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Overview report



External Network Report 2020/21

Monitoring and Reporting Overview Report June 2021

Constitution and External Affairs Analysis
[REDACTED]

Covid-19 and office activities

Please note that the financial year 2020-21 has again been heavily affected by the Covid-19 pandemic, which has led to the temporary closure of the buildings some SG offices are located in, the secondment of many SG colleagues and a disruption to regular office activities.



Annual Monitoring and Reporting

Background to the network and the office reports

The Scottish Government’s external network of offices are located in China (Beijing), Germany (Berlin), Belgium (Brussels), France (Paris), Ireland (Dublin), UK (London), the USA (Washington DC) and Canada (Ottawa). The network delivers and supports activity by the Scottish Government, its agencies and public and private partners, in key locations outside Scotland, building on established expertise.

The Strategic Outcomes

Five shared outcomes as agreed by the External Network Board inform the activity and evaluation of the network:

SCOTLAND’S INTERNATIONAL REPUTATION IS IMPROVED

The external network endeavours to maintain and improve Scotland’s reputation beyond its own borders. To sustain a positive reputation, the network needs to nurture an understanding of the distinctive nature of Scotland’s assets.

SCOTTISH BUSINESSES ARE TRADING INTERNATIONALLY MORE EFFECTIVELY

The network supports Scottish businesses to reach and develop new markets.

SCOTTISH RESEARCH AND INNOVATION CAPABILITY IS PROMOTED AND FURTHER PARTNERSHIPS AND FUNDING SECURED

An explicit focus of the network is to promote Scottish research and innovation capability, and to secure partnerships and funding for Scotland’s institutions.

INVESTMENT TO SCOTLAND HAS INCREASED

The network seeks to increase investment into Scotland from elsewhere and, in particular, from the where the network’s offices are located.

SCOTLAND’S INTERESTS IN THE EU AND BEYOND ARE PROTECTED AND ENHANCED

The network endeavours to ensure that Scotland’s specific interests across a range of policy areas are protected and enhanced and that Scotland’s voice is heard by foreign governments, institutions and citizens.

Reflections on COVID-19

IMPACT

The impact of the pandemic on the external network was substantial.

- Many teams had staff redeployed or seconded to Covid-hubs or crisis response teams
- Significant cancellations of pre-planned activities
- Networking opportunities severely restricted
- All offices operated virtually
- Operating budget was reduced
- All offices saw a need for increased reporting and analysis function on Covid-19 and produced up to 20 briefings each

ACHIEVEMENTS

Offices provided key insights and information throughout the year to the centre and to Ministers. A digital transformation of the regular day-to-day work including an upskilling of the teams where necessary led to noticeable successes:

- The **US office** delivered virtual ministerial event with Council on Foreign Relations;
- **Berlin** with SDI colleagues hosted a hydrogen event with 460 attendees instead of 30 that had initially been invited to a face-to-face event;
- **Paris** hosted green-themed webinars and social media content;
- **Brussels** ran a programme of webinars aimed at maximising Scottish participation in the final 'Green Deal' Horizon 2020 funding calls;
- **Canada** facilitated a bilateral ministerial engagement on the wellbeing economy and secured Canadian attendance at the virtual policy labs in August.
- **Dublin** successfully developed and published the Scotland-Ireland Bilateral Review. A joint undertaking by Scottish and Irish government, the review shapes areas of cooperation and collaboration for the forthcoming 5 years.
- **London** hosted 6 events and partnered on 23 events with combined attendees/viewers of over 10,000
- **China** facilitated PPE: 90% of UK PPE needs came from China – the China offices supported that effort under SDI lead. Similar opportunities supported in Germany and Canada
- **Berlin** forged new relationships at ministerial level, with the German Federal Health Ministry

WHAT WAS NO LONGER POSSIBLE

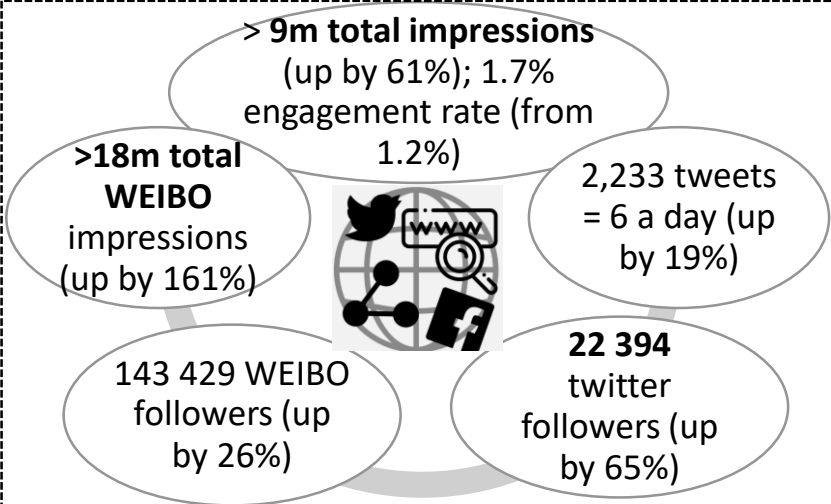
Travel to Scotland to spend valuable time with colleagues and business planning activities or visits from senior officials were no longer possible.

Certain events were cancelled. To name a few:

- **Canada's** 10-day 'Scottish Spring' festival at the Place des Arts, the **US** Tartan Day Parade, and whisky tasting events with Members of Congress and Hill staffers
- **London's** Business membership scheme was suspended
- **UK-China** Regional Leaders Summit was cancelled and planned local authority engagement in China became impossible



REPUTATION



Social Media

During the pandemic, offices have substantially improved their online presence. Offices **increased their followers by at least 24%**, and **Canada** had the largest relative growth with an increase of **200%**. **China** achieved 8.83 million impressions alone via their campaigns on St. Andrew's Day, Hogmanay, Burn's Night and other Scottish Festivals on social media.

Despite the pandemic, offices organised and supported more than **200 events** (down from 300) to build Scotland's reputation. Offices adapted quickly, trained in **WebEx, GoToWebinar, Teams** and more and adapted to the ban on face-to-face gatherings with online events. St Andrew's Night and Burns Supper went ahead online – for example a Burns and whisky-tasting event organised by the **Dublin office** to a combined 200 guests for both of these events.

Scotland mentioned in 400 articles in French media and in 464 articles in German media

Washington hired a communications officer and developed a quarterly newsletter, sent to more than **200** recipients with Scottish links, offering news and updates on SG policies and promoting events. **Berlin** produces quarterly **Scotland in Germany Newsletter** sent out to c. 500 diaspora and affinity diaspora.

London conceived and led RCS partnership series of events, the "Scotland House Sessions" with a total of **2,994** viewers, featured in the National, Music Education Global and the Irish Voice.

Ministerial Engagement

In 2019/20, offices hosted 59 face-to-face **ministerial visits** – in 2020/21, 103 virtual ministerial engagements were organised. The First Minister took part in a number of engagements. She addressed the **Green Horizon Summit** in November 2020, a connection established by **SHL's** relationship with City of London Corporation. FM used the opportunity to promote **Scotland's Green Investment Portfolio** and our **Inward Investment Plan** to a global audience of over 8,000 people.

FM also took part in the **Zero-Carbon Forum** hosted by the City of **Paris** on 11 December 2020, an event marked the 5th anniversary of the Paris Agreement by showcasing the work of subnational governments and cities in the run-up to COP26. **800k** people watched the event. **11.8k** people watched the video on Twitter.



INTERNATIONAL TRADE

Influence

Washington: FM delivered the keynote address at the U.S. Chamber of Commerce November event on space technology and exploration. The office lobbied, raised awareness and reported on the on the **whisky tariff issue** that has since been removed under the new administration.

Paris organised the **Hydrogen Tour de France**: a virtual trade and inward investment programme and Scottish delegation of **more than 12 companies** visited **3 key regions** meeting with **34 French stakeholders** including project developers, EPCI, mobility players, component manufacturers, universities and research centres.

Berlin: Scottish Government Minister for Trade, Innovation and Investment spoke as the “European Voice” at **Germany’s largest annual industry conference TDI2020**, billed alongside Chancellor Merkel and EC president von der Leyen, broadcast to **600 senior company reps and politicians**.



Dublin recorded **37 international trade opportunities** and made **several new connections** across health & life sciences, fintech, construction & renewables and, most notably, digital transformation contact.

Scotland House London supported **Export Growth Plan**, promoted **trade vision** and partnered with SBN for a **monthly insights series** focusing on business recovery.

Engagement

Brussels supported engagements focused on **trade and economic recovery**, including a meeting between Cabinet Secretary, Fiona Hyslop and European Commission Executive Vice President on the importance of an inclusive economic recovery to COVID-19. Also supported Scottish Government Chief Economist in participating in a European Policy Centre session on the Wellbeing economy.

Canada: Worked with DITI on engagement with **CETA rollover negotiations**. Created opportunity for Quebec Agent General and DITI officials to offer knowledge exchange on trade policy and strategy.

China: The China team has, together with SDI, engaged with **70 companies** and engages regularly with DiT Agri-Food team to **promote Scottish F&D** and to **support Market/Access issues**, especially around Brown Crab and Seafood.

RESEARCH & INNOVATION

Engagement with Universities

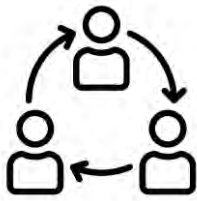
The **China office** launched an overall HE campaign including an in-person event and a month-long online promotion in March and **engaged with 12 Scottish universities** that provided excellent feedback.

SHB supported the University of Edinburgh and the University of Glasgow in delivering a **joint event with League of European Research Universities (LERU)** and The Guild, two European university networks.

Berlin secured c.€600k **funding over 4 years for German language** assistant programme for Scottish schools which is just one outcome of the statement of intent on higher education and research cooperation between Scotland and Rheinland-Pfalz.

Think Tanks

Washington established collaborations with 4 think tanks and thought leaders including a **Wilson Center's** Panel Discussion on "Scotland's Offer to the Arctic" to promote Scotland's engagement with the Arctic region and its Arctic policy framework.



Innovation

The **Canada office** secured through collaboration with UK Science and Innovation a **meeting with the CEO of Canada's AI supercluster, SG's Chief Data Officer and the Data Lab in the margins of CogX conference.**

SHL facilitated **NESTA/ DG Economy interaction** leading to NESTA data science work on Covid and helped further promote Fintech.

Research

The **Paris office** commissioned a research project on new renewable energy solutions linked to green hydrogen production and a final report is expected in July. The Paris office also funded a PhD internship to map out existing higher education, research and innovation links between France and Scotland. Findings were presented to 76 stakeholders.

Following a recommendation of the bilateral review, the **Dublin office** fostered a **RSE and RIA partnership and launched a project with SPRE** to improve policy knowledge through academic exchange.



INVESTMENT

Building connections

- **Canada office** created an **opportunity for DITI to speak with the President and Vice President of Invest Quebec International** as part of DITI’s research into government investment, and secured Ministerial commitment and time to undertake previously planned investment meetings virtually.
- **Paris office** hosted **‘Beyond Brexit: The Franco-Scottish Relations’ virtual conference** for existing investors. Minister in attendance; 280 registrations and 178 attendees. Follow-up calls with French Consul General and investors.
- **Washington office** built and strengthened **relationships with industry bodies in the US and Scotland**, including BABA, BABC, U.S. Chamber, SBN USA, SNABC, Scottish and local government Chambers.



Cutting edge opportunities

- **Berlin office** supported the fast-expanding **AI technology firm Rasa Technologies** in opening a new AI R&D tech hub in Edinburgh with 8 high-value jobs created.
- **Brussels office** – Scotland was elected to the board of the **Vanguard Initiative (VI)** in November 2020. VI gathers 39 of the most advanced industrial regions in Europe, focused on stimulating industrial innovation and building European value-chains based on complementarities in regional smart specialisation strategies.

A few examples of SG Offices’ & SDI’s achievements in 2020/21:

Beijing office: SDI secured **3 investment deals, creating 51 new jobs** in Scotland: Hong Kong Cyber security company [PolyDigi](#) set up its R&D office in Edinburgh (16 jobs); Hong Kong fintech company [Actelligent](#) set up its R&D office in Edinburgh (20 jobs); and Shenzhen smartphone component designer [AAC Technologies](#) set up its R&D office in Edinburgh (15 jobs).

Dublin office: Developed a **programme of engagement with the Irish healthcare market**. Highlights included the securing of £15,000 UK Government funding for the Digital Health & Care Innovation Centre, and the hosting of a series of Irish/Scottish Healthtech Roundtable discussions.

London office: **Arcola Energy**, a hydrogen technology company, secured a £1.5 million grant from Scottish Enterprise, leading to **135 new jobs**. The new Dundee facility, supported by SDI, will aid Arcola’s work in adapting heavy-duty vehicles & transport applications to zero-emission, hydrogen-powered solutions, supporting Scotland’s ambitions for a net zero carbon emissions economy.



SCOTLAND'S INTERESTS



GlobalScot is a growing worldwide network of entrepreneurial and inspirational business leaders, dedicated to supporting Scotland's most ambitious companies. **Currently numbering 941 (↑179 from 2019/20),** in 2020-21, two thirds of members are located in countries with a SG presence.

Global Scots Network 2020/21 (compared to 19/20)



Brexit

Brussels office, through engagement with EU institutions, regional offices and networks, and through supporting and promoting **Scottish Government publications** such as *Steadfastly European*, have promoted Scottish interests in Brussels and made clear our desire to stay close to the EU post-Brexit.

Berlin office hosted an online T&I event on doing business with Scotland after Brexit, with the participation of the Scottish T&I Minister, and MEP David McAllister. Two inward investment leads and 20 trade-related leads generated.

London office met with all EU nations and held at least one bilateral meeting with each member state, ensuring we remain visible and promoting Scotland's ambitions and priorities.

Culture

Paris office partnered with UNESCO, Brittany and the Welsh Government Office in France to deliver online **Celtic Film Festival** screenings and panel discussion, which aimed to promote Celtic culture and indigenous languages in Scotland, Wales and Brittany.

Washington office organised 14 bespoke cultural events online hosted with organisations including Creative Scotland, the British Council, the Scottish Ballet, and the Scottish Chamber Orchestra.

Ottawa office successfully reconstituted the **Canada-Scotland Parliamentary Friendship Group** with cross party (and cross Canadian) membership of both Houses.



Dublin office hosted a virtual launch for the **Scotland-Ireland bilateral review**

SDI China and team in Scotland led, and **Beijing office** facilitated, official links on customs challenges around **PPE imports**. Assisted on e.g. securing 13m surgical masks, and vetted source and secured 120k swabs for test kits.

Beijing



External Network Report

Scottish Government Office, Beijing

Monitoring and Evaluation Report

June 2021

Reflections on COVID-19

IMPACT

- Delivery across the UKG China network continued to slow down considerably in the first quarter of this financial year due to the pandemic. This impacted on the opportunities for delivery within the Scottish Government Office in China which is located within the UK Embassy.
- Knock on effects continued into the following two quarters as contacts in China remain more focused on Covid recovery or getting their individual work programmes 'back on track' rather than on previous shared priority work. Engagement was delayed e.g. around Biodiversity, but we continued to deliver in this space just not as quickly as we had hoped.

ACHIEVEMENTS

- Averaged 1 COVID China briefing per week to feed into the central system for reporting over a period of 6 months about topics



- Facilitating PPE from China - SDI and team in Scotland led, and our office facilitated, links with Embassy and links with Chinese government on customs challenges
- Momentum of diplomatic Burns' Supper initiated in 2020 was maintained in 2021 and regular Highland Games, St. Andrew's Ball and alumni ceilidhs were delivered in person
- Building resilience on social media - 21 Weibo tweets were posted to promote the collaborations between China and Scotland against Covid-19 and generated 1.41 million impressions and 1,728 engagements



FM's speech to ensure international students of campus safety

WHAT WAS NO LONGER POSSIBLE

- UK-China Regional Leaders Summit was cancelled and planned local authority engagement in China became impossible as LA leaders rightly focused on Covid at home rather than international engagement
- The momentum for the work with UNICEF focused on Child Poverty and using the Scottish experience to influence China – building on conference appearance in December 2019 – was lost
- Some opportunities for Scotland's branding campaign were gone
- Government to government meetings were cancelled

At a glance 2020/21

REPUTATION



Social Media

18.3 million impressions, **up 161%**
228 tweets
12,725 engagements
143,429 followers, **up 26%**



5 events hosted;
13 events supported;
5 Scottish Ministers' video speech involved;
14 speeches/welcome remarks delivered by [REDACTED]

INTERNATIONAL TRADE

- Engaged with over 70 companies in conjunction with SDI
- We have also, for the first time, undertaken a perception study to understand Chinese people's feeling towards Scotland, including on the quality of seafood – this will help to benchmark feeling towards Scottish products in the future.



Regular engagement with DiT Agri-Food team to promote Scottish F&D and to support Market/Access issues – specific response on Brown Crab and Seafood challenges throughout the year

RESEARCH & INNOVATION



- 11** events & meetings supporting Scottish HEIs to develop partnerships. **All** Scottish Universities were represented.
- 12** Scottish Universities were directly engaged in online & offline events organised through the office



HE Online Promotion

36 tweets
1.31 million impressions
1,701 engagements



INVESTMENT

- 3** investment deals secured by SDI China over the challenging year, creating 51 new jobs in Scotland



+15 jobs

3 investments

+16 jobs

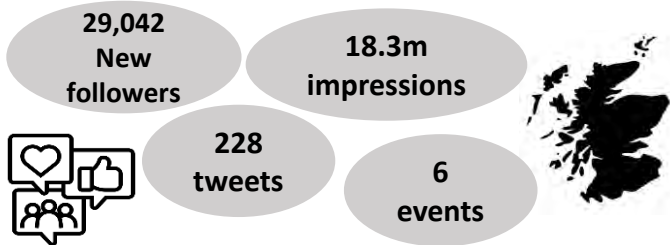
+20 jobs

SCOTLAND'S INTERESTS

- 6** Diaspora in-person events engaged 1,630 guests
- 7** Diplomatic & **6** international organisations engagements at senior level
- Facilitation of **PPE** from China



REPUTATION



Scottish Festival Campaign

8.83 million impressions generated by St. Andrew's Day, Hogmanay, Burn's Night and other Scottish Festivals on social media

71 posts covered and **4,128 engagements**



Burn's Night campaign

- Received **1.86m views, 3,477 interactions and 11,000 new followers.**
- We created a Burns Night Vlog tailored with local culture.
- Widely involved with partners (VB, UK Embassy, VS, VE and BC)
- Engaged with **10+ influential KOLs** to extend the lope. The hashtag #FindingBurns has generated an **accumulated 3.9 million impressions.**

Chinese New Year Campaign linked the Scottish highland coo with Chinese culture. We created a CNY vlog and a series photographs covered **6 cities in China** and generated **1.2 million impressions.**

St. Andrew's Day campaign generated **5.46 million impressions and 1,046 interactions.** #StAndrewsDay generated 7.5 million views this year.



INTERNATIONAL TRADE

Recognising the added challenges for trade in China of **seafood from Scotland**, the team stepped up contact and collaboration with DIT/FCDO contacts in the Embassy, with DEFRA, Seafood Scotland and Industry contacts in Scotland and, in partnership with the food and drink team in SG, briefed Ministers on the developing challenge. While trade numbers for the year dipped, contacts and contracts have been retained and it is hoped that numbers will recover in the coming year.



5 Business events & meetings supporting the international trade promotion and collaboration

46 Chinese companies, potential partners and over 24 Scottish Companies were engaged and connected through the office to help increase international trade

UK trade with China - Atlantic Salmon (HMRC data)

	2017	2018	2019	2020
Non EU - Exports	£69,232,258	£68,825,476	£59,590,818	£14,679,493

engaged and connected through the office to help increase international trade

RESEARCH & INNOVATION

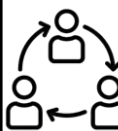


8 speeches & welcome remarks delivered by Martin representing SG to promote Scottish Higher Education

All Scottish Universities were represented

12 Scottish Universities were directly supported

2,449 engagements on social media



Feedback from local engaged stakeholders:

- Glasgow School of Art: '[REDACT]'s appearance at the opening ceremonies of our exhibition is strong support to GSA on behalf of SG.'
- University of Dundee: '[REDACT]'s speech helped us demonstrate how HE sector was valued and supported by SG. The event built stronger bond between the agents and UoD/OIEG, which has largely contributed to our recruitment activities in China.'
- University of Strathclyde: '[REDACT]'s speech has brought more confidence for students prior their departure. Martin has emphasized greatly on how the SG has brought about very positive impact for our recruitment activities amidst the pandemic times.'

INVESTMENT

- Hong Kong Cyber security company **PolyDigi** set up its R&D office in Edinburgh (**16 jobs**)
- Hong Kong fintech company **Actelligent** set up its R&D office in Edinburgh (**20 jobs**)
- Shenzhen smartphone component designer **AAC Technologies** set up its R&D office in Edinburgh (**15 jobs**)



21 social media tweets promoting Trade & Investment
Generated 475k impressions and 518 interactions

The posts showed that **Scotland is the most attractive location in the UK for FDI outside of London**; Trade, investment and Innovation Minister Ivan McKee (MSP)'s speech on **China International Import Expo**; the time is right for Scotland to become a **global hub for ethical investment**.

SCOTLAND'S INTERESTS

Facilitating PPE from China - SDI China and team in Scotland led, and our office facilitated, official links on customs challenges:

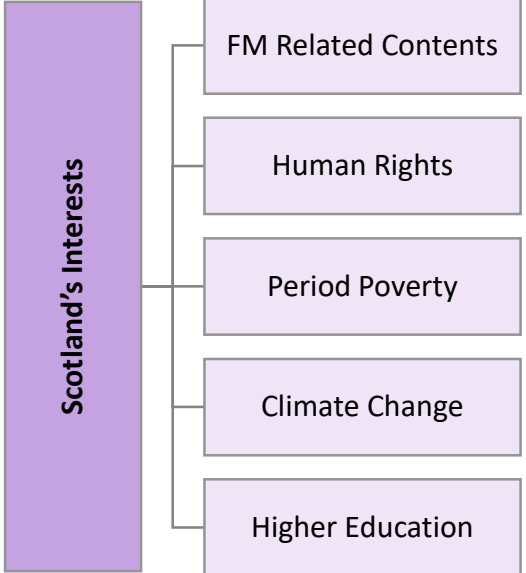
- Assisted on securing **130 million surgical masks**
- Identified & vetted source and secured **120,000 swabs** for test kits
- Identified & vetted manufacturers and secured orders for **200 ICU ventilators**. 10 were shipped. For the remainder, a refund was made
- Identified and vetted **manufacturers of turbines, oxygen and flow sensors components** to resolve the ventilator supply chain issues
- Identified and vetted more than **150 to 200 suppliers** of PPE
- Examination and verification of in excess of **150 EU/EN certifications** & product testing reports



5+ policy areas promoted on social media to enhance Scotland' interests

FM Related Contents

- Weibo posted **18 FM related contents**
- Generated **1.62 million impressions and 3,289 engagements** in total.
- On New Year's Eve, we posted an article on the **remarkable achievements of Scotland 2020**, such as the first in the world to make period products free, Glasgow hosts COP 26 one year countdown, and Scotland will have the first domestic hydrogen heat network in the world.



OFFICE STORY 2020/21



In response to the impacts of the Covid-19 epidemic, one of this year's priorities was to **engage prospective students** at the Scottish HEIs and re-inspire confidence to study in Scotland

After 2 focus group discussions with 9 Scottish universities, which have presence in China, in Q3, Scottish Government Office Beijing launched an overall HE campaign including an in-person event and a month-long online promotion in March



12 Universities engaged online & offline



6 tweets
245k impressions
471 engagements
2 influential KOLs



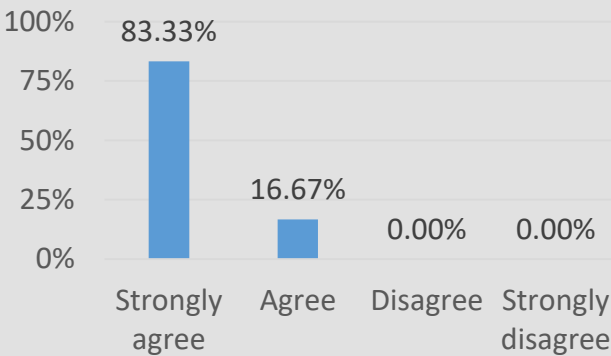
Scottish Higher Education Seminar on March 26th
9 Universities
26 education agencies
70 attendees



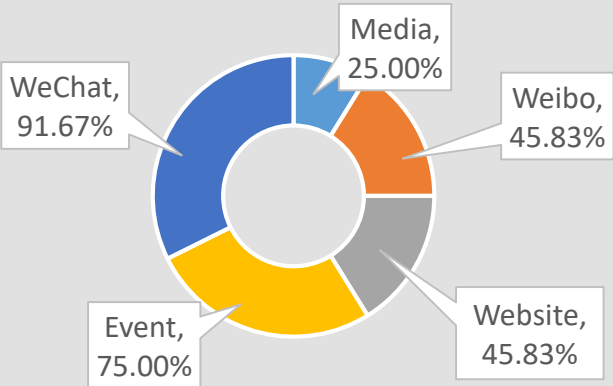
Scotland.CN featured Saltire scholarship Web page promoted CoreCare promoted

Survey on Scottish HE Seminar

How much do you agree that today's event helps you gain valuable new knowledge?



Where did you get information about Scotland?



Berlin



External Network Report

GERMANY

**Scottish Government & Scottish Development
International* in Germany**

June 2021

*SDI Germany covers several other European markets; this report only captures SDI’s T&I work in Germany

Background and Operating Context

COVID-19

The COVID-19 pandemic brought both **challenges and opportunities** for the work of the Scotland in Germany Network, not least the cancellation of a significant number of events, including trade fairs and ministerial visits to promote Scottish interests, including trade and investment.

While face-to-face engagement with stakeholders and in-person networking events were no longer possible, the development of **online event formats enabled the Scotland in Germany Network to broaden its reach to a virtual audience across Germany and internationally**. The Germany Network collaborated with other overseas offices to broadcast an international online cultural programme of events for St Andrews Day and Burns Night. Joint online events were hosted with Scotland House Brussels and European partners on the potential of hydrogen technologies for achieving our net zero goals, while online events held by other overseas offices as well as by teams back in Scotland – such as the Arctic Connections webinar series – were promoted to relevant German stakeholders. Paradoxically, one of the outcomes of this new operating context was **closer working between the offices of the overseas network and with Scotland-based organisations**, with new synergies achieved through pooling resources. Additionally, new acceptance of virtual formats by German partners actually enabled **many more ministerial engagements** than in previous years – with 19 ministerial engagements with Germany compared to just three in the previous year.

By the end of the reporting year, the Scotland in Germany Network's "new normal" included several **productive new ways of working** which will be retained in coming years, such as hybrid formats to extend the reach of events to a wider audience across Germany and internationally.

For most of the reporting year, significant staff resource was reallocated to **supporting the COVID-19 effort**. The Germany Network provided regular in-depth reporting and analysis on Germany's approaches to managing the pandemic, appreciated by both ministers and policy teams. Enquiries from Germany-based members of the public wishing to travel to Scotland were answered. Officials at the British Embassy in Berlin were kept apprised of Scotland's differentiated COVID-19 policy responses, in particular with regard to travel restrictions. Diplomatic engagement by the Germany office led to support from Germany in **sourcing ventilators for Scottish hospitals** at the height of the crisis when there was a shortage of equipment, as well as talks with a German manufacturer on the potential to expand production to Scotland. **New relationships were forged, including at ministerial level, with the German Federal Health Ministry**, leading to regular dialogue and exchange on health and social care policies. Respective approaches to managing schooling during the pandemic were exchanged with ministers in the regional government of Rhineland Palatinate.

BREXIT

Amidst the challenges of the pandemic **the effects of Brexit** on the relationship between Scotland and Germany also made themselves felt, especially from January-March following the **end of the transition period**. SDI provided support to Scottish companies exporting to Germany, as they experienced significant disruption in early January under **the new trading rules**. Engagement was stepped up in particular with German universities, as they discovered that **UK Immigration Rules** now prevent their students from undertaking work placements in Scotland as part of their degree courses. There was an increased volume of inquiries relating to visas, for example from schools encountering new barriers in arranging class trips to Scotland or inward investors uncertain about the new visa rules for their employees.

At a glance 2020/21

REPUTATION



51% follower increase
1.3k retweets
1.4k mentions
3.4k likes

- Quarterly **Scotland in Germany Newsletter** sent out to c. 500 diaspora and affinity diaspora
- 464 articles** with Scottish interests in German media

INTERNATIONAL TRADE

18 trade promotion events
4 trade missions supported

Offshore Wind

Fintech

Hydrogen

Food & Drink

Space

Digital industries

1 collaboration agreement

wab



offshore wind
SCOTLAND



"Our doors are always open for Scotland"



RESEARCH & INNOVATION

c.€600k funding over 4 years secured for German language assistant programme for Scottish schools

DAAD



JOHANNES GUTENBERG
UNIVERSITÄT MAINZ

1 Statement of Intent on higher education and research cooperation



investing women

1 innovation trade mission

INVESTMENT

4 investment promotion events
19 companies supported by investment experts
60 early engagements with potential investors

"Great links between Scotland and Germany – Scotland with the natural resources and Germany the manufacturing power base"

SCOTLAND'S INTERESTS

7 New Global Scots



GLOBALSCOT

2 New cooperation agreements

bitkom

19 Ministerial engagements

GTAI

GERMANY
TRADE & INVEST

42 Virtual events



Acadamaidh na Gàidhlig sa' Ghearmailt
Deutsches Zentrum für gälische Sprache und Kultur

Extended influence and reach through working with **in-country networks**:

Scottish Alumni
Associations

JG | U Mainz

Scotland **HUB**

DEUTSCH-BRITISCHE
GESELLSCHAFT



REPUTATION

WELT

Circulation: c. **300k** p.a.

- **FM Op-Ed** : “The Scottish Government believes that the best future for our country is as an independent nation within the EU.”
- **Feature on Scotland’s green hydrogen export potential**: “Scotland’s hydrogen plan makes the German energy transition look tiny”
- Feature on **impact of Brexit on Scottish fishing industry**

DER SPIEGEL

Circulation: c. **730k** p.a.

- **FM Op-Ed**: “Scotland should remain part of the EU”

**UMWELT
ENERGIE
REPORT**

Circulation c. **600** p.w.

Weekly industry newsletter for climate & energy
Interview with Director SG Germany on Scotland’s Hydrogen Action Plan

GTAI

GERMANY
TRADE & INVEST

MARKETS
INTERNATIONAL

- GTAI publication for German business audience
- Circulation: **10k**
- **Feature on investment opportunities in Scotland’s space sector**

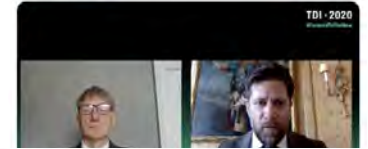


INTERNATIONAL TRADE

- Scottish Government Minister for Trade, Innovation and Investment spoke as the “European Voice” at **Germany’s largest annual industry conference TDI2020**, billed alongside Chancellor Merkel and EC president von der Leyen. Messaging on COP26, Brexit, Space and Hydrogen T&I opportunities broadcast to 600 senior company reps and politicians
- Long-term engagement over the past two years helped cement a 2020 **partnership agreement between the German Offshore Wind Association (WAB e.V.) and the Scottish Deepwind cluster**, which will facilitate closer working on OW and green hydrogen markets
- Global „Mission Hydrogen“ Conference - **c. 5000 global attendees** listened to speech by Scottish Energy Minister

TDI 2020
@TDI2020

@MKarnitschnig (@POLITIQUEurope) talks to **@Ivan_McKee**, Scottish Minister for Trade, Investment and Innovation, about which sectors have the best #future prospects in the Scottish economy. #TDI20 @DITScotland



WAB e.V. @WABeV @WindNetwork Dec 3, 2020
Tune in to our #WABinar tomorrow 10:00-10:30 CET - "Update on Scottish Offshore Wind Market including #GreenHydrogen Plans" with Paul O'Kien, Senior Development Manager, @DeepWindCluster! Join here: bit.ly/2imk6v1 #offshorewind #DWirek1 @trade.gov.uk DEU @WindEnergyUK



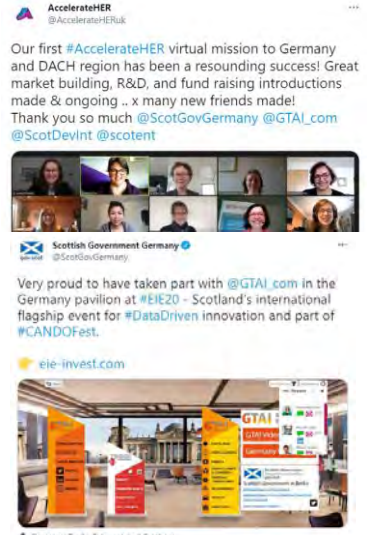
INVESTMENT

- **Hydrogen Opportunities Forum** with **North-Rhine Westphalia** and the German Offshore Wind association. With over 700 registrations and 400 live participants, the Trade and Investment Minister’s messages on inward investment opportunities were heard by a large industry audience. Engagement with the DeepWind Cluster led to a subsequent partnership agreement with Germany.
- **Space Opportunities Forum** with GTAI, Fraunhofer Space Institute, **BavAIRia** and the Scottish Space Leadership Council. Over 100 registrations and 80 live participants.
- **Signposting and support** provided to German-based inward investors facing new visa regulations under UK immigration rules
- Berlin-based fast-expanding AI technology firm Rasa Technologies supported in opening a **new AI R&D tech hub in Edinburgh** with **8 high-value jobs created**



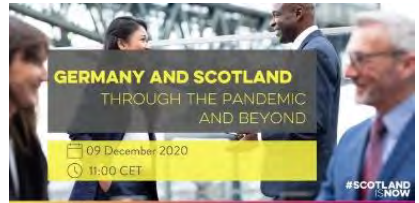
RESEARCH & INNOVATION

- Supported virtual **AccelerateHER trade mission** of 15 female entrepreneurs from Scotland to Germany, Austria and Switzerland
- Leveraged **membership of Bitkom**, Germany's influential digital industries association, to showcase Scottish AI research at members' conferences
- Partnered with **Germany Trade and Invest** at the annual technology investor conference EIE to present Scottish innovation in the data sector
- Worked with the **Scottish Cities Alliance** to showcase Scotland's Smart Cities Initiatives and Green Innovations to a German audience



SCOTLAND'S INTERESTS

- Supported German nationals to Stay In Scotland**, signposting Scottish Government and German Embassy support
- Initiated a **Germany-Scotland dialogue** with German think-tanks and the German MFA
- Ensured that the Scottish Government's differentiated position on Brexit was represented alongside the UKG position in a "Brexit Special" Newsletter from the British Chambers of Commerce in Germany
- Online T&I event on doing business with Scotland after Brexit, with the participation of the Scottish T&I Minister and MEP David McAllister. **2 inward investment leads and 20 trade-related leads generated.**
- Worked with the German Consul General to **promote German language learning in Scotland**
- Represented the interests of Scottish organisations:



CLIMATE



- Scotland formally represented at the **Berlin Energy Transition Dialogue 2021** – the **world's largest energy transition conference** hosted by the German Federal Foreign Office.
- Scotland's policies, research and innovation, strengths, infrastructure and investment opportunities were presented to large international audience from the energy sector.

Closer working with U2 Coalition member Baden-Württemberg on driving forward net zero emissions targets, including:

- Joint hydrogen workshop with BW and the Head of the **European Clean Hydrogen Alliance** – panel discussion with Scottish Energy Minister
- FM discussions on achieving net zero on handover of the U2 Coalition European chair to Scotland
- Collaboration BW and Transport Scotland on **Zero Emissions Vehicles**



HIGHLIGHTS 2020/21

STATEMENT OF INTENT WITH RHEINLAND-PFALZ

- Statement of Intent on closer cooperation in culture, education, higher education & research
- Ca. 50 cultural and educational stakeholders witnessed formal signing by ministers

Outcomes:

- German language learning in Scotland supported with further external funding
- **Widely reported** in German national media
- **Opportunities for AI research collaboration** created



GERMAN NATIONAL HYDROGEN ASSEMBLY CONFERENCE

- Over **3500 registrations**, including corporate registrations
- **Four German Federal Ministries** represented
- **Prominent keynote speech by Scotland's Energy Minister**, featured immediately after opening words by the Assembly President
- Speech **highlighted opportunities for hydrogen investment** in Scotland, as well as Scotland's **green hydrogen export potential**, noted by several subsequent speakers

Outcomes:

- Scotland's export potential put firmly on the map across the sector
- Further positive discussion with Germany's Hydrogen Ambassador on Scotland's potential to supply Germany's future import requirements



LIVE ONLINE PREMIERE: BEETHOVEN'S GAELIC SONGS

- Cooperated with BBC Alba and the German Centre for Gaelic to mark Beethoven's 250th anniversary
- Hosted a live online premiere of a documentary film exploring links between Beethoven's songs and Gaelic folksongs from Scotland
- **Live audience of ca. 50 participants** with online Q&A

Outcomes:

- Showcased close current and historical cultural connections with Germany
- Built on indigenous languages concert series from previous year to develop a **network of Gaelic enthusiasts and Scottish affinity diaspora in Germany**



REPUTATION

INTERNATIONAL
TRADE

RESEARCH &
INNOVATION

INVESTMENT

SCOTLAND'S
INTERESTS

Brussels



External Network Report

Report for Scotland House Brussels

June 2021

2020-2021 was an immensely challenging year. We have adapted to working remotely - moving all of our engagements and events online - and maintained Scotland's visibility in the EU. Our delivery of the business plan has been against the backdrop of the end of the Transition Period and protracted uncertainty during the negotiations on the EU-UK future relationship.

Throughout the year, and following agreement of the EU-UK Trade and Cooperation Agreement in December 2020, we have ensured our European partners and colleagues continue to see Scotland as a committed and reliable partner, strengthening this further since confirmation of our association to Horizon Europe.

Reflections on COVID-19

IMPACT

The COVID-19 pandemic has had a major impact on our office, and on our ways of working. Scotland House Brussels is a busy hub of activity in the centre of Brussels, with regular visits from Ministers, officials, members, and Scottish stakeholders, as well as a full events agenda. The COVID-19 pandemic has meant that activity had to be delivered online/remotely. Many staff from Scotland House Brussels were temporarily seconded to teams within the Scottish Government and Scottish Enterprise to support work on COVID-19 and we continue to report regularly on the EU’s response to the pandemic to help inform the ongoing development of Scottish Government COVID-19 policy.

ACHIEVEMENTS

Despite the major challenges faced by the office, we have managed to achieve a huge amount this year and deliver against our core business plan objectives. The proficiency with which we adapted to online/remote working enabled us to deliver against core business plan objectives for 2020-21. We hosted a large number of policy events, reflecting EU and Scottish priorities, delivered over 30 Ministerial-level meetings, and supported other high-level engagements for SG and SE officials. The Scotland Europa team transitioned to fully online services and support for members to ensure their ongoing engagement in priority areas. We also gathered and fed back high-quality reporting on EU developments to all our stakeholders in Scotland. In coordination with the international network, we delivered Scotland’s Winter Festivals online for the first time - as well as delivering our annual St Andrews Lecture. Against a challenging backdrop we have successfully maintained our existing relationships, and developed and strengthened new ones, with key European partners.

WHAT WAS NO LONGER POSSIBLE

Our regular, well-loved and well- attended programme of cultural and policy events was no longer possible in the same way we would usually deliver them – Scotland House Brussels is a hub of activity in normal times, and so we had to work hard to be able to deliver events of the same quality in the online world we now work in. Some events we had planned as part of the Year of Coasts and Waters, such as our annual summer reception, were unfortunately no longer possible, and some of the key EU thematic policy weeks were postponed as a result of the pandemic. We also had to adapt to arranging regular Ministerial meetings, meetings with members, and other visit programmes entirely online, which while a challenge, was an opportunity in itself as it allowed us to reach out to European partners we haven’t previously had the opportunity to work so closely with.



At a glance 2020/21

REPUTATION



- Gained **1,397** new followers across our two Twitter accounts
- Increased our **Twitter engagement rate** to between **1.9% - 4.5%** (peaking at 4.5% during EU themed weeks)



- **30** high-level Ministerial engagements taking place virtually
- Between **55** and **134** attendees for each of our online events
- **11** culturally focused virtual events (**24** events in total)

INTERNATIONAL TRADE



Provided support and intelligence to SG during the negotiation of the **EU-UK Trade and Cooperation Agreement** to inform the evolving SG position and help minimise negative impact of the negotiation outcome on Scotland



Promotion of **Scotland's Vision for Trade**, to our European colleagues and working with international network colleagues to support Scotland's strategic ambitions in **food and drink and energy**

RESEARCH & INNOVATION

- Hosted events with Scottish universities & EU networks such as **The Guild** and **LERU** to showcase Scotland's R&I expertise & promote Scotland's commitment for full association to **Horizon Europe**
- Supported SG response to the TCA outcome on **Erasmus**



Scotland was elected to the board of the **Vanguard Initiative**, allowing us to work with VI on issues related to smart specialisation and innovation

Also re-elected as Chair of **ERRIN** for their 20th anniversary year

INVESTMENT



- Supported SDI in the delivery of the **'Think Scotland'** communications campaign, encouraging investment in Scotland
- Supported **the Scottish National Investment Bank** in securing state aid consents



- Delivered a **Benelux Food and Drink market overview webinar** with SDI with 43 attendees.
- Also attended **International Whisky Festival** in Gent & showcased several Scottish products.

SCOTLAND'S INTERESTS

- Hosted **9 policy webinars**, covering key areas such as energy, hydrogen, sustainable tourism, and the just transition and providing a platform to Scottish stakeholders – e.g., VisitScotland, University of St Andrews
- **4 virtual membership events**, including capacity building sessions on working with the EU as a third country
- Held our **St Andrews Lecture** online for the first time with Alan Mahon of Brewgooder
- Delivered **virtual Ministerial engagement** with key stakeholders in European institutions – e.g., European Commission
- Continued work with the **Friends of Scotland** group in the European Parliament



REPUTATION

3,398
retweets

7,647
likes



3,154
link clicks

Hugely increased our likes, retweets and link clicks across both our Twitter accounts according to our yearly analytics

Stepped up our high-level engagement – e.g., from European Commission accounts such as @EUScienceInnov – on our Twitter content

This year, we had several focused social media campaigns during key times – e.g., during EU thematic weeks – as a means to network Scotland in our new virtual world and promote ongoing work of Scottish partners. During a four day period during **EU Sustainable Energy Week**, our content got an average of **56,600 impressions, 263 likes, 93 retweets, 67 click throughs** on our links (to further information/relevant strategies, videos, etc) and our **engagement rate** increased from **1.9% to 2.9%** during that week alone **across all Scotland House Brussels Twitter accounts**. We were able to demonstrate Scotland’s knowledge and expertise in the sustainable energy sector using our social media channels and ensure that message got to relevant European colleagues.

INTERNATIONAL TRADE

We have continued to support Scotland’s international trade ambitions in our work this year – including strategic outreach to key European Stakeholders following the publication of **Scotland’s Vision for Trade**.

We have also supported several high-level engagements focused on trade and economic recovery, including a meeting between **Cabinet Secretary, Fiona Hyslop** and **European Commission Executive Vice President, Vladis Dombrovskis** on the importance of an inclusive economic recovery to COVID-19. Also **supported Scottish Government Chief Economist Gary Gillespie** in participating in a **European Policy Centre** session on the Wellbeing economy.



SDI worked on an informative targeted Market Plan highlighting **commercial opportunities** in the **food and drink** sector across the Benelux region and key routes to market.

During European Week of Regions and Cities, we worked with EDAS to deliver an event focused on implementing the **wellbeing economy**, looking at Scotland’s ambitions in this area

Delivered an event with **VisitScotland**, **VisitFlanders**, and the **Andalucía Tourism Board**, looking at the role sustainable tourism has to play in economic recovery,

RESEARCH & INNOVATION

Supported the University of Edinburgh and the University of Glasgow in delivering a joint event with League of **European Research Universities (LERU)** and **The Guild**, two European university networks. The event focused on how the world-leading research undertaken by Scottish universities remains important and relevant to Europe and positioned Scotland as a committed and reliable partner in research and innovation work, and reaffirmed Scotland’s universities as truly European institutions.



Hosted a joint event with the **University of St Andrews** and **Bonn University** in November, focused on the role of universities in recovering from the pandemic



We worked closely with Scottish Enterprise, national contact points, universities and other R&I focused institutions to raise awareness with Scottish stakeholders of the negotiations on R&I in the TCA and opportunities that will be available under the new **Horizon Europe** funding programme



INVESTMENT

Worked closely with our colleagues in the Berlin Hub to deliver a joint event with **Hydrogen Europe** and **Baden Württemberg**, focused on to deliver a viable hydrogen economy, the challenges and opportunities ahead and the scope for collaboration, as well as the opportunities for investment in the hydrogen sector – for example, green hydrogen



Working closely with the **SDI EMEA team** to speak to colleagues internationally about the work Scotland is doing in relation to hydrogen and ensure Scottish stakeholders are aware of opportunities in this area

Scotland was elected to the board of the **Vanguard Initiative (VI)** in November. The Vanguard Initiative gathers 39 of the most advanced industrial regions in Europe, focused on stimulating industrial innovation and building European value-chains based on complementarities in regional smart specialisation strategies, and our position on the board allows us to be at the centre of these conversations and help to support continued investment in pilot projects such as the **ADMA Energy Pilot**, which Scotland is a part of.

Through-out the negotiations and in the months since agreement of the EU-UK Trade and Cooperation we have continued to provide timely advice and intelligence to SG to support their work to minimize the negative-impacts of EU Exit. We continue to support SG and SDI led social media campaigns such as Scotland is Open and Think Scotland to encourage EU citizens to settle in Scotland and encourage inward investment.

SCOTLAND'S INTERESTS



61 virtual policy, cultural, membership, Ministerial and network events and engagement

NETWORKS,
COLLABORATIONS AND
STAKEHOLDER ENGAGEMENT

- European networks
- Sectorial and regional project partners
- Scotland Europa members
- European Parliament and Commission
- Brussels-based regional offices
- Perm Reps, EU and non-EU member states, UK Government
- New & developing relationships – e.g., NSPA, SwissCore
- Think-tanks, sectoral associations

Through our engagement with the **EU Institutions** (including with key EU Permanent Representations, and key figures in the Commission and European Parliament); other **regional offices** and **networks**; and support for the development and promotion of **Scottish Government publications** such as *Steadfastly European*, we have promoted Scottish interests in Brussels and made clear our desire to stay close to the EU post-Brexit. Following the agreement of the EU-UK TCA, many partners, including from the Northern Sparsely Populated Areas Network (NSPA) have reached out to reaffirm their commitment and willingness to work with Scotland. An encouraging sign that our work to maintain and deepen our European relationships is paying off.

Our **continued participation in EU themed weeks** also supports our work in promoting Scotland's interests. Through both NSPA and the Vanguard Initiative, we have submitted joint event applications, building on successes seen during EU Week of Regions and Cities, where several Scottish stakeholders, including **Comhairle nan Eilean Siar** and **UHI** had a platform to speak to European colleagues about their innovative work on the circular economy in the Highlands and Islands. We supported the **Michelin Scotland Innovation Parc** in delivering an innovative event focused on audience interaction with their French partner during EU Industry Week, looking at industry's move to net-zero

OFFICE STORY 2020/21

The COVID-19 pandemic fundamentally changed the way we work in SHB, and we had to **quickly learn to adapt to online working**, having limited experience of hosting regular online events and meetings. We also had to adapt to **working completely apart as a team**, while ensuring everyone felt supported throughout the lockdown. We are proud of the way we have done this and managed to thrive under these tough circumstances (made harder still with the backdrop of the difficult UK-EU relationship and ongoing negotiations) – and have continued to deliver across our business plan.

During the initial few months of the pandemic our work focused on support and recovery. We quickly **built capacity and knowledge** to deliver our work online – including events, visits, and meetings – and ensure we could continue to deliver our **substantive events and visits programme** online. We also started to look more closely at our **communications work** – ensuring we had the skills required and tools available to tell **Scotland’s story effectively** and communicate with our partners.

We have built huge capacity within our team for delivering online events, with staff fully trained on using **WebEx, GoToWebinar, Teams** and more. Our online events have become increasingly more professionalised over the last eight months. We have also **delivered ambitious and impactful communications work**, with **four communications campaigns** – three for EU thematic policy weeks, such as **EU Research & Innovation Days**, and another for **Scotland’s Winter Festivals**. We have strengthened our connections with DEXA Communications, Brand Scotland, SE and SDI marketing to **ensure we are playing a core role in delivering Scotland’s policy messages to our European partners**. We have developed our first SHB communications strategy and **fundamentally changed the way we approach using social media as a means to support our wider policy work**, and are continuing to **develop more communications products** – including a quarterly newsletter, webcasts, blogs, articles and more – to continue to build on our success. We also delivered **30 online Ministerial engagements** – a higher number than last year – as well as **policy webinars, cultural events, and membership focused events**, all in an online space we were largely absent from with a year ago.

Through our online events, we have been able to **give Scottish stakeholders and Ministers a platform to speak to European colleagues and partners on key issues such as Horizon Europe, the Just Transition and COP26**. Our ambitious communications work has ensured that even in a world where we can’t regularly see our European partners, they are still receiving updates about what is happening in Scotland, and **what Scotland has to offer in our key thematic policy areas of low-carbon, inclusive growth, research & innovation, and more**. Our events, communications, and ability to deliver online meetings and visit programmes, have helped to enhance Scotland’s reputation through promoting key messages, but importantly also demonstrating to our colleagues in Brussels how adaptable and committed our team is - allowing us to continue to further Scotland’s interests at the EU level.