

GENERAL BRIEFING PACK

**CABINET SECRETARY FOR THE CONSTITUTION, EXTERNAL AFFAIRS AND
CULTURE
US VISIT**

11 – 15 April 2023

YOUR VISIT TO THE US, 11-15 APRIL

Cabinet Secretary,

1. The team in the Scottish Government Office in the USA are looking forward to welcoming you.
2. You last visited the US in April 2022. Since then we have had successful visits by the former First Minister, Nicola Sturgeon, MSP, (DC, May 2022), former Environment and Land Reform Minister Mairi McAllan (NY Climate Week – September 2022), and former Business and Trade Minister, Ivan McKee (West Coast – October 2022).
3. This visit offers an opportunity for you to show continuity at the highest levels of government, and to build upon excellent US visits over the past 12 months.
4. The US is our single biggest trade and investment partner, we have shared history and culture, and shared values on climate and global security – which have only been emphasised since the illegal invasion of Ukraine by Russia in early 2022.
5. This will be a busy visit, with the opportunity to build on some previous business meetings (e.g. with Rowan Hajaj at Rockstar) and seek to build on those successes. The diaspora in New York will also welcome you warmly.
6. We have seen increased interest from the UK Government this year. The Parliamentary Under Secretary of State for Scotland, John Lamont, MP, will also be in NYC – as will members of the Committee itself, and Shadow Secretary of State for Scotland, Ian Murray, MP.
7. We will also see a return to Tartan Week of the traditional visit of the Presiding Officer of the Scottish Parliament (Alison Johnstone, MSP), which had paused during years impacted by Covid-19. Ms Johnstone will be accompanied by two MSPs, Finlay Carson and Colette Stevenson.
8. The Scotland-US relationship is strong, as evidenced by the enthusiasm for an ever-growing Tartan Week, and by the huge numbers of Americans who claim Scottish heritage.

9. This presents an opportunity to launch our **Scottish Connections** international framework, in perhaps the most important (alongside Canada) diaspora location. We look forward to sharing the message from this framework.
10. In an ever-more uncertain environment both domestically and internationally, our US friends may be seeking the security of the familiar. Scotland – with shared history, culture, values and language – should be the go to destination for Americans to live, work, visit, do business and study. These are the messages we will carry throughout Tartan Week.

[Redacted] , USA.

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Topical Briefings

Annex A

Tartan Week NYC

NYC Tartan Week is organised by the Tartan Week Committee, a volunteer working group comprised of various diaspora organisations in New York, who come together for this purpose. The President of the Committee is **Kyle Dawson**, of the NY Caledonian Club, whom you have met previously.

Tartan Week has been running since 1998, and has grown from a small event to a week of events and cultural activities, culminating in a huge parade on 6th Avenue, and post-parade parties. Many of the diaspora organisations use the week as fund-raisers for the remainder of the year.

Scottish Government sponsorship of events during Tartan week has been long-standing. Whilst events were initially very heritage-focused, in recent years our funding has pivoted to support events which have business-focus or engagement, as well as those which bring in our tourism, culture and heritage bodies to support Scottish businesses, tourism, and philanthropic giving to organisations such as Historic Environment Scotland and the Edinburgh Festival Fringe.

Diaspora and Alumni

The US, alongside Canada, has the largest Scottish diaspora in the world – around 5 million (depending on measurement, previous US census which allowed for “Scots-Irish” as a category had much higher numbers).

Scottish diaspora groups have, for some time, focussed on heritage and genealogy. The Scottish Government office has worked to help present a more modern side of Scotland, including encouraging these organisations to modernise membership criteria, bring business and higher education into events, and working to bring high value alumni of Scottish universities into the wider orbit of our office and Scottish societies.

Against this backdrop the themes of Scottish Connections, which will launch in the US during Tartan Week, offers us an opportunity to reinforce messaging on modern, diverse, open and inclusive Scotland, whilst offering a real opportunity for those who want to be engaged with modern Scotland to do so in a meaningful way.

Scottish and UK Political Engagement

There is a history of the **Presiding Officer** (PO) of the Scottish Parliament attending Tartan Week – some years the PO has in fact been the Grand Marshall. The Presiding Officer will attend this year (Wed-Sun), supported by Finlay Carson, MSP, and Collette Stevenson, MSP, before heading to Canada. The Cabinet Secretary is unlikely to be at events alongside the PO, Mr Carson and Ms Stevenson until the Observance on Friday afternoon.

Whilst there has historically been no UK Government engagement (it is not believed that UKG have ever even had a presence at the parade, which is free) this year for the 25th anniversary, we have seen significant interest this year.

John Lamont, MP– Parliamentary Under Secretary of State, Scotland Office – is in NYC from Thursday 13th until Sunday 16th of April. Having engaged with Mr Lamont’s official support, you are likely to meet at the Observance on Friday afternoon.

As a courtesy, we have extended Mr Lamont an invite to the Alumni reception on Friday evening.

Ian Murray MP – Shadow Secretary of State for Scotland. Mr Murray is NYC Tuesday 11th until Sunday 16th. Mr Murray’s stated aim is to support Scotland’s soft diplomacy. Mr Murray will be at the V&A reception on the evening of Wednesday 12th April.

Scottish Affairs Committee – full delegation to be confirmed but Pete Wishart, MP, and Douglas Ross, MP, both confirmed as travelling. The Committee (to whom you gave evidence recently) is in NYC before visiting DC the following week. We

have engaged with the Committee Clerks and have offered (limited) tickets to the alumni/ HE event on Friday evening (our numbers are strictly limited). The Committee will also likely be at the Observance on Friday afternoon, possibly the Kirkin' on the morning of Saturday 15th April, and the Parade itself.

Sensitivity – Who is who?

[Redacted]

UK's relationship with the US

[Redacted]

It has been noted that the President has chosen not to attend the coronation of King Charles in May. Instead it is likely that the First Lady, Dr Jill Biden, will lead a US delegation. Whilst this has attracted some controversy in the UK media, it follows in a tradition of US leaders in such circumstances – none has ever attended a coronation.

FREE TRADE AGREEMENT

Over the past few years the UK Government pushed the US for a free Trade Agreement, however despite a great deal of political and civil servant activity (and the recent resolution of the Section 232 tariff dispute, which will have positive benefits for Scotland's steel, aluminium and whisky industries) such a deal seems unlikely in the medium term. This was acknowledged by PM Truss in her first days in office (despite pushing hard for it in her previous roles) and the position has not changed under the new Prime Minister.

The UK have, in the interim, pivoted to agreeing a number of Memoranda of Understanding (MoUs) with US States. DEXA and DITI are working alongside HMG colleagues to feed Scottish interests into these discussions.

Political Scene - USA

Annex B

Since Joe Biden's win in the 2020 election, the US has had a more predictable and stable outlook – and an administration more inclined to look outwards (e.g. re-joining the Paris Climate Agreement and attending COP26) and to engage with Scotland.

Mid-Terms 2022

The 2022 mid-term elections included contests for control of the U.S. Senate (35 of 100 seats), House of Representatives (all 435 seats) and 36 Governorships, as well as a number of other state level elections. Historically, the party holding the presidency has suffered significant losses in the mid-terms.

[Redacted]

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CORE US BRIEFING

While early forecasts predicted a Republican rout, the Supreme Court decision in June overturning federal abortion rights protections, coupled with legislative victories for the Biden administration (the Inflation Reduction Act and the Infrastructure Act) saw the race tighten through the early autumn.

[Redacted]

The Democrats secured 51 of the 100 Senate seats (though, later one Democrat – Kyrsten Sinema – of Arizona, declared as an independent). Whilst the legislative impact of holding the Senate is minor, it will allow the Democrats to continue to appoint and confirm justices to federal courts. They will also retain leadership of Senate committees and control over the Senate agenda.

The Republican Party narrowly won control of the House of Representatives. They have secured just enough seats for a numerical advantage in the 435 seat House. The thin margin of victory, however, leaves them with little room for manoeuvre within a fractious caucus. The evidence of the vote for the Speaker – eventually won by Kevin McCarthy (R- CA) after 15 votes and much public infighting – shows that this might continue.

In practical terms, Republicans will now be able to stifle Democratic legislative initiatives, and will have leverage on federal funding – which is currently only secured until June.

The House also has significant oversight powers, and Republican priorities indicated for investigation include highly politicised areas such as investigations into President Biden's son Hunter, alleged improprieties by the President, the alleged origin of COVID-19 in a Chinese lab, and the government's COVID-19 response.

[Redacted]

However in summer/ autumn 2022 a range of measures, including the Inflation Reduction Act (over \$700 billion in major climate, infrastructure and economic stimulus) and the CHIPS Act (providing \$280 billion to support domestic semiconductor industries) were passed, enhancing the President's position.

Each of Biden's major legislative wins are intended to boost the economy, and can be seen as economically protectionist, with infrastructure, supply chains and labour required to be US-sourced, and deep subsidies for domestic clean energy production. This has caused concern in the EU and with traditional trading partners such as Korea and Japan – and could mean that US-based investment in green energy outwith the US is limited in the medium-term, as Biden's subsidies make the US the more attractive market.

Reports suggest that President Biden has privately confirmed that he will run for President again in 2024. He will be 82 years old at the time of the election. The most obvious rival is not only Donald Trump (who will be 77) but Ron De Santis, Governor of Florida, who has surged in popularity since his resounding win in the mid-terms.

Overall, President Biden's first two years in office have largely been defined by several national and international issues:

January 6th, The “Stolen Election” & Deepening Partisanship

Former President Trump and supporters have continued to promote unfounded allegations that there was widespread voter fraud in the 2020 election. This fed into the attack on the Capitol building on 6 January 2021, which shocked America and the world.

Predictably, former President Trump has leaned into this, including releasing a song recorded alongside those in prison on charges related to 6 January 2021. His recent indictment on charges related to alleged illicit campaign finance payments to adult entertainer Stormy Daniels might in fact add to support from his base, who will see this as a politically motivated attack.

COVID-19 - Health

Whilst, for most, the pandemic is no longer top of mind, the US death toll from the virus is over 1.1 million, and continues to rise, albeit much more slowly than in 2021-22. Vaccination rates lag behind other advanced nations, and vaccine and mask mandates (now removed) were deeply political issues, with the split largely reflecting Republican/ Democrat divides.

The economy, energy security, fuel prices and inflation

President Biden's term has seen positive economic growth. However, this has been matched by inflation, which peaked at around 9% in 2022, before settling to 6.5% by the end of the year. Much of this was fuelled by post-Covid worker shortages, supply chain constraints, and by the Ukraine/ Russia crisis and associated fuel and food price rises.

[Redacted]

Whilst inflation is by no means limited to the US economy, it has had an impact on President Biden's ratings, which tumbled since he took office. In response, interest rates rose by 3% in the latter half of 2022, and have been raised again in early 2023 to 4.75%.

Inflation Reduction Act

The Inflation Reduction Act and the Infrastructure Act were essentially the remains of Biden's hugely ambitious “Build Back Better” bill, which failed to gain legislative consent.

Both Acts are wide ranging and include billions of dollars of subsidies and exemptions aimed at driving a green transition, and investing in critical infrastructure. The Infrastructure Act in particular has bipartisan support.

[Redacted]

Wider Issues

Ukraine/ Russia

The US has been swift to react to the Russian invasion of Ukraine, and largely bipartisan in its support. It has provided historic levels of support to Ukraine (totals suggest over \$75bn) in terms of lethal and no-lethal aid, including a commitment of over \$46bn of military aid during this administration, and a pledge to take up to 100,000 refugees from the conflict – though movement on the latter has been slow.

Evidence of the dependency of much of Europe on Russian oil and gas has laid bare the enabling nature of the cash flows to Putin's regime, and become a focus in US media. As a result, international energy security, as well as energy prices, has become a key concern in the US.

In discussions with US interlocutors, there has been (positive) surprise at Scotland's ability to produce renewable electricity domestically: which contrasts in both environmental and energy security terms with many of our European neighbours.

Sensitivity – Lockerbie

The capture and transfer to US custody of suspect Abu Agila Masud in December 2022 has brought this issue back to the fore. Masud is now in US custody [Redacted].

Sensitivity – Abortion Rights

The majority decision in a case brought to the US Supreme Court (SCOTUS) by the state of Mississippi overturned, in June 2022, the case of Roe vs Wade (1973); which provided a federal right for women in the US to access to abortion provision. The First Minister made her view on this clear on Twitter and in speeches.

The impact of this is a serious diminution of women's right to access abortion, affecting many millions of women across the US. Many states had already passed "trigger laws" which outlawed abortions as soon as the federal position changed: more could follow.

The downstream effects could also change demographic patterns across the country, with women choosing to live, work and study in states that have a stronger reproductive rights position, and some businesses choosing to relocate. It was also likely a significant issue for many voters in the mid-terms.

Recent Ministerial Engagement

Annex C

- Since 2007 there have been **49** Scottish Government Ministerial visits to the US.
- 3 April 2023: The Cabinet Secretary **for Constitution, External Affairs and Culture** met Members of Congress, from the Transport and Infrastructure Congressional Committee in Glasgow to promote Scottish technologies.
- 30 Nov 2022: The Cabinet Secretary **for Constitution, External Affairs and Culture** attended the launch of the US Consulate Edinburgh Tartan.
- 17 October 2022: **The Minister for Business, Trade, Tourism and Enterprise** visited the west coast, meeting targeted business and university contacts to encourage investment in Scotland's key sectors, including space & renewables.
- 21 September 2022: The **Minister for Environment and Land Reform** attended New York Climate Week and held a series of meetings, including California Governor Gavin Newsom, where they discussed Under2 Coalition leadership, climate adaptation & a refreshed MoU.
- 10 August 2022: The **First Minister** met US Ambassador to the UK Jane Hartley at Bute House, and hosted a reception celebrating US – Scotland Links.
- 30 July 2022: The **Minister for Culture, Europe & International Development** spoke at the US Consulate's first Independence Day Celebrations since 2019, at the Royal Edinburgh Botanic Gardens.
- 14 June 2022: The **Minister for Business, Trade, Tourism & Enterprise** met Bill Nelson, Head of NASA at Edinburgh Uni's Bayes Centre to discuss Scotland's research and fast-growing contribution to the Space Sector.
- 16 May 2022: **The First Minister** travelled to Washington DC and met with Nancy Pelosi, John Kerry, various Members of Congress and key Caucus groups. The First Minister also held business engagements, met with Global Scots and Trade Envoys, and delivered a speech at the Brookings Institution.
- 5 April 2022: The **Cabinet Secretary for Constitution, External Affairs and Culture** visited Washington DC and NYC for Tartan Week. He met with members of the Friends of Scotland Congressional Caucus, and with State Dept. Deputy Assistant Secretary Douglas Jones, where issues discussed included security, NATO, EU membership and the Ukraine crisis.

Scotland US Key Achievements & DITI US Briefing

Annex D

The US is Scotland's most important international trading partner and holds key opportunities for growth, as identified in A Trading Nation. It is both our largest inward investor, and our largest international export destination.

The US is also home to a huge Scottish diaspora, with estimates ranging from 10-25 million who identify as having Scottish ancestry, including 34 Presidents who claimed Scots or Scots-Irish heritage.

The Scottish Government's **Scottish Affairs Office** in Washington DC, exists to enhance our reputation and promote Scotland in the US as well as build on key relationships in-country.

Scotland's Engagement Strategy with the US focuses on the key themes of:

- Trade & Investment
- Education
- Public diplomacy & governmental exchanges
- Diaspora engagement
- Research, innovation & entrepreneurship

Scottish (direct) exports to the US:

- **£6bn – 2019** (Export Statistics Scotland)
- **£5.5bn – 2018** (Export Statistics Scotland)
- **The US market receives 16% of all Scottish exports**
 - The US is the top export market for Scotch Whisky, with £789.8 million exported in 2021 (75% of all Scottish food and drink exports). This is up £60.9 million (+8.4%) on 2020 exports but down £279.1 million (-26.1%) compared to 2019.
 - The industry estimated that over £600 million worth of whisky sales were lost as a result of 25% tariffs on single malt whisky being applied by the US between October 2019 and March 2021.
 - Scottish salmon exports reached **£193m**, almost one third of all salmon exports.

Key areas of export include:

- Engineering and Advanced Manufacturing
- Food and Drink
- Financial and Business Services
- Technology, Digital and Media
- Energy

Market Access

- SDI has **four** offices in the US (Boston, Chicago, Houston, San Jose).

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- SDI delivered 509 projects in the US in 2019/20.

[Redacted]

Investment

- There are **655** US owned enterprises (around **25%** of total foreign-owned) in Scotland in 2020, employing **114,220 people**, and a turnover of **£35.5bn**.

[Redacted]

Higher Education

- **4,145** US students studying in Scotland in 2019/20.
- USA is Scotland's second biggest market for non-EU international students in Scotland, after China.
- Scotland's **Saltire Scholarships** for incoming students were launched in 2009. Nearly **250** American students have received these awards, now worth £8000 each, since 2009.
- 16 Scottish HEIs have 82 unique links with the USA, including staff and student exchange, research collaborations, and presence in country. Harvard is the single biggest collaboration partner with Scottish Universities worldwide – and thousands of joint publications between Scottish and US universities every year.

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Connecticut and New York City
Wednesday 12 April 2023

XPO Logistics Five American Lane Greenwich, CT 06831 10:00 – 11:00	[Redacted] US Office Reuben Aitken , SDI [Redacted], SDI
Meeting with Mirador 850 Canal Street, 4 th Floor, Stamford, CT 06902850 11:45 – 12:30	[Redacted] , US Office Reuben Aitken , SDI [Redacted] , SDI
Meeting with Rockstar North 622 Broadway, New York, City 14:00 – 15:00	[Redacted] , SDI
V&A Reception Westin Hotel, 270 W 43rd Street, NY 10036 19:00 – 21:00	[Redacted] , US Office

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What	XPO Logistics
Where	Five American Lane Greenwich, CT 06831
When	12 April 2023 10:00 – 11:00
Key Message(s)	<ul style="list-style-type: none"> • Recognise strong relationship between Scotland and US • Scotland is a dynamic, outward facing economy and a great place to do business. • Scotland’s targeted Inward Investment Plan (IIP) sets out our ambition for Scotland to be a leading destination for inward investment aligned with our values of fair work, inclusive prosperity and net zero. SG and delivery partners are committed to supporting global businesses to achieve their ambitions in Scotland where there is strong alignment with Scotland’s values. • We take a ‘Team Scotland’ approach as part of the offer to investors. • Support for skills and talent is available from Skills Development Scotland and North Lanarkshire Employability Team available to XPO. • Keen to explore high value operations as with you as Scotland’s capabilities in data and technology and support in wider ecosystem could give the opportunity for XPO to scale up.
Who	Mario Harik, CEO
Why	[Redacted]
Supporting Official	[Redacted] , SDI Americas Inward Investment Lead, [redacted] [Redacted], SDI Americas Vice President, [Redacted] Reuben Aitken , MD International, SDI [Redacted] , Scottish Government
Briefing Content	Annex A: Summary Page / Suggested Points to Make Annex B: Guest List/Attendees
Media	Comms Team to refer to Comms plan. Twitter Handle: @XPOLogistics

Summary Page

Annex A

XPO Logistics in Scotland

XPO Logistics acquired Kuehne+Nagel’s logistics operations in the UK in 2021 including the Motherwell logistics hub

[Redacted]

Suggested Points to Make

Welcome XPO's continued commitment to Scotland explore XPO's ambitions for Scotland particularly around scaling up to high value operations.

- XPO Logistics has been identified as one of Scotland's leading inward investors and we welcome your ongoing commitment to Scotland.
- I would be interested to hear more about XPO's net zero developments in more detail.
- Very keen to work with XPO to identify strategic growth opportunities for new Scottish site.
- Interested to hear about your ambitions for Scotland, potential opportunities and benefits and consider how the Scottish Government and our Team Scotland approach could help in terms of wider tech and data ecosystem, particularly AI.

[Redacted]

Meeting Attendees

Annex B

Mario Harik
CEO of XPO Logistics



Mario Harik was appointed the CEO of XPO Logistics November 2022. He leads the execution of XPO's strategy, including growth investments in customer service excellence, network capacity and proprietary technology that are transforming the company's operations.

Previously Mario served as XPO's chief information officer. Prior to XPO Mario held positions as chief information officer and senior vice president of research and development with Oakleaf Waste Management, chief technology officer with Tallan, Inc., and co-founder and chief architect of web and voice applications with G3

Analyst.

He holds a master's degree in engineering, information technology from Massachusetts Institute of Technology, and a degree in engineering, computer and communications from the American University of Beirut in Lebanon. Mr. Harik also serves on XPO's board of directors.

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What	Meeting with Mirador
Where	850 Canal Street, 4 th Floor, Stamford, CT 06902850
When	11:45 – 12:30
Key Message(s)	<ul style="list-style-type: none"> • Welcome Mirador’s recent announcement to open an Edinburgh hub, estimated to employ at least 25 new staff over its initial three years in operation. • Scotland can provide the high quality, affordable talent Mirador requires to grow its European/UK presence, as you continue growing your client base overseas. • If not already in touch, I’d be keen to make introductions to our Chief Entrepreneur, Mark Logan and his work to transform the Scottish tech sector through our Scottish Tech Ecosystem Review (STER) programme.
Who	<p>In person:</p> <ul style="list-style-type: none"> • Mike Gault, Chief Solutions Officer, Head of Expert Services • Aaron Feldman, CFO • Joan Post, CPO (Head of all of Mirador’s Human Resources/ Employee Experience) • Sharon Schoen, Associate, Project Management <p>Via zoom:</p> <ul style="list-style-type: none"> • Mark Rodbert, VP and Head of Edinburgh Operations • Blake Johnson, Senior Associate / Team Lead for Edinburgh Office • Rich Crowley, Associate, Edinburgh
Why	<ul style="list-style-type: none"> • Acknowledge Mirador’s choice to invest in Edinburgh over other sites, recognising availability of highly skilled workers who can serve non-US clients in a similar time zone. • Welcome Mirador to the Scottish business ecosystem and acknowledge the company’s recent expansion into Edinburgh. Reiterate support for their continued growth in Scotland. • Opportunity to build a strong relationship with the broader leadership team in Connecticut, and to set the stage for additional growth in Edinburgh as opposed to other domestic and global locations.
Supporting Official	Reuben Aitken, MD International, SDI [Redacted] ,SDI Americas [Redacted] , Scottish Government USA
Briefing Content	Annex A: Summary Page / Top Brief Annex B: Background Brief – Scotland’s Tech Ecosystem Review Annex C: Guest List/Attendees
Media	Comms Team to refer to Comms plan.

Summary

Annex A

Mirador is a best-in-class, tech-enabled, managed services partner to the wealth management industry. The company serves those who manage significant wealth: ultra/high net worth wealth advisors, families & family offices, endowments, and foundations.

Mirador specialise in financial reporting services, middle office services, technology solutions, and compensation management.

Company Origins

Mirador started with one Connecticut-based employee in 2015 and has grown to five office locations in the US and more than 160 employees and is now expanding its footprint in UK. Mirador also has an office in Dublin, Ireland, which houses certain technical resources.

The firm supports the performance reporting requirements of family offices, wealth managers, endowments, and foundations throughout the Americas, EMEA, and Asia Pacific.

Mirador in Scotland

Edinburgh was chosen for its business-friendly resources and its thriving tech community, among other factors. Edinburgh proved to be the perfect European fit for cutting-edge Mirador.

Mirador's tech-enabled wealth management services fit well not only with Scotland's workforce, but also with expertise in data science and ecosystem of fintech and broader technology companies. Alignment with Digital Business Services, which is one of the opportunity areas identified in the IIP.

Scotland's ambitions are around attracting values-led investment which will support our ambitions around net-zero and creating a wellbeing economy

SDI Support to Mirador

SDI Americas has provided support in the form of legal advisory referrals, talent availability and recruitment, and an overview of Scotland's strengths in fintech, business services & wealth management to Mirador.

SDI met with the company's Edinburgh-based team 20th March 2023. [Redacted]

Scottish Tech Ecosystem Review (STER)

Annex B

Scotland has a thriving Digital Technologies sector that contributed **£5.3 billion Gross Value Added (GVA)** to Scotland's economy in 2021, an increase of 88% since 2011, compared to an increase of 12% for Scotland as a whole - our tech sector has the dynamism and growth potential to support our economic transformation. In 2021, the digital technologies sector employed 73,700 people with a GVA of £5.3 billion. (Source: Skills Development Scotland (2022))

Top Lines

- Supporting the creation and growth of start-ups is a key way to boost our economy, unlocking sustainable growth and better career opportunities for more people in Scotland.
- New businesses (i.e. start-ups) account for nearly all net new job creation and almost 20 percent of gross job creation

The Scottish Technology Ecosystem Review (STER) programme is well underway to deliver this transformation, with various work streams such as Infrastructure, People and Education, and Investment.

- In May 2020, Mark Logan (former Skyscanner COO) was commissioned by the then Cabinet Secretary for Finance, to undertake a short-life review into how Scotland's technology sector can contribute to Scotland's economic recovery following the COVID-19 pandemic.
- The review aimed to elevate Scotland's technology ecosystem to a world class level by creating a pipeline of profitable, scalable tech businesses that will attract inward investment and create job opportunities. In PfG 2020 we accepted the recommendations in full.
- Mark Logan has recently been appointed as **Chief Entrepreneur**, a key commitment in the National Strategy for Economic Transformation. In this role he will ensure entrepreneurship is embedded in the economy, and that partnerships with industry and investors are prioritised and strengthened.
- So far we have committed £60m towards implementing STER recommendations.

Techscaler

Techscaler refers to the Scottish Government's initiative to provide intensive, structured commercial education to 'start-up' businesses in Scotland, to support them in growing (or 'scaling-up') to the full extent of their ambitions.

- Techscaler currently operates from six hub sites around Scotland and online. Existing hubs are based in Aberdeen, Dundee, Edinburgh, Glasgow, Inverness and Stirling. A seventh hub in the South of Scotland will be added before the end of FY 2023-24.
- After an open, competitive public procurement exercise Codebase, the UK's largest tech incubator and based in Edinburgh were awarded the contract and will act as the service provider for the Techscaler.
- The former First Minister announced the award of the contract at an event at Barclays' Tradeston campus in Glasgow on 13 July 2022.

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- Codebase have since partnered with Barclays Eagle Labs to bid for and win the £12 million 'Digital Growth Grant' contract from UK Government, helping to secure their position as market front-runners in the UK, for delivering start-up and scale-up programmes.

Techscaler will:

- Contribute, over time, to a sustained increase in the rate of profitable, scaled technology businesses generated by the Scottish tech ecosystem.
- Create, for the first time, a truly world-class national infrastructure to co-locate, educate and scale technology companies.
- Provide technology companies with free access to first-rate commercial education in internet economy growth techniques and related disciplines.
- Provide technology companies with access to high-quality, long-term, flexible and affordable incubation space.
- Support the creation of a world class community and market square environment; facilitating collaboration, networking and the exchange of ideas.
- Provide full virtual access to commercial education and community events for technology companies unable to physically co-locate.
- Provide a clear focal point for the Scottish tech ecosystem and to create a scaled, expert partner to collaborate with the broader Scottish Tech Ecosystem Review (STER) programme to establish Scotland as a first-rate European tech hub.

Meeting Attendees

Annex C

In person:

Mike Gault, Chief Solutions Officer, Head of Expert Services



Michael Gault joined the firm from Mid Atlantic Capital Group, formerly The Private Wealth Partners, an independent RIA and introducing broker. Michael was a member of CFWP’s management team and focused on sourcing financial products and technology solutions. He began his career with Mellon’s Private Wealth Management, worked as an investment associate at UBS Financial Services, and lastly was a senior portfolio strategist and platform architect for WeiserMazars

Wealth Advisors, an RIA and wholly-owned subsidiary of an international accounting firm based in New York City.

Aaron Feldman, CFO



Aaron joined Mirador in December 2022 as Chief Financial Officer. Leveraging his 20-year career in various finance roles, he oversees all things finance, accounting, and capital markets.

Aaron got his start in corporate finance before serving as the head of finance and investor relations at various VC-backed high growth startups in the AdTech, fintech and proptech sectors. Prior to Mirador, Aaron served as the Head of Finance and Operations at a boutique

venture capital firm, focused on early-stage investments in the B2B SaaS and marketplace space.

Joan Post, CPO



Joan Post has over 20 years of human capital management experience for financial services firms including JPMorganChase, American Express, and UBS. She has an expertise in talent acquisition, learning & development, HR strategy design, and is a seasoned people and project manager. She is currently head of all of Mirador’s Human Resources/Employee Experience.

Joan holds a Bachelor’s degree in Political Science from The College of the Holy Cross and a Master’s degree in Business Education from New York University.

Sharon Schoen, Associate, Project Management



Sharon serves as Program Manager out of Mirador's Stamford headquarters. She served as project manager for Mirador's expansion into Europe, leading the effort that led to the company establishing its Edinburgh office. Sharon was the initial points of contact for SDI field member Brandon Beech as the company considered locations for their UK/European HQ.

Via zoom:

Mark Rodbert, VP and Head of Edinburgh Operations



Mark Rodbert is the Head of Mirador's Edinburgh operations and works remotely from London. He is involved with academia and would be the company's primary contact for universities and partners that can support with recruitment.

Blake Johnson, Senior Associate and Team Lead for Edinburgh Office



Client Advocate specializing in financial reporting serving families and family offices, UHNW individuals, wealth managers, endowments and foundations. Blake graduated from the University of Arkansas with a degree in Finance, and formerly worked for Koch Industries as a Financial Analyst.

Rich Crowley, Associate, Edinburgh



Rich is working as an Associate for Mirador Inc. in Edinburgh, Scotland after transitioning from his role in Stamford, Connecticut to help set up Mirador's EMEA operations based out of the UK. Bentley University graduate with a Major in Economics - Finance and a Minor in Computer Information Systems.

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CORE US BRIEFING

What	Meeting with Rockstar
Where	Rockstar Games, 622 Broadway, New York City
When	12 April 2023 14:00 – 15:00
Key Message(s)	<ul style="list-style-type: none"> • We recognise Rockstar’s continued commitment and investment into Scotland as a top 50 inward investor. • Rockstar is a perfect fit with the Scottish Government Inward Investment Plan that identifies Software & IT as one of the nine key opportunity areas, and Team Scotland is keen to work with Rockstar to grow its facilities in Scotland. • Are Rockstar aware of/can we make introductions for them to our Techscaler initiative, which is a major piece of infrastructure designed to support the creation of more tech/gaming start-ups in Scotland, and to help them to grow to scale? • There is currently no equivalent to this programme anywhere else in Europe. • Explore and offer support in any challenges faced by the company, outlining our ambitions to make Scotland a great place to do business. • SG and Enterprise agencies are keen to build strong relationships with inward investors in Scotland and maintain a strong dialogue, to help them grow and expand in Scotland.
Who	Rowan Hajaj – Head of Finance and Corporate Development of Rockstar
Why	[Redacted]
Supporting Official	[Redacted] & [Redacted] , SDI [Redacted] , Scottish Government
Briefing Content	Annex A: Summary and Biography Annex B: Background brief –Scotland’s Tech Ecosystem review
Media	No media.

Summary & Biography

Annex A

Rockstar Games continue to expand game development capabilities across their sites in Scotland and added 59 new jobs to Rockstar in Edinburgh and Dundee in the last 12 months. Rockstar has a total number of **856** employees in Scotland, [Redacted]

- **Edinburgh Operations:** Over the last 24 months Rockstar North acquired and refurbished the building adjacent to its Edinburgh site. [Redacted]
- **Dundee Operations:** Over the last 18 months, Rockstar Dundee expanded the office space. [Redacted]
- [Redacted]

Rockstar's areas of focus and ask of Scottish Government and agencies is to:

- Ensure they can continue to access talent from across Europe.
- [Redacted]

Rockstar is a leading inward investor. The Inward Investment Plan commits to identify and target the top 50 leading investors in Scotland in order to build relationships and in turn increase investment in Scotland.

To this end the Cabinet Secretary and former Minister Ivan McKee have met representatives several times, in both US and Scotland to discuss growth ambitions and strategy for the gaming sector and future investments in Scotland.

- April 2022 - Following Rockstar meeting in New York the Cabinet Secretary was due to visit Rockstar North's expanded office in Edinburgh (early March 2023) to meet with Jennifer Kolbe, Vice President with Rockstar Games. However, this meeting was cancelled and will be rescheduled for late summer 2023.
- SDI has a positive relationship with Rockstar both in market and in Scotland.

Previous Engagement

You met with Rowan Hajaj during Tartan Week 2022 (6 April 2022). A follow up meeting was arranged in Edinburgh with Jennifer Kolbe, Vice President, however was subsequently postponed by the company due to Jennifer's unavailability.

[Redacted]

Biography

Rowan Hajaj

Head of Finance and Corporate Development of Rockstar



Rowan has worked as CFO for 18 years and you met with him in NY during Tartan Week 2022.

Joining the company in 2005, Rowan has helped steer the company from its early breakthroughs through to its modern incarnation as one of the most successful entertainment companies.

Scottish Tech Ecosystem Review (STER)

Annex B

Scotland has a thriving Digital Technologies sector that contributed **£5.3 billion Gross Value Added (GVA)** to Scotland's economy in 2021, an increase of 88% since 2011, compared to an increase of 12% for Scotland as a whole - our tech sector has the dynamism and growth potential to support our economic transformation. In 2021, the digital technologies sector employed 73,700 people with a GVA of £5.3 billion. (Source: Skills Development Scotland (2022))

Top Lines

- Supporting the creation and growth of start-ups is a key way to boost our economy, unlocking sustainable growth and better career opportunities for more people in Scotland.
- New businesses (i.e. start-ups) account for nearly all net new job creation and almost 20 percent of gross job creation

The Scottish Technology Ecosystem Review (STER) programme is well underway to deliver this transformation, with various work streams such as Infrastructure, People and Education, and Investment.

- In May 2020, Mark Logan (former Skyscanner COO) was commissioned by the then Cabinet Secretary for Finance, to undertake a short-life review into how Scotland's technology sector can contribute to Scotland's economic recovery following the COVID-19 pandemic.
- The review aimed to elevate Scotland's technology ecosystem to a world class level by creating a pipeline of profitable, scalable tech businesses that will attract inward investment and create job opportunities. In PfG 2020 we accepted the recommendations in full.
- Mark Logan has recently been appointed as **Chief Entrepreneur**, a key commitment in the National Strategy for Economic Transformation. In this role he will ensure entrepreneurship is embedded in the economy, and that partnerships with industry and investors are prioritised and strengthened.
- So far we have committed £60m towards implementing STER recommendations.

Techscaler

Techscaler refers to the Scottish Government's initiative to provide intensive, structured commercial education to 'start-up' businesses in Scotland, to support them in growing (or 'scaling-up') to the full extent of their ambitions.

- Techscaler currently operates from 6 hub sites around Scotland and online. Existing hubs are based in Aberdeen, Dundee, Edinburgh, Glasgow, Inverness and Stirling. A 7th hub in the South of Scotland will be added before the end of 2023-24.
- After an open, competitive public procurement exercise Codebase, the UK's largest tech incubator and based in Edinburgh were awarded the contract and will act as the service provider for the Techscaler.

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

- The former First Minister announced the award of the contract at an event at Barclays' Tradeston campus in Glasgow on 13 July 2022.
- Codebase have since partnered with Barclays Eagle Labs to bid for and win the £12 million 'Digital Growth Grant' contract from UK Government, helping to secure their position as market front-runners in the UK, for delivering start-up and scale-up programmes.

Techscaler will:

- Contribute, over time, to a sustained increase in the rate of profitable, scaled technology businesses generated by the Scottish tech ecosystem.
- Create, for the first time, a truly world-class national infrastructure to co-locate, educate and scale technology companies.
- Provide technology companies with free access to first-rate commercial education in internet economy growth techniques and related disciplines.
- Provide technology companies with access to high-quality, long-term, flexible and affordable incubation space.
- Support the creation of a world class community and market square environment; facilitating collaboration, networking and the exchange of ideas.
- Provide full virtual access to commercial education and community events for technology companies unable to physically co-locate.
- Provide a clear focal point for the Scottish tech ecosystem and to create a scaled, expert partner to collaborate with the broader Scottish Tech Ecosystem Review (STER) programme to establish Scotland as a first-rate European tech hub.

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

What	V&A Reception
Where	Westin Hotel 270 W 43rd Street, New York, NY, 10036, US
When	19:00 – 21:00
Key Message(s)	<ul style="list-style-type: none"> • Tartans are a part of Scotland’s rich cultural heritage that continues to have impact in fashion, architecture, graphic and product design, photography, furniture, glass and ceramics, film, performance and art around the world. • Scotland’s modern textile industry carries this legacy forward and continues to innovate with new designs and sustainable approaches. • We are glad the V&A museum have chosen focus on Tartan in their exhibition, and to be able to share this story in the US.
Likely Themes	Culture and History of Scotland; Art and Fashion
Who	Stakeholders include:
Why	An opportunity to celebrate the global impact of tartans and highlight Scotland’s textile industry, while promoting the V&A’s Tartan Exhibit in Dundee.
Supporting Official	[Redacted] , USA Office
Briefing Content	Annex A: Event Information – to follow. Annex B: Speaking Note – you will speak at the end of the evening. To follow.
Media	<p>Photos of the event and any tartan exhibit items on display will be shared on @ScotGovUSA.</p> <p>Suggested tweet: “Tartan designs have had global impact -- connecting communities, embracing tradition, expressing rebellion and inspiring great works of art.</p> <p>V&A’s new exhibition celebrates this history, and we had the pleasure of honouring it at a reception this #NYCTartanWeek #ScotlandInNewYork”</p>

Event Information

Annex A

To follow – in country, along with Speaking note for your event closing remarks.

Note: Speaking note to include the fact that the first colour photograph was invented by a Scot (James Clerk Maxwell, renowned physicist) and was of a tartan ribbon – a link between Scottish ingenuity and tartan!

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

New York City
13 April 2023

<p>Meeting with Amp Energy Westin Times Sq. 270 W 43 St. NY 09:00 – 10:00</p>	<p>Reuben Aitken, SDI. [Redacted] , Scottish Affairs Office [Redacted] , SDI [Redacted] SDI</p>
<p>Monroe College Food Demo Monroe College, 2501 Jerome Avenue, Bronx 11:00 – 12:00</p>	<p>[Redacted] , Scottish Affairs Office</p>
<p>New York Regional Advisory Group Round Table with Lunch Westin Times Square Hotel, 270 W 3rd Street, NY 10036 12:45 – 14:15</p>	<p>Reuben Aitken, SDI [Redacted] , SDI [Redacted] , Scottish Affairs Office</p>
<p>AiiM Partners VC Fund Meeting Edrington Offices 17:15 – 18:00</p>	<p>[Redacted], SDI [Redacted] , Scottish Affairs Office</p>
<p>Scotland’s Tech Company Showcase Edrington Offices 18:00 – 19:00</p>	<p>[Redacted] , Scottish Affairs Office [Redacted] & [Redacted], SDI Reuben Aitken, MD International, SDI</p>
<p>‘SCOTS’ Showcase University Club 20:00 – 22:30</p>	<p>[Redacted] , Scottish Affairs Office</p>

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

What	Meeting with Amp Energy
Where	Westin Times Sq. 270 W 43 St. NY
When	13 April 2023 09:00 – 10:00
Key Message(s)	<ul style="list-style-type: none"> • Scotland is creating a hydrogen economy that will provide economic benefit and a renewable and low carbon source of energy to help meet our net zero ambitions. We have strong ambitions to be a leading exporter of Hydrogen to Northern Europe, making it an ideal location for hydrogen investment. • We are keen to develop renewable energy and hydrogen-specific partnerships with companies like Amp Energy to explore the development of the transnational value chains needed for the production of large-scale hydrogen. • There is strong alignment between AMP Energy’s ambitions and SG’s vision as referenced in our Inward Investment Plan for a carbon-neutral / net zero economy. • We are committed to listen to and work with new and existing investors to improve Scotland’s offer. • The Scottish Government’s Hydrogen Action plan focuses on ambitious targets for hydrogen production, 5GW installed hydrogen production capacity by 2030 and 25GW by 2045. • Welcome Amp Energy’s continued commitment to helping Scotland to achieve its Net Zero ambitions. • Our Green Freeports will make Scotland internationally competitive in new green technologies and industries, bringing major benefits to our businesses, our economy and a significant contribution to achieving our net zero ambitions.
Who	Paul Ezekiel – Co-founder and Chief Investment officer
Why	[Redacted]
Supporting Official	Reuben Aitken , MD International, SDI [Redacted] , Scottish Affairs Office [Redacted] , SDI Americas [Redacted] SDI Americas
Media	Photos will be shared on @ScotGovUSA Comms Team to refer to Comms plan.
Briefing Contents	Annex A: Top lines & Biography Annex B: Paul Ezekiel Biography Annex C: Letter from Michael Mathieson to AMP Energy

Top lines & Biography

Annex A

[Redacted]

Green Freeports

- Two Green Freeports will be established in Scotland, in the Firth of Forth area and Inverness and Cromarty Firth, which are both looking to develop renewable energy opportunities, including hydrogen.
- Green Freeports aim to create internationally competitive clusters of excellence in new green technologies and industries, bringing major benefits to Scottish businesses and our wider economy.
- We expect Green Freeports to support businesses to create high-quality, well-paid new jobs; promote regeneration; and make a significant contribution to achieving our net zero ambitions.
- Each Green Freeport will have access to up to £25m capital funding for infrastructure and site remediation (seed capital funding) and a further up to £1m in revenue funding to assist with set up costs. Green Freeports will also have access to customs easements and a package of devolved and reserved tax incentives.
- The Scottish Government is responsible for planning interventions and will work with winning bidders on these. Other interventions around trade and investment support, innovation, and wider government funding will be delivered in partnership by the Scottish and UK governments.

Biographies

Annex B

Paul Ezekiel

Co-Founder & Chief Investment Officer



Paul Ezekiel is responsible for all investment and M&A activities and global business development for Amp. Since co-founding Amp, Paul has rapidly expanded the company's global footprint beyond North America, to markets that now include Europe (the United Kingdom, Spain, Germany, Italy and Poland), Japan, Australia and India, building Amp into a global energy player with deep local expertise.

Paul is expanding Amp's mandate beyond renewable generation (Solar and wind) to include both hybrid and standalone battery storage. The most recent addition to Amp's technology development platform is green hydrogen and ammonia with five projects now being developed across Amp's global portfolio.

Annex C

Letter from Cabinet Secretary Michael Matheson to Amp following site visit.

AMP GREEN BATTERY COMPLEX – SITE VISIT

I was pleased to visit the construction site for the AMP battery storage facility in Hunterston on the 1st February. It was most useful to hear directly from your team how are preparing for the upcoming construction period to meet your energisation date in April 2024.

It is clear to me that we need more projects like this if we are to achieve net zero. I look forward to seeing your progress with this (and the other projects that will make up the Scottish Green Battery Complex) over the coming months.

We discussed the recent publication of the draft Energy Strategy and Just Transition Plan. This supports development proposals for all forms of renewable, low carbon and zero emissions technologies including energy storage, such as battery storage and pumped hydro storage.

The Scottish Government has a very clear vision to capitalise on the enormous opportunities that a net zero energy system offers the industry, our economy, our climate and our communities. The draft Strategy sets out a route map of ambitions and actions that will guide decision-making and policy support over the course of this decade to 2030.

The consultation is open and I would encourage you to share your thoughts before the deadline on Tuesday 4 April 2023.

I was also very pleased to have the opportunity to discuss our shared ambitions for the future of hydrogen in Scotland. Like you, I believe that Scotland is uniquely well placed to develop a strong lead in the hydrogen industry.

Our ambition is for Scotland to be a leading producer and exporter of hydrogen and hydrogen derivatives for use in both the UK and Europe, with the first hydrogen delivered from Scotland to mainland Europe in the mid-2020s.

Our Hydrogen Action Plan sets out our ambitions to have at least 5 GW installed renewable and low-carbon hydrogen production capacity by 2030 and 25 GW by 2045 and through the ESJTP consultation we are seeking views on what further government action is needed to drive the pace of renewable hydrogen development in Scotland. You can find further details on the ESJTP and ways to respond on the [Scottish Government website](#)

MICHAEL MATHESON

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

What	Monroe College Food Demo Gary Maclean demoing Scottish food and drink to the New York Culinary Institute.
Where	Monroe College 2501 Jerome Ave, Bronx, NY 10468
When	13 April 2023 11:00 – 12:00
Key Message(s)	<ul style="list-style-type: none"> The food and drink industry is a major contributor to Scotland’s economy. There are over 17,000 food and drink businesses in Scotland, which employ around 129,000 people, many in remote and economically fragile rural and island communities.
Who	Gary Maclean, National Chef Dr Paul Little , City of Glasgow College Principal New York Culinary Institute representative
Why	<ul style="list-style-type: none"> [Redacted] An opportunity to highlight and celebrate the value of Scottish food and drink - at £1.3 billion of US exports 2022.
Supporting Official	[Redacted] , Scottish Affairs Office
Media	Photos will be shared on @ScotGovUSA Comms Team to refer to Comms plan
Annexes	Annex A: Top lines Annex B: Biography & National Chef Overview Annex C: Speaking Note

Top lines & Background Note

Annex A

This is an opportunity to engage with National Chef Gary McLean, staff and students at the New York Culinary Institute, Monroe College, in conjunction with City of Glasgow College. You will meet current students, give brief introductory remarks and advance/celebrate the proposed partnership between the two schools.

Running Order

10.00am	Chef Gary McLean begins 90 minute class
11.00am approx	Cabinet Secretary arrives, along with City of Glasgow College Principal & CEOI, Dr Paul Little and other Scottish Gov VIPs for the final part of Gary's demo & Q&A session. Welcomed by [Redacted] Cabinet Sec shares a few words with students and other guests.
11.30 – 12:00	Photos, informal discussions with students and VIPs [Redacted] joins group to meet Scottish VIPs
12:00	Cabinet Secretary departs
12:00 – 13.30	Event continues: Principal Paul Little and Chef Gary lunch with [Redacted]

Scottish Food & Drink Top Lines

The food and drink industry is a major contributor to Scotland's economy:

- **£15 billion turnover**
- Over **17,000 businesses**, which **employ around 129,000 people**, many in remote and economically fragile rural and island communities.

The United States is in the top 5 markets globally for Scottish food exports. The US was the third largest market globally for Scottish food & drink in Q1-Q2 2022, behind France and Ireland. In 2022, Scotch Whisky exports to the US were worth £1.05 billion and Food & Drink exports worth £125 million.

Biography & National Chef Role

Annex B

Gary McLean - Biography



Born in Glasgow, multi-award-winning chef Gary Maclean has been at the heart of the Scottish hospitality industry for 35 years, working up across Scotland to open and develop over 80 venues.

Maclean began full-time teaching at the City of Glasgow College in 2010, he had previously spent 13 years working at the college in a part-time capacity.

National Chef Role

Gary Maclean was appointed as Scotland's first National Chef in November 2017 and his tenure was extended at the start of the 2021 Parliamentary session (2021).

The main objectives for the role are:

- To support the recovery of the hospitality industry in the aftermath of the Covid-19 pandemic;
- To promote and support food education at all levels, and in particular to encourage and support young people to consider careers in the food and drink sector;
- To promote Scottish produce and how it can provide benefits for health, the economy and sustainability;
- To promote the value of community food as a way to foster social cohesion, personal development, and physical and mental wellbeing, and to recognise the role community food organisations have in tackling food insecurity through dignified access to food that integrates help to tackle the cause of financial hardship.

Speaking Note

Annex C

Up to 5 mins (currently 4)

- Good morning everyone, I am Angus Robertson, the Scottish Government's Cabinet Secretary for the Constitution, External Affairs and Culture. I am charged with representing Scotland in the US this week as we celebrate the impact that Scotland, and Scottish Americans, have had on the US.
- That impact is vast because we share a lot of history – some of you may have even traced your roots to Scottish or Scots-Irish heritage – it is hard to go anywhere in North America without meeting at least one person who hasn't done that!
- I am delighted to be joining you this morning as you learn from Chef Gary, one of our greatest assets.
- Gary, as you may know, is the National Chef of Scotland. You may be asking yourself, why does Scotland need a national chef?
- Well one of our biggest success stories is our food and drink sector. From farm and sea to plate, and everything in-between, Scotland has amazing produce to offer.
- Our food and drink sector in Scotland is thriving. It is a huge support to our economy – especially in our more rural areas - and we are hugely proud of it.
- But we don't want to be greedy – we like to share – and that's why Scotland exports so much of its incredible larder around the world.
- Here in the US the main focus is on our world class seafood: some of which Gary and Seafood Scotland have showcased today, but the US is also a great lover of our liquid assets, by which I mean our beers, gin and whisky!
- Scotland is a fairly small country, so we don't compete with anyone on scale when it comes to food and drink. We compete on quality, and we are proud to have some of the best food and drink anywhere in the world. Global businesses want to use Scottish products because there is a provenance associated with them, one that speaks to quality, sustainability and passion.
- Our people, Scotland's greatest asset, are proud to produce such iconic products.
- Our producers don't rest on their successes: they invest in innovation so that they continue to create the highest quality products, but also take care as stewards of the land and sea, by investing in sustainable production so that future generations are able to enjoy the same things we can today.
- Our whisky industry aims to be net zero by 2040, our salmon industry is working towards 100% renewable energy and sustainable feed, and we already have distilleries making carbon-negative gin. Gin that tastes amazing and saves the world by sequestering carbon – what could be better?
- Having people like Gary, not only a great chef but a great and passionate educator, helps us to tell that story. Gary shows what amazing things can be created when the ingredients are just right.
- I am grateful to XXXX for allowing Scotland and City of Glasgow college to showcase to you this morning.
- I hope you have learned and learned from the best in the business
- Gary and City of Glasgow College attach so much importance to the educational aspects of food and drink, I know you all here do too. I wish you all well on your culinary journey.

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

What	New York Regional Advisory Group Round Table with Lunch
Where	Westin Times Square Hotel, 270 W 3 rd Street, NY 10036
When	13 April 2023 12:45 – 14:15
Key Message(s)	<ul style="list-style-type: none"> • We continue to support businesses to access international markets and opportunities by growing the GlobalScot networks in priority countries, including US markets. • Scottish Government recognises GlobalScot as an engaged and dynamic network of influential and expert individuals across the globe. • Members freely give their time to provide advocacy, critical market insight, connections and support to drive Scotland's T&I ambitions for sustainable growth - which will deliver a wellbeing economy for all. • The GlobalScot Network can support the delivery of transformational outcomes for Scotland in relation to NSET priorities
Likely Themes	Increasing business opportunity for Scotland, utilising the strength of the GlobalScot network
Who	9 GlobalScots including Ross Hamilton , Managing Partner, Founder, Ard Mhor Advisors Allan Boyd , Co-Founder, Ascent Platform Allan Rooney , Founding Partner, Rooney Law
Why	<ul style="list-style-type: none"> • This is the inaugural meeting of the newly established NYC Regional Advisory Group, and will serve as an introductory session, laying out the model of engagement going forward • Meet, and strengthen relations with, NY based GlobalScots from cross-sectors to gather insights on T&I opportunities. • Acknowledge and show thanks for their continued support for Scotland, supporting Scottish companies and SE/SDI. • Call on expertise and industry connections to help mobilise wider networks, in support of SDI's inward investment efforts. • Opportunity to set out plans for the year ahead (themes) and galvanise their continued support • Desire to capitalise on specific expertise in NYC/tri-state area to support delivery of NSET objectives and on capital investment agenda
Supporting Official	Reuben Aitken , MD International, SDI [Redacted] , SDI Americas [Redacted] SDI
Media	Photos will be shared on The Scottish Government USA LinkedIn Page.
Annexes	Annex A: Summary Page Annex B: Biographies Annex C: Speaking Note

Running Order

12:45 – 13:00	Opening remarks – Reuben Aitken. Introduction, scene setting and overview of Regional Advisory Group (RAG) concept and what this group can achieve –
13:00 – 13:05	Welcome from Cabinet Secretary. Outline NSET prioritization and importance of GlobalScot role in supporting to achieve outcomes
13:05 – 13:15	Discussion and feedback from GlobalScots on areas where they can offer support to deliver our NSET key priorities
13:15 – 13:25	Insight into the US Market - [Redacted]/[Redacted] Current and future opportunities
13:25 – 13:35	GlobalScot support for Scottish businesses and SDI T&I activity – [Redacted]/[redacted]
13:35-13:45	Introduction to SE/SDI priorities on Capital investment – Reuben Aitken
13:45-13:55	Open discussion - ALL
13:55 – 14:00	Closing remarks – [Redacted]

This is the inaugural meeting of the newly established New York Regional Advisory Group and will serve to share the purpose of this group and galvanise their collective support. Today’s roundtable (with lunch) provides a platform to meet face to face with several new, and existing, members of the GlobalScot community and welcome discussions on how to maximise engagement within the network.

The GlobalScot network has grown significantly since the launch of *A Trading Nation* in April 2019, and the New York and Tri-State areas are no exception to this. This meeting will be an opportunity to leave GlobalScots enthused to support Scotland’s trade and investment ambitions, as well as the Capital Investment agenda.

GLOBALSCOT NETWORK – KEY FACTS

- GlobalScot forms an important part of Scotland’s internationalisation.
- It is one of several routes Scottish Enterprise / Scottish Development International uses to help Scottish companies to develop, expand and thrive in an increasingly competitive international market.
- The approach has been repositioned around supporting Scotland's economic growth, through sector and market opportunities, and via direct interaction with businesses.
- Assistance can range from market advice and interactions to much deeper levels of engagement including advisory roles on industry bodies and non-executive roles within Scotland’s most ambitious companies.
- The network comprises **1200** individuals globally in **64** countries, including **313** in the US – **c.25%** of total members.
- **55 GlobalScots** active in the **NYC** region.

Suggested Discussion Points

- 1. NSET – Share Scottish Enterprise’s insights and ambitions aligned with NSET and SE Corporate Plan**
 - As leaders who are charting your business’ course, or advising global companies on how to weather the same set of challenges facing Scotland’s economy now and in future, we are keen to hear your views:
 - What is your vision for Scotland's economy in 2031?
 - How best can SE/SDI/SG and business work together to achieve shared objectives and what are the critical conditions to making this work?
- 2. Gain insight into the US market - current and future opportunities.**
 - Given your experience of the market, what do you see as the key trends that will drive international T&I activity in the USA, including areas such as NY, over the next 5-10 years?
 - How can we better support Scottish companies looking to grow in these areas?
 - Are there particular barriers to entry that you have experienced that we should consider in the US/NY area specifically?
- 3. The ask of GlobalScots – recognise the significant contribution to supporting Scottish businesses in or looking to enter US as well as their support to SDI T&I activity.**
 - The ongoing success of Tartan Week in New York is one of many examples of how GlobalScots have provided invaluable support and time to Scottish based business. Welcome suggestions on how to maximise engagement.
 - Are there any gaps in membership e.g. within a newly emerging subsector?
 - Are there any recommendations with regards key contacts or connections members present would be happy to introduce to SDI?
- 4. Capital Investment - Scottish Enterprise and SDI are keen to engage GlobalScots in support of the Global Capital Investment objectives.**
 - Discuss how Scotland’s key strengths and emerging clusters compare against international competitors in relation to the potential for bringing new capital investment to Scotland.
 - Introduce at a high level, the emerging propositions in related areas such as Smart Cities/Innovation Districts, Hydrogen, offshore wind, space, and advanced manufacturing.
 - Ask of GlobalScots – GlobalScots enhance the work of SE/SDI and are seen as part of Team Scotland, however always scope for deeper engagement to ensure even more companies can benefit from the network; **what more can SE do to enable you to promote Scotland as an ideal destination for companies to invest, locate and grow?**
 - What does Scotland need to do to drive more investment?

Biographies

Annex B

Suneil Mishra, Trade Envoy & GlobalScot



Suneil Mishra is a nascent-technology backer for over 25 years, an angel investor, board advisor, consultant, and entrepreneur. Seed & early-stage companies he's been involved with have raised over \$100M. Active in smart cities/transportation, robotics and autonomous vehicles, e-health/fitness, security, privacy and expert networks.

Ross Hamilton, Managing Partner, Ard Mhor Advisors



Ross Hamilton is a long standing and active GlobalScot of 21 years. He is the founder and Managing Partner of Ard Mhor Advisors helping emerging companies, venture capital and private equity firms build sustainable businesses. With a main focus on FinTech, Digital Assets and ClimateTech. Ross is also a co-founder and Director of the Arran Botanical Drinks (formerly Isle of Arran Gin Company)

Allan Rooney, Attorney, Rooney Nimmo



A GlobalScot of 17 years, upon relocating to New York, Allan Rooney worked as a commodities trader before beginning his legal career at Deloitte & Touche LLP.

He later founded and worked at a boutique, commercial litigation and corporate firm representing corporate clients. Allan is admitted as an attorney in New York. He is a graduate of the Edinburgh University Law School.

Stephen Leonard, General Manager, IBM North America

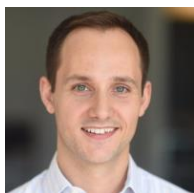


Stephen Leonard is a GlobalScot of 4 years, he is also a SG Trade and Investment Envoy (appointed April 2022), and Kyndryl's Global Alliances and Partnerships Leader.

Prior to this role, Stephen was the General Manager, IBM North America where he was responsible for IBM Business Performance in US and Canada.

Born and raised in Scotland, Stephen holds a degree in applied physics and electronics from Dundee University.

Allan Boyd, Co-Founder, Ascent



A GlobalScot for a year, Alan Boyd has spent most of his career building and investing in start-ups in the UK and the US.

He is currently a co-founder at a Seed round fintech start-up, and an LP at a number of venture funds. Alan is looking to help businesses from Scotland cross the chasm and scale-up. Allan attended Climate Tech

Week in 2022, and met Ms McAllan.

Rab Ker, Finance, Marketing & Business Development Executive, Westwood Capital LLC



Robert “Rab” W. Ker is a GlobalScot of 6 years. A capital markets veteran with 25+ years of debt, equity financing and fund-raising experience in domestic & international markets. He was born and raised in New Canaan, Connecticut, and holds a degree from the University of St. Andrews.

Lolita Jackson, Executive Director of Communications & Sustainable Cities, Sustainable Development Capital LLP



Lolita Jackson has been a GlobalScot for a year. Her role with SDCL is to connect global cities with portfolio companies to provide climate solutions to help reach their net zero goals. Prior to her work at SDCL, she worked for the NYC Mayor's Office for 15 years. In her last position, she was the climate diplomat for NYC working with cities around the world, as well as the UN and climate networks, to share NYC's work on climate.

Lynda Logan, Chief Revenue Officer, Reorg Research



Lynda Logan is a GlobalScot of 12 years and a global sales leader with sector experience in oil and gas and a background in private equity leadership teams. She is currently Chief Revenue Officer with Reorg which is research/analytics/media company focusing on stressed/distressed debt. Prior to this she was with Wood Mackenzie for 25+ years, having started out as a research analyst, before moving into WoodMac's consulting team and then into sales where she was EVP of Sales and a member of WoodMac's leadership team.

She lives in NYC but travels to the UK regularly, for both work and for the National Museums of Scotland where she's a member of the Board of Trustees.

Dr Janet Walsh, CEO & President, Birchtree Global LLC



A GlobalScot for 2 years, Janet has worked in and established business operations in 81 countries and all 50 US States directing teams of lawyers, CPAs, finance, and HR leaders.

Janet is a thought leader and speaker in global market entry and financial performance. She is the architect of the Global Market Entry Training Program hosted by the World Trade Center Atlanta.

Speaking Note

Annex C

- Thank you for joining me this afternoon, the inaugural meeting of NYC Regional Advisory Group. It is timely that this is during Tartan Week, which recognises the rich cultural heritage and transatlantic economic ties between Scotland and the US.
- GlobalScots are crucial in helping us internationalise the Scottish economy and your insights and connections help support inward investment and trade - I'd like to thank you for all you have done and continue to do to support Scotland in the US market.
- The GlobalScot Network currently has **1,200** members across **64** countries globally – 313 members in US, and 55 in and around New York City.

National Strategy for Economic Transformation

- Last year we published Scotland's National Strategy for Economic Transformation, which sets out the priorities for Scotland's economy.
- We also published the actions needed to maximise the opportunities of the next decade to achieve our vision of a wellbeing economy.
- We are always keen to capitalise on your specific expertise in New York /tri-state area to support the delivery of NSET objectives and on the capital investment agenda, which [Redacted] and [Redacted] will discuss in further detail with you.
- The US is clearly a priority market for Scotland - our number one inward investor and destination for exports.
- Despite current economic challenges, Scotland is home to some transformational investments like the National Manufacturing Institute for Scotland, a partnership between the public, academic and private sectors: with partners including Baker Hughes and Boeing.
- The development includes a Lightweight Manufacturing Centre, skills academy, and opportunities to partner in cutting edge research and development in places like the Advanced Forming Research Centre
- Scotland is home to, and continues to attract, many innovative companies in a wide range of sectors that are predicted to grow this year: fintech, life sciences, space, and energy transition.
- Our strategy aims to harness innovation to build Scotland's international competitiveness and deliver new investment into the economy: either directly into companies, or into infrastructure which will create opportunities for businesses to start their journey, grow, scale and ultimately recognise their potential.
- Through your skills, experience and connections in the US, you can elevate and enhance the work our team here in the US do in pursuing Scotland's ambitions and contributing to economic prosperity.
- I am always struck by the opportunity that exists in the US. There is clearly scope for deeper engagement, and my ask of you today is to help us understand what more we can do to enable you to promote Scotland as an ideal destination for companies to invest, locate and grow.
- I look forward to hearing your open, honest insights. Please don't hold back – you have been brought here for your expertise and we are keen to use that to shape our next steps.
- Thank you all for giving up some of your time – I'm going to hand over to [Redacted] and [Redacted] to steer the next part of the conversation

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

What	AiiM Partners VC Fund Meeting
Where	Edrington Offices, 18 West 24 th Street, New York NY 10010
When	13 April 2023 17:15 – 18:00
Key Message(s)	<ul style="list-style-type: none"> • Scotland’s values align well with those of AiiM partners, focusing on climate, diversity and inclusion. • Scotland’s rapidly growing eco-system presents strong opportunities for trade partnerships and collaboration in Scotland and in the US. • [Redacted] • Recognise and congratulate AiiM Partners for being named the prestigious IA 50 list of VCs, the Annual worldwide Showcase of Impact Investment Fund Managers 3 years in a row.
Likely Themes	Responsible growth, diversity, inclusion and values in business
Who	Shally Shanker , Founder and Managing Partner
Why	[Redacted]
Supporting Official	Rueben Aitken , Managing Director, SDI [Redacted] SDI Americas [Redacted] , Scottish Government
Media	None
Annexes	Annex A: Summary Page Annex B: Attendees Annex C: Capital Investment

Summary Page

Annex A

AiiM invests in businesses technology to address climate change and generate measurable social, environmental, and financial returns. In addition, they help limited partners strike deals with enterprises in the US removing the need to use investment bankers.

AiiM’s key focus areas align with Scotland’s priorities in biotech, renewable energy transition, green hydrogen and offshore technologies (energy, seaweed and fish).

[Redacted]

Background

AiiM have been investing in climate change for 10+ years with a strategy that seeks to identify disruptive trends and technologies.

[Redacted]

Biographies

Annex B

Shally Shanker

Founder and Managing Partner, AiiM Partners



Shally Shanker is the founder and managing partner of AiiM Partners and a Chartered Financial Analyst. She has over 22 years of investment management experience structuring and stewarding global portfolios. She has been involved with the boards of 16 portfolio investments, actively engaged in supporting emerging solutions ranging from using data for advocacy to using technology to scale innovations, and, over the last decade, mentoring women entrepreneurs in more than half of her

portfolio.

Background Briefing – Capital Investment

Annex C

Our Global Capital Investment Plan published in March 2021 seeks to achieve alignment between Scotland’s investment needs and the supply of internationally mobile capital.

- The GCIP recognises the key sectors in Scotland that stand out for attracting high levels of private investment. This includes low carbon, health and life sciences, high value manufacturing, and digital.
- We recognise that public sector investment alone will not be enough to respond to the challenges of the 21st Century therefore we need to attract private investment and use public spending more effectively to crowd in private capital.
- This therefore requires Government and the wider public sector to shift “from funding to financing”, and to understand how we can create the right conditions for private investment to support policy objectives

We recognise that globally there is a strong move towards responsible investing, and investors are increasingly looking to achieve social and environment benefits in addition to a commercial return.

- We are seeking to work with those investors who share our aim to address the ‘grand challenges’ that we face in Scotland and across the world.
- The biggest global challenge is of course the Climate Emergency and that is why the Scottish Government has enshrined in legislation, world leading climate change target of achieving a just transition to net zero carbon emissions by 2045 - 5 Years earlier than the rest of the UK.
- To drive investor interest Scotland will seek to offer large scale, good quality investment opportunities in projects and businesses, and we will ensure that devolved regulations and incentives encourage investment.
- The Scottish Government will work with stakeholders to showcase Scotland’s capital investment opportunities and promote our values driven approach to recovery to attract a broader range of equity and venture investors.
- The recently published National Strategy for Economic Transformation (NSET) was developed with a vision of building a wellbeing economy.
- The wellbeing economy in Scotland will be founded on four pillars: those of resilience, sustainability, inclusion and economic prosperity.
- NSET recognises the economy is a significant driver to achieving wellbeing.

Green Investment Portfolio

- The Portfolio allows us to present new projects which demonstrate that Scotland is a world leader in future and innovative green industries which will help us achieve net zero.
- The Portfolio has a current value of approx. £3.7bn, with around £300m private investment already invested into projects and approx. £875m currently under offer or in active discussions.
- It covers sectors from environmentally sustainable commercial real estate to low emission transportation and green energy.
- By assessing these projects before they go to market, the Portfolio provides investors with the confidence they need to back credible and sustainable projects in Scotland.

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

What	Scotland's Tech Company Showcase Company Style pitches promoting Scottish tech exports, Platform for the Scottish Minister to deliver a keynote speech
Where	Edrington Offices, 18 West 24 th Street, New York NY 10010
When	Attendance 18:00 – 19:00 Event Runs 18:00 – 21:00
Key Message(s)	<ul style="list-style-type: none"> • Highlight Scotland's National Strategy for Economic Transformation noting Scotland's vision to create a wellbeing economy and how Scotland's nation of entrepreneurs and innovators will contribute to this. • This event aligns with aims of both NSET, the Global Capital Investment Plan of attracting international capital in Scotland and the Logan Review • The event will foster engagement with investors, promotion of key investment opportunities along with mobilising our global networks including Global Scots and Trade Envoys. • Scotland has ambitious tech companies with considerable expertise, innovation and ambition. Their technology plays a crucial role in creating a fairer and sustainable society. • Focusing on technology, we have committed an initial £42 million to build our national Techscaler network, to be delivered by the UK's largest technology incubator, Codebase. The aim is for Techscaler to leverage the recent growth of VC investment in firms based in Scottish cities. • With the right partners, we can shift our ecosystem from 'funding to financing', using public money to attract private capital, significantly enhancing the potential deal-flow for the right investors by enabling access to large scale, good quality investment opportunities. • The event will demonstrate the breadth of investment opportunities available in Scotland [Redacted]
Likely Themes	<ul style="list-style-type: none"> • Scotland's National Strategy for Economic Transformation noting Scotland's vision to create a wellbeing economy • How Scotland's nation of entrepreneurs and innovators will contribute to this.
Who	Scottish Development International and Startup Grind Scotland 14 Scottish growth tech companies 20+ North American VC investors, 10+ Key Stakeholders
Why	The programme is designed to create opportunities for the companies to make new connections, meet potential new partners and engage with peers.
Supporting Official	[Redacted] Scottish Government USA [Redacted] & [Redacted], SDI Reuben Aitken, MD International, SDI
Media	Photos will be shared on @ScotGovUSA Twitter and LinkedIn pages.

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	<p>Suggested tweet: “Scotland’s Tech Company Showcase highlighted the deep economic and business ties between our two countries. [American flag emoji]; Scottish flag emoji</p> <p>Cabinet Secretary Angus Robertson spoke about Scotland’s National Strategy for Economic Transformation and highlighted success stories from entrepreneurs and innovators across Scotland.”</p>
Briefing Content	<p>Annex A: Event Programme & Background Annex B: Attendee List Annex C: Speaking Note</p>

Running order and Top lines

Annex A

18:00	Doors open, networking
18:40	Welcome Address, Reuben Aitken
18:50	Cabinet Secretary Keynote Speech
19:00	Cabinet Secretary Departs, pitches commence

This event is an excellent opportunity to showcase Scotland’s ambitious tech companies, highlighting the expertise, innovation and ambition of Scotland's companies and how their technology will play a crucial role in creating a fairer and sustainable society.

It will offer 14 Scottish tech companies the opportunity to pitch to North American VC investors, followed by an informal networking session which will allow any specific interaction between VC investor and founders to take place. This event will allow SDI to develop relationships with North American-based VCs and to give the VCs the opportunity to hear first-hand about Scottish investment opportunities.

You will deliver a keynote speech highlighting:

- Scotland’s National Strategy for Economic Transformation noting Scotland’s vision to create a wellbeing economy
- How Scotland’s nation of entrepreneurs and innovators will contribute to this.
- Scotland is open for business and international investment

14 Tech Companies –

Trojan Energy	Desana
Touchlab	ShareIn
Dialaxy	Pasabi
NCTech	Carcinotech
Bioliberty	Raven Controls
Appointed	Novosound
Cytochroma	RAB Microfluidics

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

Attendee List

Annex B

GlobalScot & VC attendees are being finalised and will be fully confirmed Tuesday 11th April.

Name	Organisation	Name	Organisation
[Redacted]	Encompass Corporation	[Redacted]	H Venture Partners
Alicia Zheng	Plum Alley	[Redacted]	TriBeCa Venture
Allan Boyd	Ascent	Laura Garcia Caberol	Cohort
[Redacted]	Closed Loop Partners	Leah Hutcheon	Cohort
[Redacted]	Tefken Ventures	[Redacted]	DBT
Bob Fogarty	SDI	Mark Rossano	Bloomberg/C6 Capital
[Redacted]	SDI	Michael Cockburn	Cohort
[Redacted]	Foras	[Redacted]	CBI Insights
[Redacted]	SG	Michael Kay	Bloomberg/C6 Capital
Chris Downie	Cohort	Michael Patton	BMS
[Redacted]	<i>Cohort</i>	<i>Mike Shapiro</i>	<i>Major League Baseball</i>
[Redacted]	Foras	Monica Camino Moreno	Cohort
Diane Zhou	Eclipse VC	[Redacted]	Foras
Dr Rotimi Alabi	Cohort	Nico Sartini	SDI
[Redacted]	DBT	Olga Artman	TriBeCa Venture
[Redacted]	SDI	[Redacted]	Cohort
Eveline Gerck	Studio VC	Pendy Pendyala	SDI
Fernando Valle	Bloomberg/C6 Capital	Randy Mitchell	Capital Mobilizaion
[Redacted]	Deutsche Bank	Ray Lian	Scrum VC
Grace Carney	USV	Reuben Aitken	SDI
[Redacted]	Foras	Rob Gelb	Foras
Holly Love	Activant Capital	[Redacted]	FCDO
[Redacted]	Cohort	[Redacted]	Global Scot
[Redacted]	Cohort	Rowan Armstrong	Cohort
Iliya Bozhkov	Prosperity7 Ventures	Shally Shanker	AiiM Partner
Allan Boyd	Investor	[Redacted]	SDI
Ishani Malhotra	Cohort	Sorcha Lorimer	Trace Data & Privacy
[Redacted]	DBT	[Redacted]	Sound Board Venture Fund
[Redacted]	SDI	[Redacted]	SDI

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Jennifer Ianolo	Imperia Global	Wendy Craft	Fulcrum Equities
Jesse Hwang	Johnson & Johnson	[Redacted]	Cohort
[Redacted]	Codebase	[Redacted]	Cohort

Officials will have further details to hand on individual companies if Cabinet Secretary requires them: [Redacted]

Speaking Note

Annex C

You will network and then offer opening remarks. You will excuse yourself after your remarks for another event.

- Good evening everyone. For those who I have not yet met, I am Angus Robertson, the Scottish Government's Cabinet Secretary for the Constitution, External Affairs and Culture.
- I am charged with representing Scotland in the US this week as we celebrate the impact that Scotland, and Scottish Americans, have had on the US, and I am delighted to be back in New York this week
- As we build up to the Tartan Day parade on Saturday, I am keen to get out and about and to showcase everything Scotland has to offer the modern world across business, culture, education and more.
- I'd like to thank Edrington for providing use of their incredible space – of course one of Scotland's success stories and the owners of the iconic MacAllan brand you see all around you.
- Scotland is a small but mighty country, which for centuries has been known globally as a centre for innovation and creativity: from the television to the MRI scanner, the ATM and the colour photograph. This evening is an opportunity to help you understand more about Scotland's offer now, when it comes to the tech sector.
- Scotland is a country that empowers its people and creates the ecosystem for them to harness their talent. As a government, it is our duty to support them to realise their ambitions and capitalise on the opportunities presented to them.
- And of course, it makes sense to be standing in front of you: as the US continues to be Scotland's single most important international market for Trade and investment.

WHY THEY ARE HERE

- Ladies and gentlemen. Some of the things you will hear today about Scotland, our Scottish tech sector and its potential may surprise you. Here's one to start with.
- Do you know that a single city in Scotland today, Dundee, the home of games like Lemmings and Grand Theft Auto - now has more games developers per head of population than anywhere else in the world?
- I mention this because the potential in Scottish tech is, sometimes, surprising. People think they know Scotland and what we do in Scotland, and it surprises them to hear – to give you another example – that in Scotland, we currently build more small satellites than anywhere else in Europe.
- In Scotland, we have companies working across sectors like data, robotics, health tech and deep tech and tonight, you'll hear pitches from founders of Scottish companies working in all of these sectors and others as well.

[Redacted]

- That is why we have committed an initial £42 million to build our national Techscaler network, to be delivered by the UK's largest technology incubator, Codebase.
- With the right connections, Techscaler can leverage the recent growth of VC investment in firms based in Scottish cities - which accelerated by 156% in 2020

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

compared to 2019 – by working with stateside contacts to bring more Scottish start-ups to the US VC ('venture capital') market.

- In Scotland we are facilitating the environment and ecosystem for businesses and investors to implement inclusive and sustainable growth across Scotland, create green / clean jobs, and develop talent by promoting creativity and innovation.
- Our Inward Investment Plan details how we will use our natural assets, proven skills and established infrastructure to support investors who share in these goals to expand and grow their operations in Scotland.
- With the right partners, we can shift our ecosystem from 'funding to financing', using public money to attract private capital, significantly enhancing the potential deal-flow for the right investors by enabling access large scale, high quality investment opportunities.
- There will be early-mover advantage in being part of this – as the strength and quality of the group of founders and companies you'll be hearing from tonight will show you.
- Up until now, our challenge in Scotland has been that our companies weren't always brought to market with the same flair and confidence as US start-ups. That is changing.
- Soon, start-ups from Scotland could begin to benefit from smart targeting at the right funds and investors with relevant interests.
- Over time, we will build our ecosystem's reputation for quality even further, making it easier for any US-representatives to attract further interest down the track.

CONCLUSION

- I know you will all share in my enthusiasm for the future of Scotland Tech Sector once you have heard from the companies themselves.
- I thank you all for joining us this evening. In true Government style, I am unfortunately required to be in many places at once, so I will have to excuse myself, but I look forward to hearing about the outcomes from this evening.

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

What	‘SCOTS’ Showcase Promoting Scottish culture, centred around a forthcoming Fringe show, with an opportunity to address attendees.
Where	University Club 1 West 54th St, New York, NY 10019
When	13 April 2023 20:00 – 22:30
Key Message(s)	<ul style="list-style-type: none"> • Promote Scottish culture, platforming the forthcoming Fringe Show Scots, piloted by Scottish award-winning ‘Noisemaker.’ • Celebrate the breadth of Scottish performing talent and place on the world stage. • Thank American Scottish Foundation for their help hosting the event.
Who	Scott Gilmour and Claire McKenzie , Noisemaker [Redacted] , American Scottish Foundation
Why	<p>Help to promote forthcoming Fringe Show Scots that is being piloted by Scottish award-winning ‘Noisemaker’ who received £20,000 grant funding from Creative Scotland.</p> <p>Opportunity to host key stakeholders as the event is run in conjunction with the American Scottish Foundation.</p>
Supporting Official	[Redacted] , USA Office
Media	<p>Photos will be shared on @ScotGovUSA.</p> <p>Draft tweet: “‘SCOTS’ is the newest musical act from award-winning ‘Noisemaker,’ coming to the @EdinburghFringeFest this year!</p> <p>We hosted a reception with @AmericanScottishFoundation as a part of #NYCTartanWeek.”</p>
Annexes	<p>Annex A: Event Info and Top Lines</p> <p>Annex B: Biographies</p> <p>Annex C: Speaking Note</p>

Event Information and Top Lines

Annex A

The event is hosted by the American Scottish Foundation and will promote the forthcoming Fringe show Scots, piloted by Noisemaker.

The Cabinet Secretary will host a table of VIPs

[Redacted] , Scottish Government
[Redacted] , GlobalScot
[Redacted] , Edinburgh Fringe
[Redacted] , V&A Dundee
[Redacted] , National Theatre of Scotland
[Redacted] , + guest tbc

Running Order

20.00	Event starts – reception
20.30	People invited to sit, choose main courses
20.40	ASF remarks, then introduce Noisemaker - Performance commences
21.15	Break for speeches Remarks – Cab Sec Remarks – Shona McCarthy
21.20	Performance resumes
22.00	Performance end
22.45	Approx end of reception

Noisemaker

Noisemaker is the award-winning writing partnership of Scott Gilmour and Claire McKenzie. Both graduates of the Royal Conservatoire of Scotland, the pair work throughout the UK and internationally to create and develop innovative, original stories that celebrate and challenge the form of musical theatre.

Top Lines: International Culture Strategy

- Scotland benefits from a strong global identity. Fundamental to this is our diverse culture, which is inspired and celebrated by people around the world. Our cultural festivals are world-renowned.
- Culture is one of Scotland’s greatest exports and is critical to how we are viewed internationally.

Biographies

Annex B

Shona McCarthy – Chief Executive, Edinburgh Festival Fringe Society



Appointed Chief Executive in March 2016. Prior to this, Shona McCarthy was Chief Executive of the Culture Company, and responsible for leading on Derry securing the inaugural UK City of Culture. She was Chief Executive at Imagine Belfast 2008, Chief Executive of Cinemagic, the international film festival for young people, and Director of the Foyle Film Festival. More recently she has worked internationally as a freelance cultural consultant and from 2009 to 2011 she was Director of the British Council Northern Ireland.

Leonie Bell – Director, V&A Dundee



Prior to her appointment at the V&A Dundee, Leonie Bell was Strategic Lead for the Future Paisley Partnership at Renfrewshire Council. Leonie was also previously the Head of Culture Strategy. Prior to this, she was Director of Arts & Engagement at Creative Scotland, and led Scotland's national cultural programmes for the London 2012 Olympic and Paralympic Games and the Glasgow 2014 Commonwealth Games.

Stella Litchfield – Director of Development, National Theatre of Scotland



Originally from Dublin, Stella is Director of Development at National Theatre of Scotland leading the development and implementation of the organisations fundraising strategy to accelerate sustainable income growth across a wide and diverse range of income streams.

Prior to joining National Theatre of Scotland, Stella was Development Manager at the Glasgow School of Art. Originally trained as an opera singer, she was a member of the full-time Chorus of Scottish Opera before pursuing a career in philanthropy.

Lolita Jackson, Executive Director of Communications & Sustainable Cities, Sustainable Development Capital LLP



Lolita Jackson has been a GlobalScot for a year. Her role with SDCL is to connect global cities with portfolio companies to provide climate solutions to help reach their net zero goals. Prior to her work at SDCL, she worked for the NYC Mayor's Office for 15 years. In her last position, she was the climate diplomat for NYC working with cities around the world, as well as the UN and climate networks, to share NYC's work on climate.

Speaking Note

Annex C

[To Follow]

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

New York City
Friday 14 April 2023

Diaspora Breakfast Virgin Hotel, 1227 Broadway 9:00 – 10:30	[Redacted] , USA Office [Redacted] Visit Scotland
Meeting with Catalent Westin Times Square, 270 W 43rd St, 11:00 – 12:00	Reuben Aitken , SDI. [Redacted] , SDI [Redacted] SDI
Tartan Day Observance Bryant Park 12:30 – 13:30	[Redacted] , USA Office
VIP Alumni Reception UKG Consulate 16:30 – 18:30	[Redacted] , USA Office [Redacted] , USA Office [Redacted] , SDI

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

What	Diaspora Breakfast Breakfast reception and opening remarks
Where	The Great Room, Virgin Hotel, 1227 Broadway
When	14 April 2023 9:00 – 10:30
Key Message(s)	The Cabinet Secretary will speak for around 5 minutes to thank the diaspora for their hard work.
Who	Members of the diaspora organisations who for the last 25 years have delivered New York’s Tartan Day celebrations: St. Andrew’s Society of the State of New York, American-Scottish Foundation, New York Caledonian Club, and New York Tartan Day Committee. There will also be selected guests from Scotland in attendance.
Why	<ul style="list-style-type: none"> • Congratulate the National Tartan Day New York Committee and members of the city’s diaspora community on reaching this landmark 25th Anniversary of Tartan Week • Thank them for all their do, not just during Tartan Week, but throughout the year to celebrate their Scottish heritage and connections, acting as passionate ambassadors for Scotland • Introduce the Scottish Connections framework – our commitment to working collaboratively with diaspora communities
Supporting Official	[Redacted] , USA Office [Redacted], VisitScotland
Briefing Contents	Annex A: Running Order & Diaspora Group Background Note Annex B: Guest List Annex C: Speaking note
Media	Comms Team to refer to Comms plan.

Running Order & Background Note

Annex A

9.00am	Arrival of guests
9.20am	Remarks from Cab Sec, thank you to the diaspora
9.25am	Breakfast and Networking continues
10.30am	Event ends

This annual event is organised by Scottish Government and VisitScotland, and provides an opportunity to meet members of the diaspora community during Tartan Week. It is an event the diaspora look forward to, as it provides them with the opportunity to meet and network with guests from Scotland in an informal setting.

It is an opportunity to:

- Offer congratulations on the 25th anniversary of Tartan Day in New York City;
- Highlight the creation of the Scottish Connections Framework, and the important role that the diaspora will play as ambassadors for Scotland.

Scottish Connections Framework

The Scottish Connections Framework will be introduced on Tuesday 12 April 2023 and will outline a cross-cutting approach to diaspora engagement. Taking a broad definition of diaspora, we want to strengthen and expand Scotland’s links and networks with:

- Scottish people living elsewhere in the world;
- Those with Scottish heritage;
- People who have previously lived in Scotland, including alumni; and
- Those with a professional, business, cultural or other links to Scotland.

The Scottish Connections Framework is the first time that work across the Scottish Government and partners has been brought together into a cohesive approach. The Framework outlines a series of commitments and ambitions to strengthen and expand our relationships with, and between, Scotland’s international communities.

The Framework will add value to our diaspora engagement by bringing together the experiences, skills and connections of our existing networks, including GlobalScot and alumni.

We will build on existing work with our established networks, including our own international offices, GlobalScots, alumni groups, heritage diaspora organisations and other public sector partners.

Ask

- We would welcome the support of Scottish Government partners, along with the FCDO, to maximise the reach and impact of the strategy.

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

Guest List

Annex B

[Redacted]	St Andrew's Society
[Redacted]	American-Scottish Foundation
[Redacted]	ASF Board / Strathclyde Alumni
[Redacted]	Glasgow Uni Alumni
[Redacted]	American-Scottish Foundation
[Redacted]	TransAmerica Corp.
[Redacted]	NYTD Committee
[Redacted]	New York Tartan Day Committee
[Redacted]	New York Tartan Day Committee
[Redacted]	New York Caledonian Club
[Redacted]	New York Caledonian Club
[Redacted]	New York Caledonian Club
[Redacted]	St Andrew's Society of the State of New York
[Redacted]	St Andrew's Society of the State of New York
[Redacted]	St Andrew's Society of the State of New York
[Redacted]	Clan Campbell USA
[Redacted]	Scottish Society of Charleston
[Redacted]	NY Community Veterans Engagement Board (US Marine Corps)
[Redacted]	Burns Society of New York
[Redacted]	New Hampshire Commercial Consul to Scotland
[Redacted]	Scottish Creations
[Redacted]	New Hampshire Scots
[Redacted]	New Hampshire Scots
[Redacted]	New Hampshire Scots
[Redacted]	Past President of American Scottish Foundation
[Redacted]	Daly Communications Celtic Music
[Redacted]	Holland and Sherry
[Redacted]	NY Genealogical Society
[Redacted]	Clan Currie/Ellis Island
[Redacted]	Scottish Bar Association NY / Scottish Business Network
[Redacted]	National Trust for Scotland USA
[Redacted]	Sustainable Development Capital
[Redacted]	Kilted Yogi (+ Assistant [Redacted])
[Redacted]	Photographer - Scotland Now
[Redacted]	Noisemaker
[Redacted]	Labour MP
[Redacted]	SPAD
[Redacted]	World Burns Federation
[Redacted]	Standing Council of Scottish Chiefs - US Rep
[Redacted]	Standing Council of Scottish Chiefs
[Redacted]	Lord Lyon plus assistant, [Redacted]

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CORE US BRIEFING

[Redacted]	Edinburgh Festival Fringe
[Redacted]	Forth Valley Chamber of Commerce

Speaking Note:

Annex C

7 minutes

INTRODUCTION

- Good morning, everyone – great to see such a packed room – I’m told this is the biggest breakfast we’ve had – fitting for the 25th Anniversary of Tartan Day.
- I recognise a lot of familiar faces from last year, and of course the various events around the city the last few days.
- I am delighted to be back in New York having been re-appointed to my External Affairs portfolio, following the change in leadership back home which saw Humza Yousaf succeed Nicola Sturgeon as the First Minister of Scotland.
- It’s great that I am able to continue to support the incredible work you all do and to once again be back here to thank you in person.

THANK YOU

- This purpose of this breakfast this morning is to do three specific things
- First and most important, it is to show the Scottish Government’s gratitude for your tireless efforts in not only delivering the Tartan week festivities, but all the work you do to promote Scotland year round.
- We recognise the importance of you all as Ambassadors for everything Scotland has to offer the US. Without your support and commitment we wouldn’t be able to achieve the incredibly positive outcomes we see each year.
- This includes events and activities for St Andrew’s Day, Burns Night and Tartan week – and everything in between – Highland games, cultural showcases, exchange programmes, scholarships, podcasts... the list goes on and on.
- We are here to support you so please keep [Redacted] and the team at the top of your speed dial! (Optional - Well I say [Redacted], but we all know that [Redacted] does the hard work)

• **SCOTTISH CONNECTIONS**

- The second opportunity this morning presents is for me to update you on what Scotland is doing – specifically what we are doing to support you, our diaspora.
- I am delighted to share with you that we have published a report which shows the importance of the diaspora to Scotland. Not only that, it outlines how we can do more, together. We’ve titled it Scottish Connections.
- We have copies of the document available for people to look through and to consider which of the many objectives relate to the work you do but I want to draw on a few specifically.
- We are now updating our international-facing website Scotland.org to become an online home for our diaspora - the place they come to engage with Scotland and are

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encouraged to explore their Scottish connections. Individual members of our diaspora will be able to register their interest in Scotland on to receive relevant information directly from us.

- In addition to that, the website will host a digital directory of diaspora organisations – linking directly to you all. It will act as a touchpoint for people across the world, increasing opportunities for Scots and friends of Scotland to connect wherever they are simply by the click of a button.
- We understand that delivering high value events that promote Scotland costs money, that's why our team here in the US work so hard with Tartan Week organisers to support you. In addition to this, we will launch a Scottish Connections Challenge Fund. This is designed to support initiatives that bring together those with a connection to Scotland who seek to promote Scotland's reputation and interests, and build greater connections back to Scotland itself.
- More details of the fund will be published later this year.
- We also know that people the world over go above and beyond to promote Scotland – we want to recognise that. To do so we will shortly launch a Diaspora Recognition Award marking the achievements of our community internationally. The award will be launched during this Parliament, and do not worry we will come up with a much catchier name for it! Feel free to give [Redacted] suggestions....
- We will also invest in developing and deploying our existing networks including, for the first time, formally enlisting our GlobalScots to help promote the cultural offering many of your organisations deliver.
- It's important that we move with the times, capitalise on the digital age and recognise not just the opportunities that lie ahead, but the need to future proof.
- We recognise the need to engage younger generations, broaden our reach via platforms such as twitter and Instagram, and to invest time in those who fall in to the Alumni bracket – often people looking to stay connected to Scotland, but at a loss as to how to do that.
- As I have said often before, you don't need to be born in Scotland, or to have Scottish genealogy, to be part of Scotland's future. The greatest compliment anyone can pay us is to *choose* to be part of Team Scotland, and those people are as welcome as any others.

Ask of Diaspora

- The final point I would like to make is that Scotland has a lot to offer the modern world.
- In a time where everyone and everything moves at 100 miles per hour it is important for us to take stock of what works well, what cuts through the noise of everything else and stands out from the crowd.
- It is important for us to challenge ourselves to keep building on the foundation of the last 25 years, and look to the future. To keep growing, innovating and ultimately providing the vision - and reality - of Scotland that keeps us going from strength to strength over the next 25 years, and beyond.
- Our vision is to protect and grow what you've built, help diaspora organisations and events become self-sustaining and to stay connected to what Scotland is in the here and now.
- We are your partner in all of this – we want to help and our door is always open.

CONCLUSION

- Before I let you all get back to your food and I get the chance to come chat with you all – I did just want to make one more announcement.
- I am delighted to introduce you to [Redacted] – [Redacted] will take over from [Redacted] as the [Redacted] of the Scottish Government's USA office in June. We thought it was a good idea to throw [Redacted] in at the deep end and bring her out to see the amazing spectacle that is Tartan Week.
- Thank you everyone – I look forward to speaking with you today and during the parade tomorrow.

End

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What	Meeting with Catalent Pharma Solutions
Where	Westin Times Square, 270 W 43rd St, NY 10036
When	Friday 14 th April 2023 11:00 – 12:45
Key Message(s)	<ul style="list-style-type: none"> • We appreciate our relationship with Catalent’s management in US, and encourage SDI to support the company to grow and support the Bathgate site, to secure further investment. • Keen to encourage Catalent’s ambitions to increase and evolve its capabilities in Bathgate, particularly R&D. • [Redacted] • We acknowledge and congratulate Catalent’s 25th anniversary operating in Scotland.
Who	Paul Edwards , VP Human Resources (Global Operations) Ricky Hopson , President/Division Head, Clinical Development & Supply
Why	<ul style="list-style-type: none"> • Catalent Pharma Solutions is a key player in the Life Science Clinical studies market where they manage the logistics of clinical drug trials. • [Redacted] • This meeting is an excellent opportunity to discuss Catalent’s aims for the Bathgate site [Redacted]
Supporting official	Reuben Aitken , MD International, SDI. [Redacted], SDI [Redacted], SDI
Briefing contents	Annex A: Summary & Background Information Annex B: Guest List/Attendees
Social Media	Twitter: @CatalentPharma Linked In: https://www.linkedin.com/company/catalent-pharma-solutions/

Summary

Annex A

Catalent is an existing inward investor in Scotland and employs **295** staff in Bathgate, Scotland and more than **18,000** globally. The company was founded in 2007 and is based in Somerset, New Jersey. It provides advanced delivery technologies and development solutions for drugs, biologics, and consumer health products.

Bathgate Site

- Established 1997 and currently has 295 employees.
- Dedicated to clinical trial supply pharma manufacturing. It was formerly part of Aptuit, a clinical trials supply business, which was acquired by Catalent in 2012.
- [Redacted]
- The business is connected to technology centres such as Medicines Manufacturing Innovation Centre (MMIC) and Innovate UK.
- SE and Skills Development Scotland have provided information and guidance on Scottish Manufacturing Advisory Service and connections to West Lothian College and is in regular contact with the company through the dedicated Account Manager and SDI Americas team, who recently toured the Bathgate site (Feb 23).

Background Information

[Redacted]

Meeting Attendees

Annex B

Paul Edwards

VP Human Resources (Global Operations)



Paul Edwards is one of the leading members of Catalent Pharma Solutions' Human Resources Team since 2011 and has been in the pharmaceuticals industry for 14 years. His human resources experience spans a wide variety of sectors, from telecom to finance. Mr. Edwards graduated from Durham University with a BA in Law & Politics.

Ricky Hopson

President/Division Head, Clinical Development & Supply



Ricky Hopson was named President, Division Head for Clinical Development & Supply in July 2022. Prior to that, he served as Vice President & Chief Accounting Officer since June 2021. Ricky has been with Catalent for more than 20 years, serving in a variety of finance roles, including Vice President & Corporate Controller, Global Vice President,

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Operational Finance, and Vice President of Finance for two different business units. He graduated from the University of Portsmouth and is a chartered management accountant in the U.K.

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What	Tartan Day Observance Performance and procession of pipe bands in the centre of Manhattan. Brief remarks to audience and meet the Pipers.
Where	Bryant Park, West Entrance, 6 th Avenue/West 41 st Street, New York
When	14 April 2023 12:30 – 13:30
Key Message(s)	<ul style="list-style-type: none"> • Recognise the significance of 25 years of Tartan Day and the strength of the Scottish Diaspora in the US. • Launch Scottish Connections
Likely Themes	Diaspora, Cultural Heritage
Who	Organised by the American Scottish Foundation (ASF) Camilla Helman , ASF Director
Why	<p>This annual public facing gathering is organised by the American Scottish Foundation to mark the anniversary of the Tartan Day designation in the US. For us, this offers:</p> <ul style="list-style-type: none"> • Media opportunity and chance to gain greater audience for the Scottish Connections Framework introduction. • An opportunity to address members of the public and diaspora gathered for the Bryant Park Observance.
Supporting Official	[Redacted] , SG USA Office
Media	<p>Photos will be shared on @ScotGovUSA.</p> <p>Suggested tweet: “It was an honour to celebrate 25 years of Tartan Day during our observance in Bryant Park this afternoon.</p> <p>Our Scottish Connections plan will help us continue to grow the Scotland US relationship for years to come.</p> <p>Learn more: link to plan document”</p>
Briefing Contents	Annex A: Running Order and Background Note Annex B: Speaking Note

Running Order and Background Note

Annex A

12:30	Arrival
12:55	Cabinet Secretary remarks – Greetings from Scotland and introduction of the Scottish Connections Framework
13:00	ASF address & Reading of the Declaration of Arbroath followed by Pipe Bands and musical performance

Background Note

The US Senate Resolution on National Tartan Day was passed on March 20, 1998, making this year the 25th anniversary. Since 1998, National Tartan Day was designated as a day for all Americans, particularly those of Scottish descent, on 6 April each year.

The American Scottish Foundation was founded in New York City in 1956 by Lord Malcolm Douglas Hamilton. ASF is an international not-for-profit organization with the mission to establish links and strengthen ties between Scotland and the United States through social, cultural, educational and business activities. The Foundation's purpose is to conduct and facilitate education and social interactions between Scottish institutions and their US counter-parts as well as promote inward travel to Scotland.

Scottish Connections Launch Activity

The Framework was introduced on Tuesday 11 April 2023 and outlines a cross-cutting approach to diaspora engagement.

- We are updating our international-facing website **Scotland.org** to become an online home for our diaspora - the place they come to engage with Scotland and are encouraged to explore their Scottish connections. Individual members of our diaspora will be able to register their interest in Scotland on to receive relevant information directly from us.
- The website will also host a **digital directory of diaspora organisations**. It will act as a touchpoint for those living in, or travelling to, locations worldwide, increasing opportunities for Scots and friends of Scotland to connect wherever they are.
- We will launch a **Scottish Connections Challenge Fund** to support initiatives that bring together those with a connection to Scotland, promote Scotland's reputation and interests, and build greater connections back to Scotland itself. More details of the fund will be published in 2023.
- We plan to launch a **Diaspora Recognition Award** to acknowledge the marking the achievements of our diaspora internationally. The award will be launched during this Parliament and recognise the achievements of our diaspora in different fields.
- We will develop and deploy our existing networks including, for the first time, our network of GlobalScots in promoting the cultural sector and supporting cultural connections with organisations and individuals around the world.

Speaking Note

Annex B

5 Minutes (Currently 6 minutes)

Welcome

- Thanks [Redacted] and the rest of the American Scottish Foundation team for welcoming me today. And, of course, thank you also to the [Redacted] for the performing the anthems so well.
- Good afternoon everyone, on behalf of the Scottish Government, I want to welcome you all to Bryant Park for the annual Tartan Day Observance.
- It is great to be back in New York, I can't believe it's a year since we were last standing here together, in one of the most iconic settings in the world.
- It was important to me to be back to celebrate this particular Tartan Day, as it is the 25th anniversary. I wanted to be here to reflect on the success of the last 25 years, but to also look to the future - and the next 25.
- I am always inspired when I stand here and take stock of the impact that Scots and Scots-Americans have had not only on this amazing city, but on this incredible country.
- That includes the amazing Scottish societies that help to deliver incredible events just like the American Scottish Foundation, and I want to take a second to thank Ken and Camilla in particular for their stellar efforts.

Tartan Day History

- We stand here today to celebrate the history of Tartan Day and indeed the Scottish US community.
- In 1998, the US Senate officially declared April 6th as National Tartan Day, which was - along with a few hardy souls walking the streets of New York -the catalyst to get us to where we are now.
- I want to stress that Tartan Day isn't about me, or the Scottish Government. It is about recognising the contributions made by Scottish-Americans to the United States, and reaffirming the historic friendship between Scotland and the USA: one which is deep, strong, and dates back centuries.
- Scotland's history is after all, in part, your history. We are and will always remain connected.
- Our relationship is built not only on shared heritage, but on shared values: democracy, freedom, respect, equality.

Scottish Connections

- That relationship allows us to look forward for the next 25 years and to know that the foundation has now been laid for what Tartan Day is, and can be.
- The Scottish Government recognises this, I recognise this. The future is bright.
- I spoke to a fantastic group of diaspora leaders this morning, some of them are here now, and I told them that to support that work and the wider work of our Scottish American community, we have now published our first diaspora engagement framework: in a document called Scottish Connections.
- This is a framework designed to support our diaspora to realise their ambitions to celebrate and promote Scotland and Scots heritage across the world, and also to look to the future and the opportunities Scotland presents in terms of being the best place in the world to work, live, study, visit or do business.

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- The framework provides valuable resourcing to help support all of the hard work we see year in year out.
- Furthermore it provides the tools for those to start or deepen their connection to Scotland.
- I want to share with you just a few of the provisions within this framework:
- We will be updating our digital assets and dedicating our international-facing website Scotland.org to become an online home for our diaspora.
- It will be a place for you to engage with Scotland, and where visitors are encouraged and supported to explore their Scottish connections.
- Individual members of our diaspora will be able to register their interest in Scotland and to receive relevant information directly from us.
- The website will also host a digital directory of diaspora organisations. It will act as the go-to resource for those with Scottish affiliations to connect to diaspora organisations, wherever they are in the world.
- We will also soon launch a Scottish Connections Challenge Fund to support diaspora-led initiatives that bring together those with a connection to Scotland, promote Scotland's reputation and interests, and build greater connections back to Scotland itself. More details of the fund will be published later in 2023.
- We also want to recognise those people, often volunteers, who keep the connection to Scotland alive across the world through various programmes spanning culture, history, education and business.
- To do that we plan to launch a diaspora recognition award to acknowledge those individuals and organisations, and mark their achievements.
- Finally – we understand the need to continue to build on our successes, to diversify our networks, and broaden our reach. To assist with that we will develop and deploy our existing networks including, for the first time, involve our network of GlobalScots in to promote our iconic cultural assets.
- There are of course many other objectives within the document, I encourage you all to read it, to consider what might support your ambitions, and to engage with us on it.

Conclusion

- I want to conclude today by saying thank you. Thank you to the people who make Tartan Day the success it is.
- Thank you to all the organisers, often volunteers, who do such amazing job promoting Scotland in the US not just at Tartan Day, but all year round.
- So as we celebrate the landmark 25th Anniversary, I look forward to continuing the celebrations today, and of course during the parade tomorrow. And I look forward to seeing where the next 25 years takes us.
- I want to offer you all my best wishes to– whether you are local, whether you have travelled from elsewhere in the US or indeed, like I did, travelled across the Atlantic.
- Thank you all for continuing to be such close friends of Scotland.

END

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What	VIP Alumni Reception Showcase Scotland HE and business offer, with envoys in the room and Scottish Food and drink being served.
Where	UKG Consulate 885 2nd Ave, New York, NY 10017
When	14 April 2023 16:30 – 18:30
Key Message(s)	Celebrating the global impact of alumni from Scottish Universities and the strong business ties between Scotland and the US.
Likely Themes	Strengthening the links between HE and Business
Who	High value alumni, GlobalScots and Trade Envoys alongside target businesses and potential academic partners.
Why	We will focus on promoting Scottish HE excellence as a driver for investment in knowledge economy businesses, as well as advertising Scottish universities as potential collaboration partners for US academic institutions.
Supporting Official	[Redacted] , USA Office [Redacted] , USA Office [Redacted] SDI
Briefing Contents	Annex A: Running Order and Background Notes Annex B: Biographies Annex C: Guest List Annex D: Speaking Note
Media	Photos will be shared on @ScotGovUSA

Running Order and Background Notes

Annex A

16.30	Arrivals, Networking
17.15	Speeches Emma Wade-Smith – welcome remarks Cab Sec remarks, introduce Envoys Stephen Leonard and Suneil Mishra remarks Andrea Nolan – Principal, Napier University
17.35	Reception continues
18.30	Reception ends

Sponsors:

Seafood Scotland – Adam Wing
Harris Gin – Iona Cairn and Eilidh Macdonald
Gary Maclean – Scotland’s National Chef

Top Lines

Higher International Education

- The Scottish Government values the contribution that international students make to our society, culture and economy.
- Our priority is to be active internationally, fostering good global connections by promoting educational and research exchange to raise the profile of Scotland as a place to live, work and study.
- We remain committed to strengthening our institution’s international links by supporting the attraction of international students and staff, through exchange programmes and scholarships, highlighted by our commitment to a new International Education Strategy.

Trade Envoys

- Expansion of our Trade & Investment Envoy and GlobalScots networks is helping to open doors for our businesses and identify strategic opportunities that can support our export, capital investment and FDI efforts in countries where our own reach is limited.

Biographies

Annex B



Stephen Leonard
SG Trade & Investment Envoy to USA (East Coast)

Stephen Leonard is Kyndryl's Global Alliances and Partnerships Leader where he is responsible for developing, implementing and executing the global strategy for alliances and partnerships.

Prior to this role, Stephen was the General Manager, IBM North America where he was responsible for IBM Business Performance in US & Canada. Born and raised in Scotland, Stephen holds a degree in applied physics and electronics from Dundee University. He currently resides in Connecticut with his family. Stephen was appointed as T&I Envoy to USA in March 2022.



Suneil Mishra
SG Trade & Investment Envoy to USA (East Coast)

Suneil Mishra is President of Mishra Consulting LLC. He has been a nascent-technology backer for over 25 years, as an angel investor, board advisor, consultant, and entrepreneur. Seed & early-stage companies he's been involved with have raised over \$100M, with exits fast approaching a billion dollars so far.

Most recently Suneil has focused on a broad-based investment he is currently most active in: smart cities/transportation; robotics & autonomous vehicles; AI/ML; AR/VR/MR; e-health/fitness; security & privacy; and expert networks. He is experienced in technology branding, strategic positioning, BD and product marketing, having driven multiple industry standards across diverse technologies. Suneil was appointed as T&I Envoy to USA in March 2022.

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Guest List (To be Finalised)

Annex C

Name	Organisation
[Redacted]	
Reuben Aitken	SDI
[Redacted]	
[Redacted]	
[Redacted]	SDI
[Redacted]	Ascent
[Redacted]	Brand Ambassador, Harris Gin
[Redacted]	Visit Scotland
[Redacted]	MSP
[Redacted]	Global Marketing Leader, IBM
[Redacted]	University Innovations Global
[Redacted]	New Project Media
[Redacted]	Edinburgh Festival Fringe
[Redacted]	Heriot-Watt
[Redacted]	Catalent
[Redacted]	SDI
[Redacted]	Standard Chartered Bank
[Redacted]	University of Glasgow
[Redacted]	
[Redacted]	
[Redacted]	AWS
[Redacted]	Scottish Business Network
[Redacted]	Fastly
[Redacted]	SG
[Redacted]	SDI
[Redacted]	Visit Scotland
[Redacted]	Catalent
[Redacted]	Global Scot
[Redacted]	Heriot-Watt
[Redacted]	
Alison Johnstone Johnstone MSP	Presiding Officer, Scottish Parliament
[Redacted]	SDI
[Redacted]	Napier University
[Redacted]	Glasgow Caledonian University
[Redacted]	Kyndryl
[Redacted]	SG
[Redacted]	SG
[Redacted]	SDI

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[Redacted]	GCU
[Redacted]	Harris Gin
[Redacted]	National Chef
[Redacted]	SDI
[Redacted]	
[Redacted]	University of Edinburgh
[Redacted]	Envoy
[Redacted]	CTO & CIO, Btig
[Redacted]	
[Redacted]	[Redacted], Fanduel
[Redacted]	SG
[Redacted]	SDI
[Redacted]	Vice President, Exiger
[Redacted]	SDI
[Redacted]	Research Analyst, JPMorgan Chase
John Primrose	SG
[Redacted]	
[Redacted]	[Redacted], Nitel
[Redacted]	
[Redacted]	SDI
[Redacted]	
[Redacted]	
[Redacted]	NY Consulate
[Redacted]	AiiM Partners
[Redacted]	
[Redacted]	Accenture Song
[Redacted]	
[Redacted]	DIAGEO
Collette Stevenson	MSP
[Redacted]	
[Redacted]	SG
[Redacted]	HMTC
[Redacted]	Seafood Scotland

Speaking Note

Annex D

5 Minutes (Currently)

- Thank you [Redacted], both for the kind introduction and of course for hosting us in your wonderful residence.
- Thank you also to all of you for coming along this afternoon - and perhaps most importantly thank you to our sponsors and staff keeping us all refreshed – Seafood Scotland in Partnership with our National Chef Gary Maclean, and the team here at the Residence will be providing some delicious food. Iona will be helping us wash that down with the finest Harris Gin – which I encourage you all to try (responsibly, of course)!

REFLECTIONS AND OPPORTUNITIES

- I am delighted to be back in New York this week to undertake a range of engagements as we build up to tomorrow's Tartan Day parade.
- When I visited this time last year, I was struck by just how much people wanted to celebrate Scotland and the impact Scotland and Scottish-Americans have had on the US.
- I met many wonderful people promoting what Scotland has to offer across culture, trade and investment, education, tourism – the list goes on and on.
- I left New York invigorated with how much opportunity there was but also a sense of how we can always strive to do more.
- Amongst all of the amazing events, it was clear that the biggest opportunity lay in developing our networks across our Alumni: those of you who - whether born in Scotland or not - chose to fulfil all or part of your higher education in Scotland.
- I sincerely hope that it was a positive experience, one that makes you want to remain connected to Scotland: even if New York or the wider US is now your home.
- That continuing connection is what brings us all together tonight. There is power in connecting and getting to know one and other.
- I am delighted to be joined in the room tonight by our representatives in the US – The Scottish Government Team – led by [Redacted] – a number of our Trade and Investment Colleagues at Scottish Development International (stick your hands up – including the new Managing Director of SDI, Reuben Aitken) and by two of our recently appointed trade and investment envoys – Stephen Leonard and Suneil Mishra, who you will hear from shortly.
- Please take the opportunity to get to know them over the course of the evening.

SCOTTISH CONNECTIONS

- I mentioned the opportunity that exists through our Alumni and I want to expand a little on what I mean by that.
- First and foremost, you are an extension of Scotland and its world-class higher education offer. The talent pool that is created and exists in Scotland is incredible – you know that, and so do the University Representatives we have in the room tonight.
- This includes senior representation from the Universities of Glasgow, Edinburgh, Heriot-Watt, Glasgow Caledonian University – and Edinburgh Napier, whose Principal

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and Vice Chancellor, Andrea Nolan, who is also Convenor of Universities Scotland's International Committee, who joins us here, tonight.

- When I say that Scotland's higher education sector is world-class, that isn't just my opinion: rankings consistently confirm that Scotland has more world-class universities than anywhere else in the world.
- Some recent highlights from our universities include the University of Edinburgh being ranked 1st in the UK, and 4th in the world for sustainability: and number 1 in the UK in 5 other areas, including Computer Science and Informatics, Sociology and Anthropology. The Royal Conservatoire have been ranked the 6th best place in the world to study performing arts, right next to New York's own Juilliard School.
- Our universities aren't just inward facing either: they engage populations both at home and abroad. The University of Aberdeen have recently created a free online Scottish Emigration Database to allow people to trace their heritage.
- Heriot Watt (through Panmure House) and the University of Glasgow have a whole range of activity to celebrate the tercentenary of one of Scotland's most famous academic influencers – Adam Smith. There will be a symposium in Glasgow in June, and events are already kicking off around the world, including here in the US – there's even a new tartan to celebrate the event!
- Those successes, and the incredible talent pool our universities create, is one of a number of reasons why Scotland is such an incredible place to do business. It is arguably the most important reason, the foundation for innovation and investment.
- The quality of our higher education incentivises companies to make Scotland their home, because they know the quality and depth of talent.
- It allows Scotland's business sector to thrive not only in the hubs that our vibrant cities present, but also in our rural communities: where tech sector companies like CapGemini and Orbex have made significant investments over the past few years.
- We want you all to stay connected, to be proud of Scotland, and to act as Ambassadors for Scotland's track record as a centre for doing business.
- I want you to feel empowered to engage with my team here in the US, and SDI, to talk about opportunities for trade and investment between the US and Scotland.
- Who knows – you may even want to do business there yourselves, or return to continue your own careers in Scotland.
- This is why I have been launching our new Scottish Connections framework. It will provide the tools to deepen your connection to Scotland
- I'm launching it in North America as you are important to us, as our second largest source of foreign students, and as our largest international trade and investment partner.
- There are 655 US owned enterprises in Scotland, employing over 114,000 people, producing a turnover of £35.5bn.
- And we export over £6bn of goods and services to the US - The US market receives 16% of all Scottish exports
- Those are some exciting figures, but as I alluded to earlier there remains much more opportunity for growth.
- I mentioned our Trade and Investment envoys earlier. Stephen and Suneil (and Andy Macmillan who unfortunately can't be with us this evening) were chosen to as the first US based envoys. And all 3 have already helped deliver for Scotland.

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- As valuable members of our GlobalScot network, a network designed to help open doors for our businesses; Stephen, Suneil and Andy are charged with helping to identify strategic opportunities that can support our export, capital investment and foreign direct investment efforts in in US. I have seen first-hand how they do this over the past few days.
- I am delighted to now welcome them to share some of their own reflections.

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New York City
Saturday 15 April 2023

Kirkin o' the Tartan Brick Presbyterian Church, 62 E 92nd Street 09:30 – 11:00	[Redacted]
Tartan Day Parade Algonquin Hotel, 59 W 44 th Street, New York, 10036 12:30 – 16:00	[Redacted]

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What	Kirkin of the Tartan St Andrews Society service for the blessing of the Tartan on the morning of the Tartan Day Parade. Pipe bands play inside the church at beginning and close of ceremony. Brunch served thereafter.
Where	Brick Presbyterian Church 62 East 92nd Street
When	15 April 2023 9:30 – 12:00
Key Message(s)	<ul style="list-style-type: none"> • Show support of the strong Scottish heritage in NYC • Celebrate the Scottish cultural spirit and how it transcends nations and generations • Thank all the members of the Society for the good work they do in the name of Scotland, and for their part in getting us to the 25th Anniversary of Tartan Day.
Who	St Andrew’s Society of the State of New York <ul style="list-style-type: none"> • Attendees are members of the St. Andrew’s Society, the American-Scottish Foundation and their guests. • Many of the Society’s member are prominent business leaders and professionals in the New York community.
Why	This is a longstanding ceremony to bless Tartan banners ahead of the Tartan Day Parade.
Supporting Official	[Redacted] , USA Office
Media	<p>“Cabinet Secretary @AngusRobertson gave the annual blessing of the Tartan at the Kirkin’ O’ The Tartan this morning.</p> <p>The pan-denominational Christian blessing of the tartans of the clans celebrates Scotland and Scots in America.”</p>
Briefing contents	Annex A: Running Order and Background Info Annex B: Reading

RUNNING ORDER

09:30 – 09:50	Travel from hotel to Brick Church (cars)
09:50 – 10:00	Cabinet Secretary, [Redacted] line up to be piped in as part of St Andrew’s Society VIP procession.
10:00 – 10:50	Kirkin of the Tartan Service takes place Cabinet Secretary and [Redacted] will be invited to give readings
10:50 – 11:45	Following the service, the congregation will be piped in VIP procession downstairs to brunch in the Webster Hall. After grace, the President of the St Andrew’s Society New York will welcome everyone and say a few words, introducing guests (including Cab Sec if he can attend – this is optional. Speaking note to follow.)
11:45	Brunch wraps up and travel commences towards Algonquin Hotel for Tartan Day Parade

Background Note: Kirkin’ O’ The Tartan

While the Kirkin’ o’ the Tartan service celebrates Scotland and Scottish heritage, it has become a Scottish-American custom. The Rev. Peter Marshall, originally from Coatbridge, Scotland, was the pastor of the New York Avenue Presbyterian Church in Washington DC, and served as Chaplain of the United States Senate before his untimely death in 1949.

Today, many Scottish, Caledonian and St. Andrew’s Societies across the United States and Canada hold Kirkin’ of the Tartans. Kirkin’s are held year-round, but most fall around St. Andrew’s Day (November 30th) and Tartan Day (April 6th).

The Scottish Affairs Office is committed to working closely with all Diaspora organisations that support open membership policies. Our involvement with Scottish Diaspora groups is strongest in New York City. We work very closely with the National Tartan Day Committee and its member organisations.

Reading

Annex B

Matthew 5 : 1-12

King James Version

- And seeing the multitudes, he went up into a mountain: and when he was set, his disciples came unto him:
- And he opened his mouth, and taught them, saying,
- Blessed are the poor in spirit: for theirs is the kingdom of heaven.
- Blessed are they that mourn: for they shall be comforted.
- Blessed are the meek: for they shall inherit the earth.
- Blessed are they which do hunger and thirst after righteousness: for they shall be filled.
- Blessed are the merciful: for they shall obtain mercy.
- Blessed are the pure in heart: for they shall see God.
- Blessed are the peacemakers: for they shall be called the children of God.
- Blessed are they which are persecuted for righteousness' sake: for theirs is the kingdom of heaven.
- Blessed are ye, when men shall revile you, and persecute you, and shall say all manner of evil against you falsely, for my sake.
- Rejoice, and be exceedingly glad: for great is your reward in heaven: for so persecuted they the prophets which were before you.

Speaking Note

Annex C

- Thank you all for being here this morning, and to the St Andrew's Society of New York for inviting me to the annual Kirkin' Of The Tartans here at the Brick Church.
- I know we are all enjoying our breakfast after that wonderful and uplifting service, fuelling up for what promises to be a brilliant day, so I'll not take too long with my remarks.
- The essence of what I want to say is simply, thank you.
- Thank you to the St Andrew's Society of New York for all that you do in promoting Scottish culture, for your charitable work, and your scholarship programme.
- Thank you to the Church staff and the organisers today, especially Margaret and Brigid for all their efforts. Thank you to the St Andrew's Society of New York and your President, Richard Porter, for the wonderful event earlier in the week – which I was sorry to miss, but my officials and other Scottish representatives thoroughly enjoyed.
- I have mentioned repeatedly this week that Tartan Week is really a celebration of the contribution of Scots and Scottish-Americans to the US. The work that the society does continues that legacy of selflessness, and of maintaining traditions.
- Scotland could not hope to have the recognition, the influence and the impact it has on the US without the support of our wonderful diaspora. That is why, as some of you will already have heard, we have published a report which shows the importance of the diaspora to Scotland.
- This report outlines how we can do more, together. We've titled it Scottish Connections. In it, we outline a range of ambitions, including updating our international-facing website Scotland.org to become an online home for our diaspora - the place you can come to engage with Scotland. Individuals will be able to register their interest in Scotland on to receive relevant information directly from us.
- The website will also host a digital directory of diaspora organisations – linking directly to you all. It will act as a touchpoint for people across the world, increasing opportunities for Scots and friends of Scotland to connect wherever they are – at the click of a button.
- We understand that delivering brilliant events that promote Scotland costs money, that's why our team here in the US work hard throughout the year to support you. In addition to this, we will launch a Scottish Connections Challenge Fund to support initiatives that Scotland seek to promote Scotland's reputation and interests, and build greater connections back to Scotland itself. More details of the fund will be published later this year.
- We also know that people the world over go give so much of their own time and efforts to promote Scotland. To recognise that we will shortly launch a Diaspora Recognition Award (probably with a more catchy name).
- We will move with the times to engage younger generations, broadening our reach via platforms such as twitter and Instagram, and invest time in our incredible alumni network – graduates of our world-class institutions often look to stay connected to Scotland, but can be at a loss as to how to do that.
- There is much more in there, I encourage you to read the report, and to engage with the team here on your thoughts – we really do want to know how we can do more with you, in service of Scotland.

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

- As I have said often before, you don't need to be born in Scotland, or to have Scottish genealogy, to be part of Scotland's future. The greatest compliment anyone can pay us is to choose to be part of Team Scotland, and those people are as welcome as any others.
- We are all links to a shared past, and to a shared future – which I sincerely look forward to.
- Thank you, enjoy the day.

CABINET SECRETARY FOR CONSTITUTION, EXTERNAL AFFAIRS AND CULTURE –
CORE US BRIEFING

What	Tartan Day Parade Lead the Scottish Government and Partners Followed by Post-Parade Reception and Party .
Where	Meet at Algonquin Hotel 59 W 44th St, New York, NY 10036, United States
When	15 April 2023 14:00 – 16:00
Key Message(s)	Show support of the strong Scottish heritage in NYC; celebrate the Scottish cultural spirit and how it transcends nations and generations.
Who	Photocall with Grand Marshall – Gail Porter and young musicians from The Pulse of the Place.
Why	To show continued public support by the Scottish Government for Scottish Diaspora groups in the USA.
Supporting Official	[Redacted] , USA Office
Media	Photos will be shared on @ScotGovUSA. If attending after party suggest: “After the #NYCTartanWeek Parade, the party is continuing at @SonyHall. [Insert details about event and musicians]”
Briefing contents	Annex A: Running Order and background info Annex B: Running order and notes for Post-Parade Activity

Parade Running Order

Annex A

TBC

12:30 - 13:00	VIP Photo call at the Algonquin - with Grand Marshall Meet the young musicians from The Pulse of the Place.
13:15 – 13:30	Move to parade position –SG and Partners will be second behind the Grand Marshall.
14:00 – 14:30	Walk 6 th Avenue
14:30 - 16:00	Watch Parade participants coming up 6 th Avenue. You will be on an open roof bus that is being used as a viewing platform with the VIP team
16:00 – 17:00	ASF Post Parade drinks reception – brief thank you
18:00 – 20:30	Post Parade Party

Parade Grand Marshall

- This year, the parade will be led by Grand Marshall Gail Porter, who will appear alongside Edinburgh youth charity, Pulse of the Place.
- The Grand Marshall and the musicians will be wearing the World Fair Trade Tartan.
- Gail Porter is recognised for featuring in shows including Fully Booked (1995), Top of the Pops (2001), and was the subject of the BAFTA award-winning BBC documentary Being Gail Porter (2020) during which she spoke about her struggles with mental health.

Pulse of the Place

- Pulse of the Place are a vibrant youth samba band and charity based in Leith where sessions are free and there is no audition process. They have been fundraising to bring 30 young musicians from disadvantaged backgrounds for to perform at Tartan Week, delayed from 2020 due to the pandemic.
- The Scottish Affairs Office are liaising with the group to ensure they maximise their time in New York City and the Cabinet Secretary will have time before the parade to speak to the group about their experience.

Running Order and Notes for Post-Parade Activity

Annex B

Post Parade Reception (Optional)

Tanner Smiths, 204 West 44th St

16:00 – 18:00

- This informal reception, hosted by the American Scottish Foundation, is an opportunity to celebrate the end of a successful Tartan Week.
- Representatives from the Tartan Day Committee and the American Scottish Foundation will gather to celebrate the 25th Anniversary Celebrations and reflect on the events of the week.
- There will be no media.

Post Parade Party (Optional)

Sony Hall, W 46th St

18:00 – 20:30

- Following the reception, the Tartan Week Committee will host the official after party, celebrating cultural ties between Scotland and the USA
- Scottish musicians including Whisky Kiss, The Highland Divas and Gleadhraich will perform, with ceilidh dancing and toasts.
- Scottish Government will have branding in place.
- Photos can be shared on social media by @ScotGovUSA