK Government
- Devolution coordinators and Devolution and You Board
- Think Tanks
- UKRI
- Foreign Press Association

117
Diplomatic Engagements



Results of our Office's engagement in 2019-20:

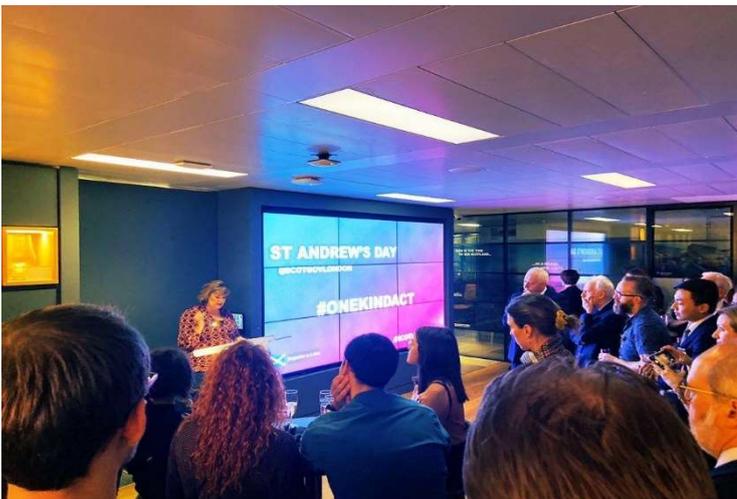
- Organised two day study trips to SG for three think tanks (**NEF** and **Common Wealth** (UK) and **Democracy Collaborative** (US)) and a series of meetings for **IPPR**. Also arranged a full day of NEF seminars for SG. Focus on SNIB, land reform, wellbeing, social care, employee ownership, community wealth building.
- Potential opportunity to host joint seminar on respective approaches to address drugs and alcohol misuse and violence reduction with Iceland
- Increased profile of Scottish investment opportunities to a range of Indian inward investors to Scotland
- Interest on sharing learning with Singapore around Dementia and presented SG constitutional and economic priorities to ASEAN Ambassador Network
- Agreement in principle to staff secondment programme between New Zealand and Scottish Governments

OFFICE STORY 2019/20

Scotland House London continued develop and grow in 2019/20, its 3rd year of operation (SG entered in July 2017). the SG replaced all three members of its Economic Diplomacy Team as colleagues were promoted into posts in Scotland. The SDI team also saw significant staff change in the year. A major decision was taken to bring front of house, event and membership services in SHL in-house from August 2019. That entailed an increase in directly employed staff and in responsibilities – but with the benefit of greater control and clarity. In early 2020 Partners agreed to pilot for a six month period a joint communications role in SHL. That post is ongoing but we will share the results with the Network in due course.

Much of our focus this year has been on **broadening and deepening our key relationships**. On the **diplomatic** side identifying opportunities for policy exchange and economic diplomacy in support of the Export Growth Plan in addition to the constitutional focus. Significant working relationships have been established with a number of **think-tanks**. On the **business** side we have strengthened engagement with London based umbrella bodies as well as the **SCC and SBN**. We have developed a regular pattern of discussion with the **City of London Corporation** with the annual financial services Burns Supper as an established part of the landscape. SHL is now a members of the “Scots in London” grouping of **diaspora organisations** and we are developing ties to **London alumni associations** in addition to our strong relationship and events programme with **Global Scots**. SHL is now also an established **partner for Scottish cultural organisations** and patron of Scottish artists and musicians. Developed relationship with Dundee and **Glasgow City Council**, the latter by hosting its “Creative Cities Convention” London event.

Bringing together the various elements of SHL’s role is often when we have greatest impact.



The St Andrew’s Day event is one of the most important diplomatic events in Scotland House London’s calendar. The 2019 event gave us a chance to showcase Scottish contemporary and traditional music culture with two live performances to an audience of diplomats and cultural leaders in London. This event was delivered in partnership with the Edinburgh Fringe so helped us to build strong links with London’s cultural sector, increase Scotland’s reputation as a nation that combines tradition and modernity and tell a prestigious audience about Scotland’s position as an outward looking European nation

REPUTATION

RESEARCH &
INNOVATION

INTERNATIONAL
TRADE

INVESTMENT

SCOTLAND’S
INTERESTS

Paris



External Network Report

Report for: Paris Hub

Final Report

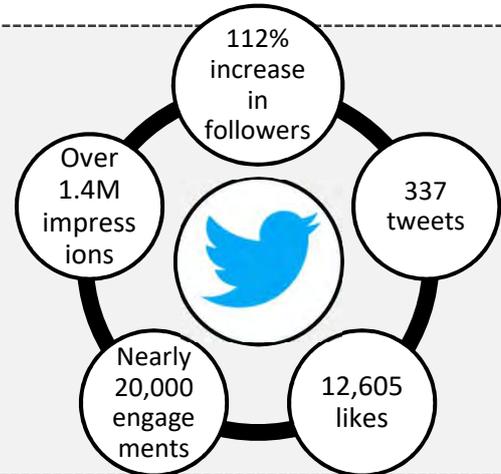
June 2020



At a glance 2019/20

In our first full operational year, our focus was on building Scotland's reputation and interests in France. As we move into our 2nd year, our focus will increasingly also be on research and innovation and on business.

REPUTATION



INTERNATIONAL TRADE

Promoted **7 Scottish drinks companies** and **6 food companies**.



Recruited **4 new Global Scots** in France

RESEARCH & INNOVATION



Developed links with **Aberdeen University**, supporting two events and helping to promote an innovative **new Scottish gin** in the French market.



Organised a joint event with **PUBLIC** and the **Ville de Paris** that showcased **CivTech** and **Scottish innovation** to an audience of over **60 influencers**.

INVESTMENT



Worked with SDI France to arrange business meetings between the Scottish Government and major French companies such as **TOTAL** and **Michelin**. These opened up discussions about potential future collaborations between Scotland and France.



SCOTLAND'S INTERESTS

Created the **platform** for Ministers and Senior Civil Servants to **engage with the French Government** and **media** on **Scotland's position on Europe and EU Exit**.

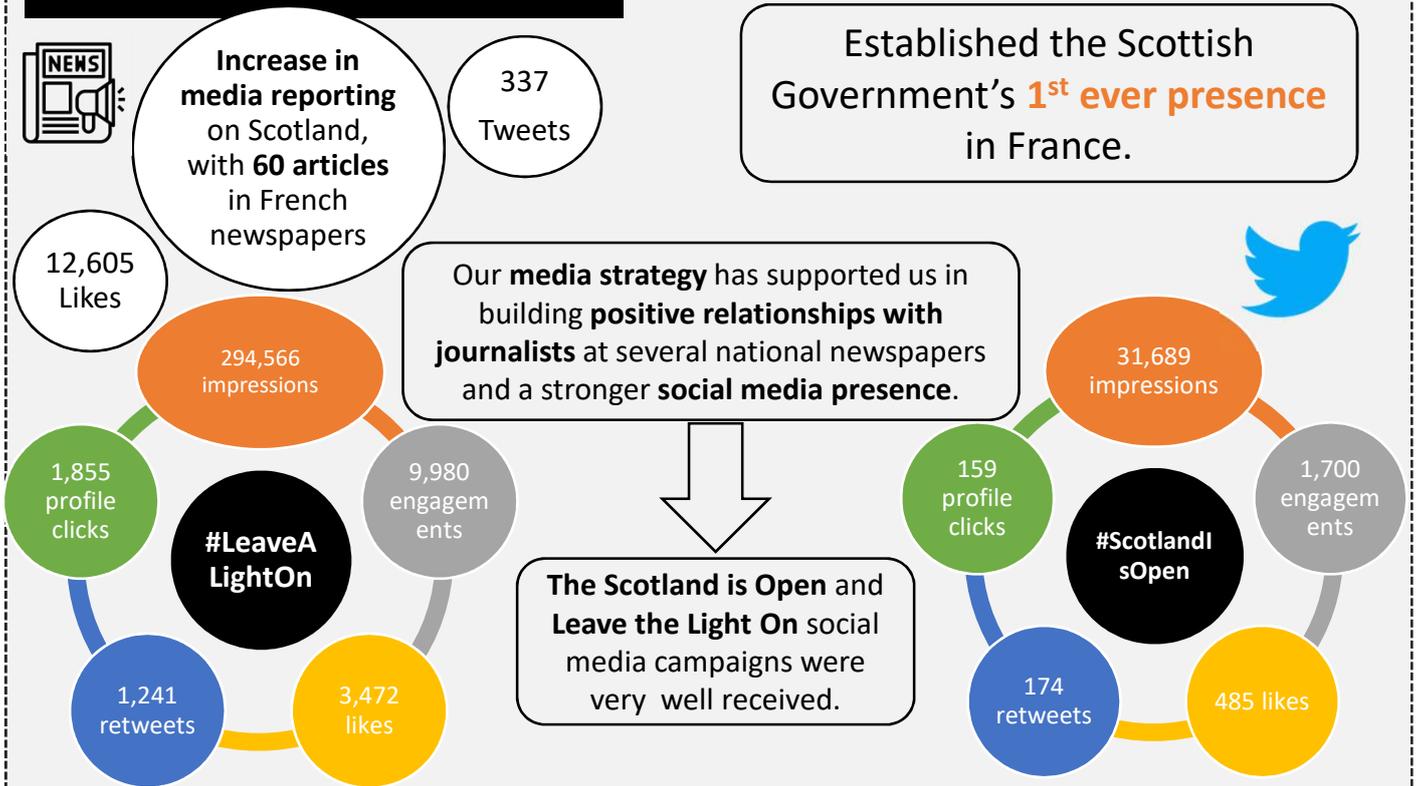


Supported Scotland's representation at **2 major international conferences**





REPUTATION



INTERNATIONAL TRADE

Showcasing **Harris Tweed Hebrides** at the Embassy's annual Burns event to 120 senior French stakeholders.



Collaborated with **SDI France** to promote Scotland's food and drink sector, **promoting 7 Scottish drinks companies and 6 food companies**, including at our:

- **Food & drink showcasing event** during the **Perm Sec's visit in October 2019**, with 30 guests from French government, buyers and the cultural sector.
- **St Andrew's Day event**, where smoked salmon by **Fyne Foods** and Scottish beef by **Ecosse Gourmet** was served.

Developed our **Global Scots network** in France with **4 new recruits**, one of whom we identified through our **engagement** with the **Aberdeen University Alumni** network.

RESEARCH & INNOVATION



Organised an event with **PUBLIC** creating international platform for **CivTech** and **3 Scottish start-ups** to over **60 key influencers**

Following the event, **CivTech** was:

- included as **one of the 10 programmes to watch worldwide** in a report by **PUBLIC**.
- invited to speak at **GovTech 2019** and received interest from a region of the Netherlands, Norway and Wales.



Held **Porters Gin** event with **Aberdeen University** and over **50 alumni**

Promoted **innovative gin company** in French market.

CivTech

PUBLIC

Developed new relationships:

- between **CivTech** and France's **GovTech** community.
- Developed strong relationships with **influential think tanks** including **IDDR**, and with renowned **universities** including **La Sorbonne** and **Sciences Po**, sharing Scotland's policies on **climate change** and the **Just Transition** and learning from the French.
- Strengthened relations with **Scottish alumni network** in France, supporting two events with **Aberdeen University** attended by more than **80 alumni**.



INVESTMENT

We've collaborated with SDI on meetings with two new partners and three investors to support increased investment in Scotland, including:



- Held discussions with **Brittany's Economic Development Agency** and **Marseille's Chamber of Commerce** to explore new partnership opportunities.
- **Supported a food & drink Investment Dinner** by **Scottish chef** Daniel Gallagher in January 2019. This was an excellent showcasing of Scottish whiskies, gins and smoked salmon to **22 senior food & drink guests** and facilitated productive discussions with investors including **Rémy Cointreau**.
- Business meetings between **SG Cabinet Secretary for Finance** and **TOTAL** and **Michelin**. These opened up discussions about potential future collaborations between Scotland and France in the **hydrogen** and **low-carbon sectors**.



SCOTLAND'S INTERESTS

Promoted Scotland on the international stage at two major international conferences:

- 1. OECD Wellbeing Metrics Conference:** showcasing **Scotland's National Performance Framework** and **Wellbeing Economy Governments** work, described by the OECD as "the most developed outcomes based approach adopted by government anywhere in the world".
- 2. UNESCO Forum of Ministers of Culture:** Demonstrated the Scottish Government's commitment to continued cultural engagement through the **Cab Sec's** attendance, attended by **120 Ministers and high representatives**.

We supported 8 Ministerial Visits and 2 Senior Civil Servant Visits

Designed **high profile visits** for Cab Sec and two Senior Civil Servants to strengthen our **policy exchange** with the French on wellbeing economy governments, The Citizens Assembly, child poverty and arctic policy.

Promoted Scotland's world leading action on climate change including by speaking at an international event in February 2020 hosted by the **Ville de Paris, Agence Francaise de Developpement** and **World Bank Group**.

Promoted Scotland's relationship with France through giving speeches at:

- the **600th Anniversary Auld Alliance festival** in Chatillon sur Indre in June 2019
- A performance of the **Tartan Pimpernel play** at The Scots Kirk in February 2020



Our first full year of operation 2019/20

CONTEXT

- The Paris Hub was **formally launched** by the **FM** in **February 2019**, three months after becoming operational.
- Our focus in the first half of 2019 was **setting up** the **office** and building **excellent working relationships** with stakeholders.
- Since the office became **operational**, we have organised **11 Ministerial visits** and **2 Senior Civil Servant visits** - these have strengthened Franco-Scottish relations and ensured Scotland's position in Europe and on EU Exit is well understood in France.

A short video of our 1st year can be viewed [here!](#)

OFFICE ACTIVITY

Highlights include supporting Scotland's participation in:

- the **Women's World Cup** and showcasing Scotland's approach to increasing **women's participation in sport**, with a team from the **Scottish FA** delivering football [training](#) to over 70 girls in Paris and Nice (BBC covered the latter);
- [OECD's inclusive growth conference](#) with a Cabinet Secretary, the Perm Sec and our Chief Economist, to showcase our approach to **wellbeing economy** and the **national performance framework**;
- An event with **PUBLIC** and **Ville de Paris** that cemented Scotland's position as a leader in **GovTech**;
- [UNESCO's Forum of Ministers of Culture](#) that demonstrated the Scottish Government's commitment to continued cultural engagement with UNESCO;
- Two Paris-based performances of the **Tartan Pimpernel play** – enabling the office to build its relationships with the **Scottish diaspora**.

RESULT

- **Strengthened political relationships:** Productive meetings between Scottish Ministers and senior members of French Government that highlighted Scotland's position on Europe and EU Exit.
- **Enhanced reputation:** developed new relationships with French journalists and 60 articles published in French mainstream newspapers that raised Scotland's profile in France.
- **Scotland's interests:** promoted Scotland's interests on the international stage through speaking slots at OECD & UNESCO conferences.

IMPACT ON OUTCOMES

In our first 12 months we have achieved the following **key outcomes**:

- **Politically** closer relationship with the French Government than ever, with the FM invited to speak in the [French Parliament](#) and strong relationships at official level.
- Thriving **Franco-Scottish relationship** – successful **Scotland is Now** and **Scotland is Open** campaigns in France.
- **Cultural connections** continue to **flourish** – high attendance at our first ever St Andrew's Day Event and very positive feedback.
- **French media** are very engaged, and always keen to take up our offers to attend our briefings with Ministers and senior officials.

Ottawa



External Network Report

Report for: Scottish Affairs Office Canada

Final report

June 2020



At a glance 2019/20

REPUTATION



Enhanced social media presence with **522** new followers.

Established the **Scottish Government's first ever presence** in **Canada's capital city**.



INTERNATIONAL TRADE



Supported SDI in the **promotion of Scottish beef imports** to Canada for the first time in **24 years**.

Engaged with Nova Scotia economy team to **understand how trade is regulated** across different provinces & **facilitated** conversations for **DITI** with the **Ontario Trade Commission**.



RESEARCH & INNOVATION



Provided intelligence & context to **Universities Scotland** on their 'Region to Nation **'Scotland/Ontario'** plan.

115 attendees representing **12 Scottish Universities** at **SG/Universities Scotland alumni receptions** across **three main cities in Canada**



INVESTMENT



£2.5bn turnover from **Canadian companies** in **Scotland**

Assisted SDI FDI director **explore Canadian opportunities** in the **tech space** and how to exploit Scotland's unique sell in the technology sector.



SCOTLAND'S INTERESTS



Took steps to **re-establish Canada/Scotland parliamentary friendship group** and secured co-chairs of the group.

Frequent diplomatic engagements with civil servants in provincial and federal governments.





REPUTATION

First reporting year included:

- 1 Ministerial visit
- 7 Inbound official visits
- 7 Canadian stakeholder visits to Scotland
- 19 External events supported by SAO

19/20 Twitter summary and top themes:

4567 likes
 339 tweets
 639,500 impressions
 2400 followers
 1956 RTs
 421 mentions

Culture
Environment
 Food and Drink
Innovation
 Climate Change
Education
 Trade
Heritage

Key relationships formed with:



Outcome:

Established the Scottish **Government's first ever presence** in Canada's capital by engaging with **federal** and **provincial** authorities as well as wider stakeholders. Through promotion of **ScotlandIsNow**, the office is **refocusing Scotland's reputation** in Canada.

INTERNATIONAL TRADE

Supported **DITI** on intelligence gathering for **FTA** and conversations with **trade commissioner teams**. Supported **3 ministerial trade-focused meetings**. **Worked with DIT** Canada to utilise platforms for Scotland. Secured Federal government attendees to attend XpoNorth.

Scottish exports to Canada worth **£590m**

Facilitated HIE representative to undertake programme in Quebec to explore Green Economy opportunities.

Ministerial presence at ocean industry conference with **465 international government & business attendees**, a visit to the Centre for Ocean Ventures and Entrepreneurship and to **Irving Shipyard** to learn about project involving **BAE Govan** and potential **supply chain opportunities**.

Outcome:

- Highlighted Scotland's renewables offer on **expert panel**, as well as **the world-class renewables** companies based in Scotland and our ambition to **open trade opportunities** with businesses on the North American Seaboard.
- Created stronger opportunities for **collaboration between Halifax & Glasgow** based SME communities.

INVESTMENT

Worked with **SDI** & supported Minister with a **delegation of Canadian investors** at Bute House reception.

5,000 leaders in business & government present at Michelin Summit

Supported Visit Scotland on business development & campaigns.

Participation at **investors event** in Montreal with **250 attendees**.

Supported the Cabinet Secretary at Michelin "MovinOn" Summit, where he met with the CEO & VP of Michelin, potential & existing investors & the Chambers of Commerce of Montreal.

Outcome:

- **Strengthened relations with Michelin** and reaffirmed commitment to making the **Michelin-Scotland Innovation Parc (MSIP)** a success. Explored **opportunities for Canadian companies to support** the development of MSIP.
- Engaged with **prospective and existing investors** to explore further opportunities for investment.





RESEARCH & INNOVATION

Assisted **Universities Scotland** to intelligence gather and shape opportunities on their 'Region to Nation' **plan**.

Facilitated a visit by Dr Marsha Scott, CEO of Scottish Women's Aid. Dr Scott led a panel at **Ottawa University** discussing Scotland's world leading legislation on psychological abuse. Dr Scott said: "It was so good to learn from out with Scotland" and she was "so grateful for support from Scot Gov Canada"

Established relations with the **UK Government's SIN network** & integrated into the UK Government's **COP 26 working group**.

Supported **2 R&I visits to Scotland** for SIN team leader & Quebec research & innovation Attaché.

Through networks, secured speaking opportunity for SG Arctic lead at '**Northern Lights**' conference, highlighting SG's interests to a pan-Canadian audience of leaders and innovators in Arctic policy.

115 attendees at alumni events in Toronto, Ottawa and Montreal.

Outcome:

Built SAO's networks with Higher Education institutions, enhanced visibility of Scotland's R&I strengths to begin to identify a younger, professional network through alumni events.

SCOTLAND'S INTERESTS

Established relationships with federal MPs to reconstitute (after five year hiatus) the **Canada/ Scotland Parliamentary Friendship Group**. Secured co-chairs of the newly constituted group.

Outcome:

Raised Scotland's profile in the Canadian parliament, to share Scotland's priorities and encourage MPs to **consider Scotland in their broader portfolio work**.

Amplified the Scottish Government's voice through the existing UK Government platform by **promoting Scotland at large scale UKG events** (i.e. UKG Red Arrows Canadian Tour) and utilising the **Scottish Affairs Committee's programme** in Ottawa to inform members of our presence, raise our profile and **exemplify the value of our office in Canada**.

Built an **extensive external network** within Canadian federal and provincial government departments:

- **Federal government:** Global Affairs, Arctic, Culture, Women and Gender Equality, Climate Change, Public Health Agency, Innovation, Science & Economic Development.
- **Nova Scotian government:** Communities, Culture & Heritage and Intergovernmental Affairs.
- **Quebec government:** International, Culture, Economy & Innovation.

Identify **Global Scots** in Canada and plan to target **new members** in next reporting year.

Wider contacts:





OFFICE STORY 2019/20

FROM THIS:

Establishing a new Scottish Affairs Office:

Three months after the Head of Office travelled to Post, the **First Minister officially opened** the Scottish Government's Canada office in February 2019.

First FM visit to Canada in more than 10 years!

Outcome:

Priorities have been set for Scotland's engagement with Canada. Our presence in the Capital has provided opportunities to **engage directly** with the **Federal government**. The team has also developed **stronger, more strategic relationships** with key provinces. By creating **joint work plans** with provincial officials in Quebec for example, the SAO Canada is able to focus on more **strategic visions for collaboration**. This more strategic approach not only applies to engagement within Canada, but expands to our relationship with **the Canadian High Commission, provincial offices based in London and Scottish stakeholders**.

TO THIS:

Overview of SAO Canada's first operational year:

REPUTATION

Established our **first ever presence in the Canadian capital**. Created priorities and a **network**, working with stakeholders to **amplify Scotland Is Now messaging** and to **refocus Scotland's image in a modern day context**.

INTERNATIONAL TRADE

INVESTMENT

Raised the importance of Canada as a key T&I market for Scotland. Worked with **DITI, HIE and SDI teams to understand and support their separate levels of ambition in Canada e.g. SDI to establish stronger relations** with the Toronto Consul General and specialists opportunities in tech.

RESEARCH & INNOVATION

Developed regular engagement with **UKG SIN network**, including as members of the COP26 working group, **UKRI team** and **Universities Scotland**.

SCOTLAND'S INTERESTS

Raising awareness with Scottish partners (e.g. VisitScotland, Universities Scotland, HIE, Creative Scotland, Centres and City Councils) to our **platform in Canada** through which they can become involved in strategic multi-partner projects, achieve an elevated level of engagement and have **greater awareness of opportunities**.

Washington



External Network Report

Report for: SAO Washington DC, USA

June 2020



At a glance 2019/20

REPUTATION

- 78 Events
- 2 Ministerial visits
- 6 Inward Delegations
- 1 Communications & Engagement Manager Role created.



- 4,252 Likes
- 331 Tweets
- 3,617 Followers
- 697,521 Impressions
- 19,880 Engagements



SCOTLAND'S INTERESTS

- 32 Events to engage with diaspora
- 30 Members of Friends of Scotland Caucus
- 1 Congressional Relations Officer Role created



We engaged in 10 Cities

- Washington DC
- Los Angeles
- Boston
- Chicago
- Miami
- Philadelphia
- New York City
- Detroit
- Salt Lake City
- Baltimore

RESEARCH & INNOVATION



6 Universities network events attended

- NAFSA
- St Andrews University & Georgetown University Counter Terrorism Conference
- Alumni Reception at Scotland House
- Burns Night Scottish University Alumni
- Fulbright Scholars
- Saltire Scholars collaboration

INTERNATIONAL TRADE

Scottish Business Network

Supported set-up of 3 new chapters:

- Atlanta
- DC
- NYC



SRU

Supported introduction to USA by showcasing Old Glory DC

UK - US FTA



Tariffs

New information sharing relationships:

- USTR
- American Chambers of Commerce
- House Ways and Means committee

INVESTMENT

34% of Scotland's Foreign Direct Investment is from the USA making America our biggest source of FDI.

We support SDI, who have the lead role in engaging with companies through the following activity:

Informed....

Intelligence gathering and insight on potential opportunities with key business networks.

Increased....

Engagement with Business, key sector influencers, regulatory authorities, diaspora, Global Scots and alumni

Invest....

Positioning Scotland as a leading business location in line with Scotland is Now messaging.



REPUTATION



“Burns Violin in the USA”

Collaboration with **National Trust for Scotland** and the **National Trust for Scotland Foundation USA** using **Burns violin** to engage with a range of priority stakeholders across politics, trade, investment, alumni, diaspora and the general public

5 Cities	21 Events	1,800 Audience	10 Media opportunities
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Media Results



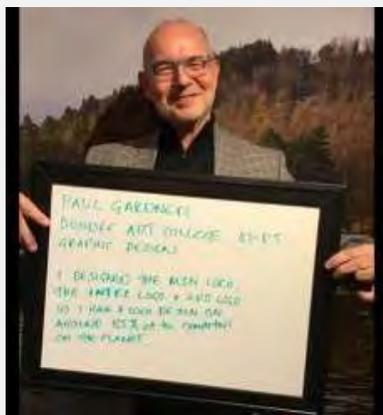
67,506 Impressions on Twitter
3,832 Engagements on Twitter
797 Social Media Likes
17 Coverages(Print/Online/Broadcast)
1million Reach
£50,000 Ad Equivalency



“We are grateful to you for allowing us to turn the Gregg Violin into a cultural ambassador..... We hope this will be the first of many collaborations. “

Simon Skinner, Chief Executive, National Trust for Scotland.

SCOTLAND’S INTERESTS



Pop-up Scotland House (Pilot) – with SDI & Visit Scotland

- Branded with **Scotland is Now** and showcasing a range of offers from Scotland across five pillars
- Engaged with **700 People** in **24 hours** over **7 events** targeting diaspora, culture, trade, alumni & tourism

Ministerial Programme

Graeme Dey, Minister for Parliamentary Business & Veterans attended as senior representative of SG. **14 Engagements** including those in Scotland House covering: Business, Alumni, Tourism, Veterans, Culture & Diaspora

Diaspora Programme

7 Events run by **ASF, Caledonian Club, St Andrews Society, Carnegie Hall.**

RESEARCH & INNOVATION

6 Inward Delegations showcasing Scottish Innovation

- GlobalWIN (Women’s Innovation Network)
- Senate Committee on Energy & Natural Resources
- California State Senate on Renewable Energy
- Democracy House Partnership
- US Trade Policy Staffdel
- Maine Offshore Wind Delegation



GlobalWIN Delegation – Showcasing Scottish innovation and gender equality

- Visited Scotland House (London) for an innovation showcase
- Met with the **First Minister** at Bute House to discuss gender equality in the Scottish/US context
- Attended a forum with Investing Women
- Visited **DataLab 1** of Scotland’s 12 innovation centres headed by Gillian Docherty OBE.



AT&T	Amazon	T-Mobile	Pfizer
Viacom	Microsoft	Intel	Verizon
PWC	CTA	Facebook	



INTERNATIONAL TRADE

Tariff's

UK- US FTA Monitoring & Engagement

Trade Minister Visit

Whisky tariff 25% increase

By far the **biggest issue** on trade in 2019/20, the office moved quickly to work with Whisky industry to highlight concerns using impact assessments, media and engagements with key influencers.

Arranged and supported Trade Minister Mr McKee to engage key DC stakeholders.

Continued engagement/influencing via letters from Ministers.

Highlighted the issue at key events over the last 6 months

Facilitated inward Staff Delegation consisting of: **Senate Finance Committee, Ways and Means Committee** and **Senior Congressional Staffers**:

- Met Trade Minister McKee to discuss Tariff's and a UK US FTA
- Visited a distillery to learn from industry the impact of US Tariff's

11

Meetings with stakeholders on Tariffs— **USTR, Congress, DISCUS, American Chambers of Commerce, SWA.**

150

Congressional representatives and DC influencers attended our Whisky **Hill Reception** to discuss Tariffs

275

Attendees at **Keepers of the Quaich** launch in NYC

Miami Food & Drink Showcase

Partnership with SDI, Glasgow City College and Florida Culinary Institute

50

Culinary students from Miami Dade University participating in interactive session on **working with Scottish produce**

48

Buyers, Hotels and Chefs with an interest in **Scottish Food & Drink**



INVESTMENT

Intelligence gathering (monitoring & feedback)

- Continued partnership with **British American Business** & **British American Business Association (DC)** – sharing of intelligence, attendance and sponsorship of key events,
- Programme of engagement targeting new audiences in **DC, Chicago and Atlanta**
- Facilitation of new relationships, **SDI – UKCG Atlanta, SRU – DC investors**

Engagement with Business

- Ongoing discussion with **Hilton** around green investment in Scotland
- Maintaining relationships with DC based investors including **Leidos** and **Baker Hughes**
- Facilitated SDI/ SG policy discussions on investment opportunities/ hurdles



Positioning Scotland as a leading business location

- Investors Reception (**Scotland Week**)
- Supported inward delegation on green energy
- Supporting the continued development of **SBN** and their city chapters (**Atlanta, DC, NYC**)





OFFICE STORY 2019/20

2020 - A big year in the US and Scotland

Overview

Presidential Election Primaries • Brexit • Scotland's Right to Choose

- Increased focus on political engagement (**Promoting Modern Scotland, USTR, Congressional Engagement – Caucus and Committees**)
- Key interlocutor mapping in partnership with **Clyde Group** to identify and plan engagement at Congressional, State and City level
- Appointment of designated Congressional relations officer to the SAO

Re-building the Friends of Scotland Congressional Caucus

Background

Congressional engagement had stalled pre-2017. Following 2018 Midterms opportunity to reinvigorate both Congressional approach and Friends of Scotland Caucus.

Why

The Caucus is a vital tool in ensuring that Congress is aware of the Scottish Government's approach to tackling a range of issues including:

- Public policy (Social policy, Green energy and climate change)
- Trade and investment (Tariffs, UK US FTA)
- Culture and diaspora (Tartan Day, St Andrews day, Burns Night)

<p>Co-chairs confirmed:</p> <p>Congressmen Rob Aderholt (R)</p> <p>Congressman Steven Cohen (D)</p>	<p>25 members re-joined</p> <p>6 New members</p>	<p>20 New members targeted for their work on:</p> <ul style="list-style-type: none"> • Policy (with links to Scotland's agenda) • Represent a significant Scottish-American community (Business and Diaspora) • Committees (Ways and Means, Foreign)
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New Member – Rep Marc Veasey (D) TX – 33rd District
Sponsored legislation to provide all new parents with infant care products that was modelled on Scotland's baby-box program.

31 Caucus members represented at our **St Andrew's Day Reception** at The Ambassador's Residence. Including 3 Members of Congress

150 Attendees at **Whisky Tasting** on Capitol Hill for Members of Congress and their staff. **Majority Leader Steny Hoyer** addressed the room and discussed his Scottish roots.

