



Coventry City Council

Public report

REPORT BACK ON CONFERENCE/SEMINAR

REPORT TO: Scrutiny Co-ordination Committee

REPORT OF: Executive Director, Place

TITLE: Trade and Investment Delegation to Olofstrom and Southern Sweden

DATE: 16/11/16 – 18/11/16

VENUE: Olofstrom and Southern Sweden

1. Recommendation

The Scrutiny Co-ordination Committee is recommended to:

- 1.1.1 Endorse the report of the trade and investment delegation to Olofstrom and Southern Sweden
- 1.1.2 Encourage and support visits to Coventry by potential inward investors from Sweden.

2. Background

The Investment and International Trade Team at Coventry City Council is committed to promoting Coventry on a global scale with a view to stimulating business investment and job creation in the City.

Through this work the Council has been working closely with representatives from the Olofstrom region in Sweden. Companies in this area with specific capabilities within the advanced manufacturing and automotive industry have recognised Coventry (and Warwickshire) as a specific opportunity for investment in order to get established in the local supply chain. An initial visit of representatives from Olofstrom has resulted in a developing relationship and clear indications of potential investment into the Coventry area.

On Wednesday 31st August 2016 the Cabinet Member for Jobs and Regeneration approved a travel request for officers to lead a delegation of Coventry business support representatives to Sweden. Reasons and benefits for the trip were stated as:

- 2.1 *Primarily the visit will develop and support established links with the Swedish region of Olofstrom and specifically the TechTank consortium, a technology cluster of 27 Swedish companies who are all Tier 1 automotive suppliers. The companies are actively looking to expand their operations into the UK. The visit will help to ensure maximum opportunity to attract that investment to Coventry.*
- 2.2 *The visit builds on a series of ongoing activities with the region and cluster:*
 - *Nov 15 – Olofstrom government / Techtank company representatives visit Coventry.*
 - *Feb 16 – Follow up visit by representatives of European Body Panels (EBP) who are high class manufacturers of body in white panels to develop client contacts.*
 - *Sept 16 – opening of Techtank Satellite office in Coventry (Cheylesmore House)*

2.3 The visit will affirm the support of Coventry to work with the region / TechTank to promote the Coventry area and ensure all inward investment opportunities are resourced and supported.

The business delegation was led by Coventry City Council officers John Norton, Investment and International Trade Manager and Ben Yorke, Business Development Officer and included representatives from Coventry and Warwickshire Growth Hub, Coventry and Warwickshire Chamber of Commerce and 52 Global Consultancy.

The itinerary included high level business meetings in Olofstrom, Karlshamn and Hassleholm. The visit provided an excellent opportunity to meet with potential investors as well as government officials and support agencies across the region.

3. Specific Key Events

The delegation arrived in Karlshamn on the evening of 16th November 2016.

On the morning of 17th November 2016, a series of meetings/presentations were held at the Netport Science Park in Karlshamn. The delegation were able to speak with representatives from Southern Sweden Chamber of Commerce and Industry, Blekinge Business Incubator (government funded programme for start-up businesses), Chief Executive of Costalbyte (a company established as part of the start-up programme) as well senior officials from the Science Park itself.

The delegation then travelled to Olofstrom (approximately 20km NW of Karlshamn). Once in Olofstrom they were hosted at the local municipality offices by the Mayor of Olofstrom, Sara Rudolfsson, to discuss the continued support to companies in Southern Sweden who wish to expand their operations into Coventry. Coventry City Council and Olofstrom Municipality signed a joint Memorandum of Understanding (MOU) solidifying this agreement. The MOU is a non-legally binding document which states that the City Council will support each signing TechTank member company expand their operations into the UK with specific focus on setting up a facility in Coventry. There is no obligation on any party to fulfil the terms set out in the MOU but outlines the proposed plan of action going forward. The local press were also present at this meeting to take pictures of the signing and interview attendees (press clipping included below).

Later in the afternoon, the delegation visited two of the companies who have expressed an interest to expand their operations into Coventry, European Body Panels, who are high class manufacturers of body in white panels and Safeman, who are mainly involved with textiles but is involved in a large number of projects in both custom parts and high-volume production.

In the evening, the delegation attended a dinner hosted by the Mayor of Olofstrom that was attended by business and government officials from the region.

On 18th November 2016 the delegation were hosted at the Volvo manufacturing plant in Olofstrom where they were given a tour of the 320,000m² facility by the deputy plant manager.

Following this the delegation visited another potential investing company, YTAB Group, a contract painting and coating company who already have links with most of the large car manufacturers in Europe and beyond.

The delegation then travelled to Hassleholm (approximately 50km West of Olofstrom) to meet with the final company, VA Automotive, who are involved with the production of tooling equipment and manufacturing parts for the automotive sector.

The delegation then travelled back to Copenhagen airport before returning to the UK.

Photographs taken at key events are included in Appendix B

4. Cost of attending

	Costs Approved by Cabinet/Cabinet Member	Total of Actual Costs
Flights	£700	£479.45
Accommodation	£400	£366.18
Insurance	£50	£0
Visit support costs including transfers and subsistence	£175	£55.77
Total	£1,325	£901.40

The cost for attending the trade and investment visit to Sweden was within budget as approved by Cabinet Member.

5. Benefits

The visit was another step towards attracting inward investment into Coventry from Sweden and promoting the city to a new market as the place to establish new business.

The visit has strengthened the already established relationships between the two areas and has started the development of long-term trade and investment links with southern Sweden through the signing of Memorandum's of Understanding with the Olofstrom Region and four companies (European Body Panels, Safeman, YTAB and VA Automotive) – a copy of one of the signed MOU's is available in Appendix A.

6. Future opportunities resulting from the visit include:

Investment into the Coventry area by companies in Sweden is the main opportunity arising from this activity. All four of the companies who were engaged as part of the visit have expressed their ambition to expand their current operations into Coventry and the City Council are actively working with these companies and their representatives to develop each opportunity and support their investment in to Coventry.

The aforementioned companies already have links to the local automotive cluster and are currently engaged in dialogues with the large OEM's in the area to increase/generate new business. The outcome of this will greatly influence their investment going forward.

Another opportunity that has arisen as part of the visit is to link the digital/gaming cluster in the Blekinge region with TECH Central (a successful digital/gaming cluster based in Coventry & Warwickshire).

Proper Officer: Executive Director, Place

Author: John Norton, Investment and International Trade Manager

Tel Number: 024 7683 1365

(Any enquiries should be directed to the above)

Other contributors: Ben Yorke, Business Development Officer

Papers open to public inspection: Nil

Description of paper: Report Back on Conference/Seminar

Location: CH60

Approved by Cabinet Member on: Thursday 12th January 2017

Appendix A – Signed MOU

Memorandum of Understanding



This Memorandum of Understanding (MOU) sets for the terms and understanding between Coventry City Council and European Body Panels (EBP) to explore options for investment opportunity in to Coventry.

Background

This MOU is important in that it is a continuation of an already established relationship between Coventry City Council and EBP to explore options for investment opportunity in to Coventry.

Purpose

This MOU confirms that both participants express their willingness to:

1. Continue to explore investment opportunities for EBP in Coventry.
2. Support the development and growth of the EBP brand in the UK market.
3. Work together to promote and support any other trade and investment opportunities that may arise.

The above goals will be accomplished by undertaking the following activities:

- a) Identifying potential investment sites for EBP.
- b) Identifying potential funds and grant schemes to support the investment.
- c) Further visits by delegates of each party as the relationship develops.

Non-exclusivity

The relationship of the participants under this Memorandum will be non-exclusive and is not intended to be legally binding and both participants, including their affiliates, subsidiaries and divisions, will be free to continue or pursue other agreements or collaborations of any kind.

Costs

This MOU is not a commitment of funds and each party will bear the respective costs of carrying out the obligations under this Memorandum.

Duration

This MOU is at-will and may be modified by mutual consent of authorized officials from Coventry City Council and EBP. This MOU shall become effective upon signature by the authorized officials from Coventry City Council and EBP and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of mutual agreement by the authorized officials from Coventry City Council and EBP this MOU shall end of 1st January 2020.

Signed in duplicate

This Memorandum is executed in duplicate with each copy being an official version of the Agreement.

BY SIGNING BELOW the signatories, acting on behalf of their respective organisations and duly authorized to do so, have caused this Memorandum of Understanding to be executed, effective as of the date set out below.

 Date: _____
John Norton
Investment and International Trade Manager, Coventry City Council

 Date: _____
Ulrica Larsson
Managing Director, European Body Panels

Appendix B – Delegation Photos



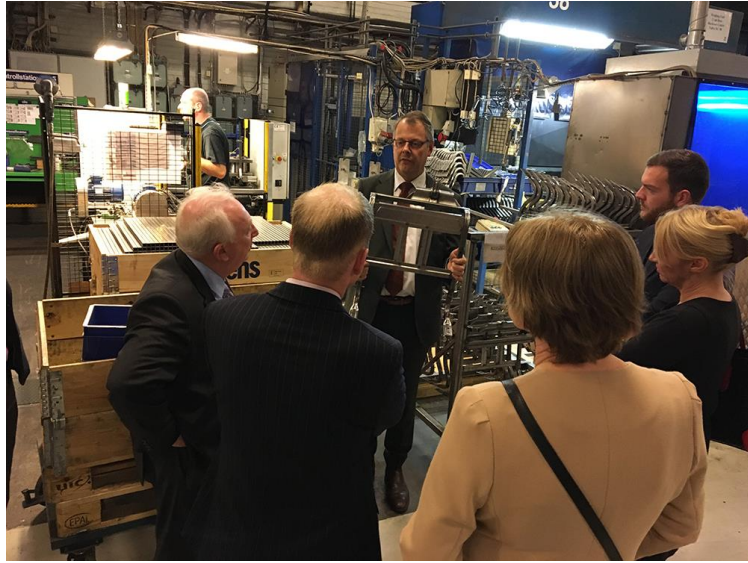
Memorandum Signing



EBP Visit



Safeman Visit



VA Automotive Visit



Volvo Plant Visit

Appendix C – Press Clippings

BLT
Fredag 18 november 2016

Telefon: 0454-342 30
E-post: olofstromsredaktionen@blt.se
Adress: Adalsvägen 1, 293 34 Olofström

Olofström / 17

Centern vill skrota lönelyft för lärare

- – Det har skapat så mycket osämja när några får mycket och andra ingenting.
- Det säger Centerns gruppleddare Rolf Jönsson.

OLOFSTRÖM. Centern har lagt ett förslag till hur de lärare som inte fick ta del av lärarlönelyftet ska få kompensation.

– Vi vill avsätta 2,5 miljoner kronor i budgeten och fördela pengarna på alla rektorerna i kommunen. Sedan blir det deras uppgift att höja lärarnas löner efter förtjänst, säger gruppleddaren Rolf Jönsson (C).

Han är väldigt kritisk till reformen med lärarlönelyftet som han menar har skapat en dålig stämning på många skolor.

– Först var det förstelärarna som fick extrapengar. Sedan var det



Lärarlönelyftet har skapat osämja bland lärarna på Olofströms skolor. Nu vill Centern kompensera de lärare som blev utan.

lönelyftet. Detta har bidragit till en ökad risk för att de lärare som inte kom ifråga för några av dessa två reformer mår dåligt och säger upp sig.

Rolf Jönsson tycker att reformerna är olyckliga och orättvisa. I Olofström är det drygt 160 lärare som inte fått ta del av de 2 500 kronorna i lärarlönelyft

och i Centerns förslag ska dessa kompenseras.

– Vi tänker oss ett schablonlyft på 1 000 kronor och det blir sedan upp till rektorerna att fördela pengarna enligt samma lönekriterier som när den vanliga lönerörelsen drar i gång. Och endast till de lärare som blev utan höjning.

Centern har lagt förslaget till kommunstyrelsens budgetarbete, men det fick inget gehör av Socialdemokraterna. – Vi får se hur det går i kommunfullmäktige den 28 november, säger Rolf Jönsson.

SIMONEHANSEN



Länsstyrelsen i Blekinge erbjuder alla länets skolor skylttar som påvisar rökförbud i samband med tobaksfria veckan.

FOTO: RICKARD HULTIN

Brännmärke för att fimpa tobaken

För att uppmärksamma tobaksfria veckan brändes symbolen med förbud mot rökning in på Högavångsskolans skolgård.

OLOFSTRÖM. Den 21–27 november genomförs flera informationsinsatser om tobakens alla nackdelar på högstadiet och gymnasiet.

– Vi vill inte bara göra punktinsatser utan få in ett förebyggande arbete i vardagen, säger projektle-

ddare Carin Håkansson, från TBU, tobaksfria barn och unga.

Hon säger vidare att Olofström redan gör ett föredömligt arbete kring attityder och kunskap.

– Vi är på rätt väg men det vi bör jobba mer med visionen att tobak inte får förekomma alls under skoltid. Det är en skyddsfråga, säger drogsamordnare Ulf Clang.

RICKARD HULTIN

Inbrott i Fornebodastugan

Dörrar stod uppbrutna, inventarier stals och gräsklipparna stod framställda för pålastning. Den synen möttes man av vid Fornebodastugan i onsdags.

KYRKHULT. – Det är så tråkigt. Det förstör lite av glädjen när vi jobbar så hårt för att i princip att få stugan att gå ihop, säger Berit Hansen från Fornebodastiftelsen.

En stor och en liten gräsklippare var framtagna garaget och i stugan stals sängkläder, taylor.

– De tog säkert hundra tallrikar från väggarna. Stegen stod kvar.

Även en bil sågs vända på parkeringen.

– Vi hörde visslingar och de försvann. Händelsen är polis-anmäld.

RICKARD HULTIN

Skjulbrand kan ha varit anlagd

OLOFSTRÖM. Ett skjul på Idrottsvägen brann ner under onsdagskvällen. När räddningstjänsten kom till platsen var byggnaden övertänd. Det var aldrig någon spridningsrisk till intilliggande Holjeskolan. Enligt polisen är det troligt att branden var anlagd.

KALENDERN

UNDERHÅLLNING

Äntligen fredag: kl 14–15.30. Högläsning för seniorer, Biblioteket, Olofström.



Bli månadsgivare



ERIKSHJÄLPEN
www.erikshjalpen.se

OFÖRHAPPANDES
SONNY ERIKSSON
& BENNE TH. RÖSSLUND
RIKSTEATERN
www.riksteatern.se

Torsdag 24 nov kl 19.00
Folkets Hus, Olofström
Förköp via
www.olofstrom.riksteatern.se
och Olofström bibliotek
tel 936 00

Arr: Riksteaterföreningen
i Olofström,
ABF och KulturFritt



John Norton, med titel motsvarande näringslivchef, och kommunalråd Sara Rudolfsson (S) vid avtalet som sträcker sig till 2020. Det handlar om kompetensutbyte och gynna näringslivet. Efter morgons besök på Netport såg Norton även stor potential till kunskaps- och innovationsutbytet med en motsvarighet i hans region.

FOTO: RICKARD HULTIN

Viktigt samarbetsavtal med Coventry

En handelsdelegation från engelska bil tillverkar-metropolen Coventry är på Olofströmsvisit. Under torsdagen tecknades ett samarbetsavtal mellan kommunerna.

OLOFSTRÖM. – Vi ser stora samarbetsmöjligheter mellan våra regioner. I mycket liknar vi varandra hur vi gör affärer och inte

minst har vi en betydande bilindustri gemensamt, sade Paul Sullivan, vd för S2 global consulting.

Han är även representant för Techtanks kontor i Storbritannien som efter att det öppnade i februari redan har genererat affärsmöjligheter "värda miljoner".

– Sen ser vi redan fördelar med att kompetens

som är svår att hitta finns i överflöd här, fortsatte Paul Sullivan.

Under två dagar i Blekinge passar delegationen på att besöka Volvo och flera av teknikklustret Techtanks medlemsföretag som jobbar för att öka exporten till den brittiska marknaden.

I Coventry sker tillverkning av Aston Martin och

Jaguar som har underleverantörer i Olofström. Anders Borgehed på Techtank underströk att avtalet är inte ett vännertavla utan betydande för tillväxt, utveckling och jobb.

– Det viktiga är att det här är ett riktigt samarbete där vi inte bara dricker kaffe, sade han.

RICKARD HULTIN

Anmäler företag till ARN

OLOFSTRÖM. En olofströmsbo har anmält ett Göteborgsföretag till Allmänna Reklamationsnämnden för att han inte fått sin mobiltelefon som han beställt. Mannen skriver i sin anmälan att han betalat 2 600 kronor för varan som inte leverats och trots att han flera gånger ringt till företaget för att häva köpet och få pengarna tillbaka så har ingen från företaget kontaktat honom.

Dekorationer till julen får vänta

JÄMSHÖG. Jämshögens Benny Rolandsson föreslog i en medborgarmotion att Bygatan under jultid ska smyckas med julenågor i form av juldekorationer. Förvaltningen har svarat att det saknas medel för satsningen. Kommunstyrelsen har nu beslutat att förslaget hänskjuts till projektet försköning av byarna. Det kan bli Jämshögs tur under 2018.

Medel till trådlösa nätverk

OLOFSTRÖM. Sydöstran har tidigare berättat att de trådlösa nätverken på Nordenbergsskolan och Högavångsskolan har nått gränsen för sin kapacitet. Kommunstyrelsen har nu beslutat att avsätta 900 000 kronor för att nya nätverk ska installeras på skolorna. Befintliga nätverk ska flyttas till någon mindre verksamhet.

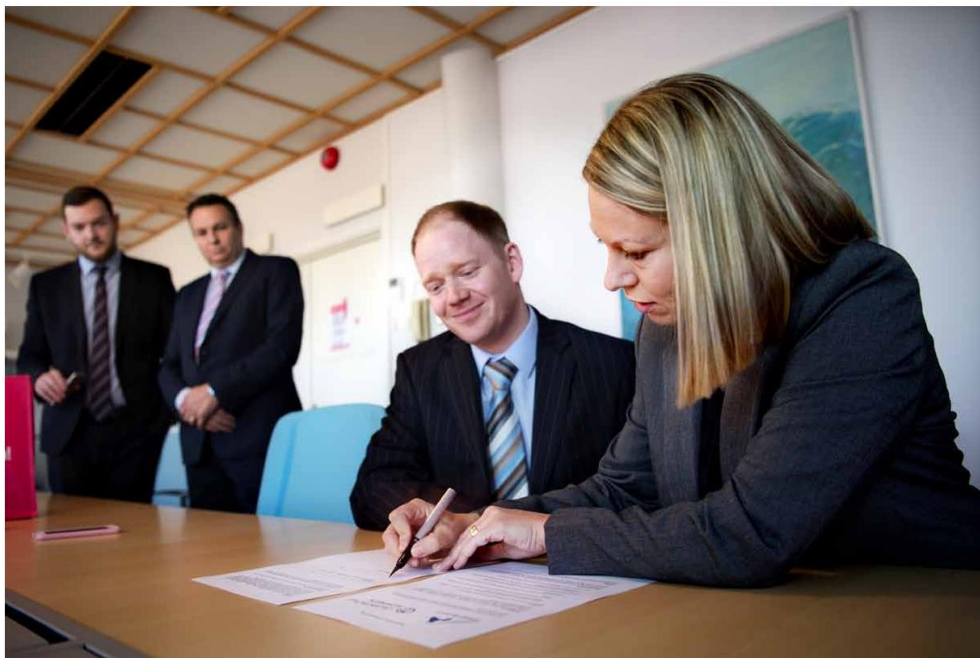
OLOFSTRÖM

FILM

Fantastiska vidunder 3D: 18/11-20/11 kl 19-21.00. Nytt äventyr som tar oss tillbaka till J. K. Rowling's magiska värld. Grand bio, Olofström

UNDERHÅLLNING

Äntigen fredag: 18/11 kl 14-15.30. Högläsning för seniorer. Biblioteket, Olofström



Olofströms kommunalråd Sara Rudolffsson (S) och John Norton, investerings- och handelschef vid Coventry City Council, undertecknar ett samarbetsavtal. Båda ser stora möjligheter till utbyte. Avtalet sträcker sig till 2020.

FOTO: GUNNEL PERSSON

Samarbetet med Coventry blir tätare

Nyligen öppnade klusterinitiativet Tecthank kontor i Coventry. Nu stärks samverkan ytterligare. Ett samarbetsavtal mellan Olofström och den brittiska bilhuvudstaden har tecknats.

OLOFSTRÖM. – Det finns stora möjligheter i samarbetet som är bra för båda, säger Craigh Humphrey, chef för Coventry och Warwickshire Growth Hub. Han är en av medlemmarna i den delegation av näringslivsrepresentanter från Coventry som under två dagar besöker Olofström och Blekinge.

På schemat står en rad studiebesök på de företag som är medlemmar i teknikklustret Tecthank, där ibland Volvo, EBP och Saefeman.

Besöket inleddes emellertid med en guidad tur hos Netport i Karlshamn, innan representanterna välkomnades med en presentation av Blekinge i Olofströms kommunhus. Samtliga involverade understryker att det finns många likheter mellan orterna och att det finns kunskaper att lära av varandra, bland annat inom bilindustrin och dess un-



Anders Borgehed, klusterledare för Tecthank, berättar att det skapats jobb i Olofström. Sedan "Jobb till tusen" lanserades har nu runt 800 jobb skapats och målsättningen börjar komma inom räckhåll.

derleverantörer.

– Det finns så många färdigheter som vi kan utnyttja av varandra. Kanske främst inom bilindustrin men vi såg inte minst vid besöket på Netport att det finns möjligheter också inom spelindustrin, säger John Norton, investerings- och handelschef vid Coventry City Council. Coventry räknas som Storbritanniens bilhuvudstad. Här finns bland annat både Jaguar och Aston

Martin. Bilindustrin i landet växer och de kommande åren räknar man med att dubbla produktionen. Således finns ett stort behov av pålitliga underleverantörer. Förhoppningen är att flera av dessa kan finnas i Olofström.

Samtidigt tror representanterna att Coventry har mycket att vinna på tätare samverkan, bland annat med handelsmöjligheter. Tecthank har jobbat mot

FAKTA

Coventry

Ligger i västra delen av Midlands i England, Storbritannien. Orten har över 300 000 invånare och betecknas som landets bilhuvudstad. Staden har fått större betydelse som utbildningsstad genom University of Warwick och Coventry University.

ska besöka företag i Olofström för att se om det finns potentiella underleverantörer.

Samarbetet tog ytterligare ett kliv på torsdagen då ett samarbetsavtal, på engelska Memorandum of Understanding, tecknades.

– Det här är ett samarbete som bygger på att företagen gör affärer med varandra. Vi dricker inte bara kaffe, säger Anders Borgehed, klusterledare för Tecthank.

Handelskammaren betecknar samverkan som ovanlig, på ett positivt sätt.

– Ofta handlar det om vänskapsavtal men här gör man något riktigt av det, säger Ulrika Dieroff, avdelningschef affärservice på Handelskammaren.

TEXT PÄR TRULSSON
par.trulsson@sydostran.se
0454-30 12 62

TEXT GUNNEL PERSSON
gunnel.persson@sydostran.se
0454-32 59 09

Press Article Translations

Article 1

Important Memorandum of Understanding with Coventry

A trade delegation from the English car manufacturer metropolis Coventry is on a visit to Olofström. On Thursday a Memorandum of Understanding was signed between the two municipalities.

OLOFSTRÖM. – We see great cooperation opportunities between our regions. We are very similar to each other in many ways, in how we do business and not at least we have a significant automotive industry in common, said Paul Sullivan, CEO of 52 Global Consulting.

He is also a representative for Techtank's office in Britain, which since it opened in February already has generated business opportunities "worth millions". We can also see the benefits with our cooperation when it comes to finding the right skills, which you have in abundance here and we are lacking in Britain, continued Paul Sullivan. During two days in Blekinge the delegation will visit Volvo and several of the member companies in Techtank that work to increase exports to the British market. Both Aston Martin and Jaguar, manufactured in Coventry, have subcontractors in Olofström.

Anders Borgehed at Techtank stressed that the Memorandum of Understanding is not just another twinning agreement, but an agreement significant for growth, development and jobs. This is a true cooperation, and not just a forum for drinking coffee, he said.

Caption: John Norton, with a title corresponding Business Manager, and Mayor Sara Rudolfsson (Social Democrats) at the agreement extending to 2020. It is about exchanging knowledge and benefits for the business community. After the morning visit to NetPort Norton also saw great potential for knowledge and innovation exchanges with a counterpart in his region.

Article 2

Cooperation with Coventry grows

The cluster initiative Techtank recently opened an office in Coventry. Now the cooperation is further strengthened. A Memorandum of Understanding between Olofström and the British automotive capital has been signed.

OLOFSTRÖM. – There is great potential in this cooperation which is good for both parties, said Craig Humphrey, Head of Coventry and Warwickshire Growth Hub. He is one of the members of the delegation of business representatives from Coventry visiting Olofström and Blekinge for two days.

A series of visits to member companies of the engineering cluster Techtank, including Volvo, EBP and Safeman, are on the agenda. The visit began, however, with a guided tour of Netport in Karlshamn, before the representatives were welcomed with a presentation of Blekinge in the Municipal Hall of Olofström. All involved stressed that there are many similarities between the regions, and that there is knowledge to learn from each other, not least in the automotive industry and its subcontractors.

There are so many skills that we can use from each other, perhaps mainly in the automotive industry, but we also saw opportunities in the gaming industry when visiting NetPort, says John Norton, Investment and International Trade Manager at Coventry City Council. Coventry counts itself as the automotive capital of Britain. You will find both Jaguar and Aston Martin here for example. The automotive industry in the country is growing and the estimation is that the production will double in the next years. Thus, there is a large need for reliable subcontractors. The hope is that several of these may be found in Olofström.

Meanwhile the representatives believe that Coventry has much to gain from closer cooperation, not least when it comes to trading opportunities. Techtank has worked with Coventry for around a year, and a month ago the cluster initiative opened an office in the city.

We can already see that the cooperation between the areas works well. The similarities making it possible to do business, says Paul Sullivan, CEO of 52 Global Consulting and representative for the Techtank

office. He says it is possible to see concrete results. One example is that representatives from Jaguar will visit businesses in Olofström next year to see if there are potential suppliers.

The cooperation took another step on Thursday when a cooperation agreement, Memorandum of Understanding in English, was signed.

This is a collaboration based on the fact that the companies are doing business with each other. We do not just drink coffee, says Anders Borgehed, Cluster Development Manager for Techtank.

The Chamber of Commerce finds the cooperation unusual, in a positive way. Often it is more of a twinning agreement, but this is about actual business, says Ulrika Dieroff, Manager Business Support at the Chamber of Commerce in the South of Sweden.

Facts

Coventry

Located in the western part of Midlands in England, UK. The city has over 300 000 inhabitants and is known as the country's automotive capital. The city has gained importance as a city for education through University of Warwick and Coventry University.

Caption: Anders Borgehed, Cluster Development Manager for Techtank, says that many new jobs have been created in Olofström. Since the project "Jobs for 1000" was launched around 800 new jobs have been created, and that the goal is soon within reach.