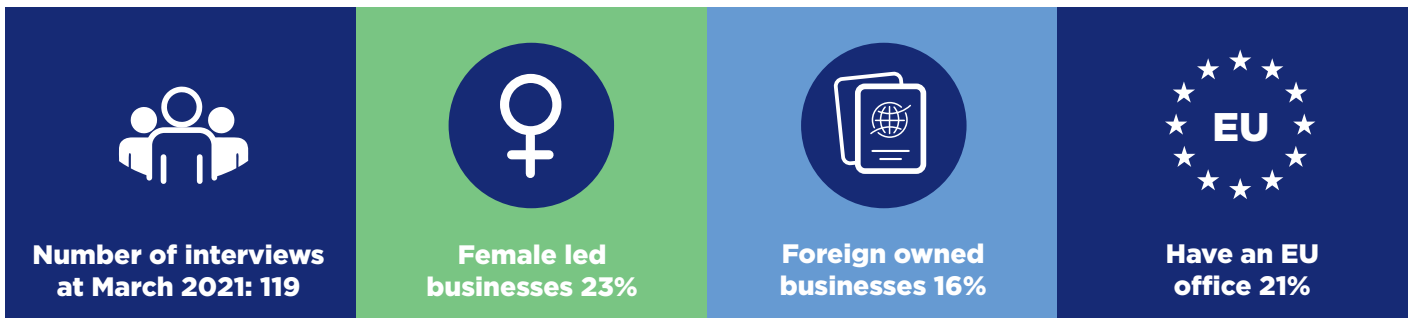
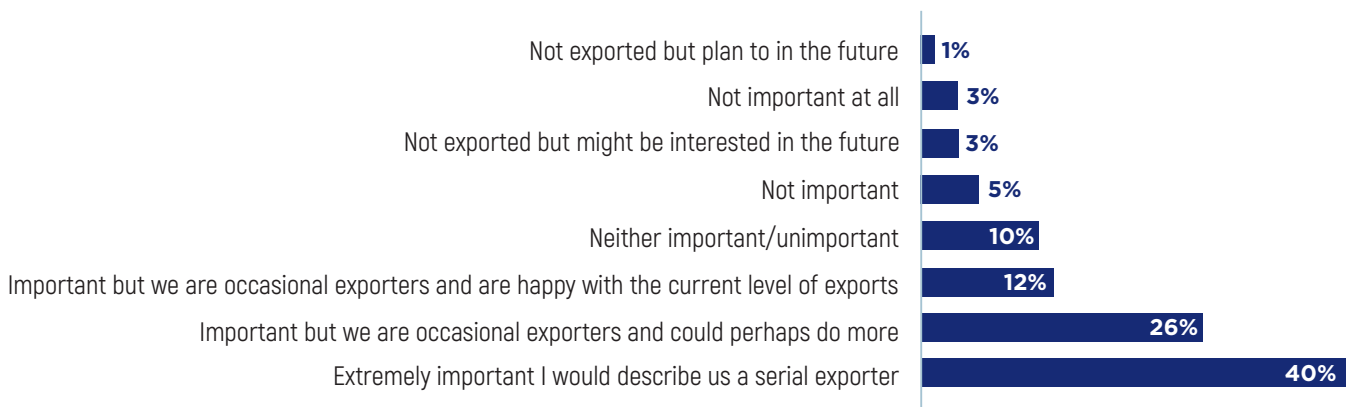


Humber Levelling Up Study - Emerging Headlines

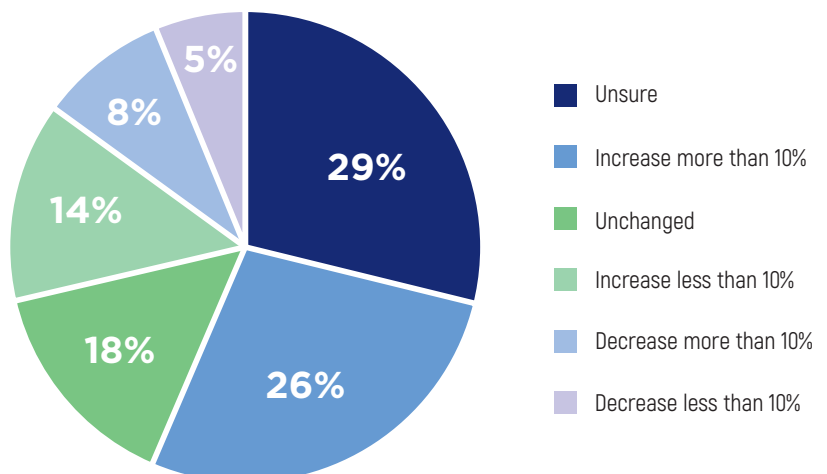
Export propensity and characteristics



How important is exporting to your company?



How the value of your exports might change over next 12 months



Markets



Top 5 current markets

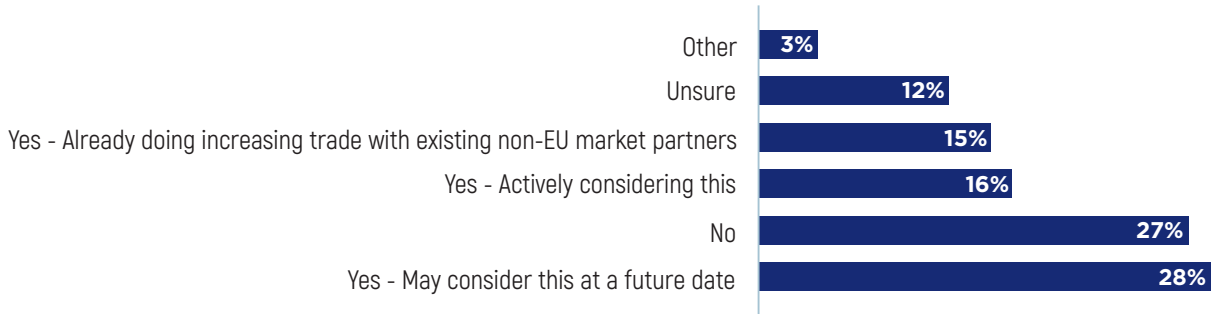
W. Europe (86%), E. Europe (61%),
Nordics (58%), N. America (34%), Aus/NZ (29%)



Top 5 target markets

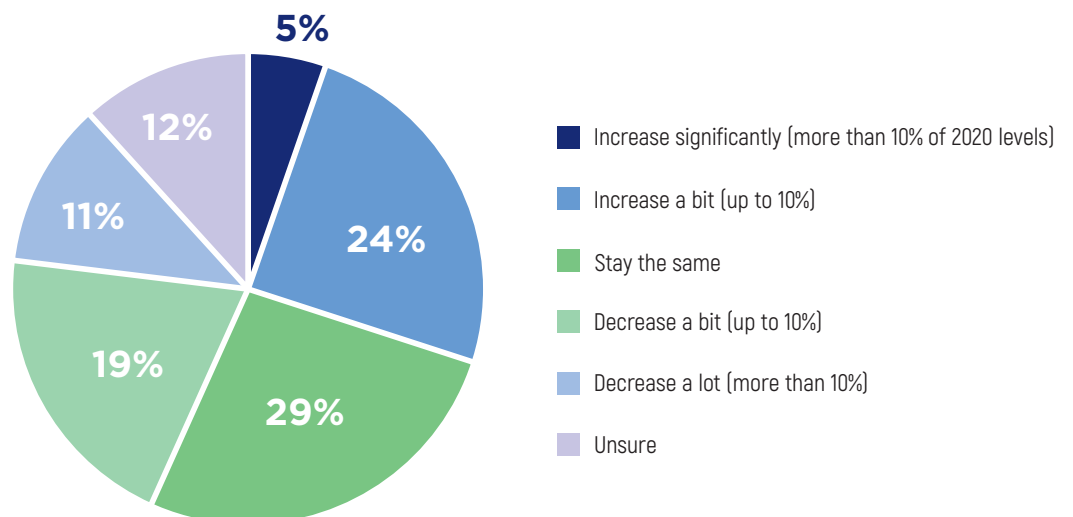
India (38%), Aus/NZ (32%), N. America (32%),
Japan/S. Korea (32%), S. America (31%)

Would you consider increasing your trade with existing non-EU market partners as a result of the EU Exit?



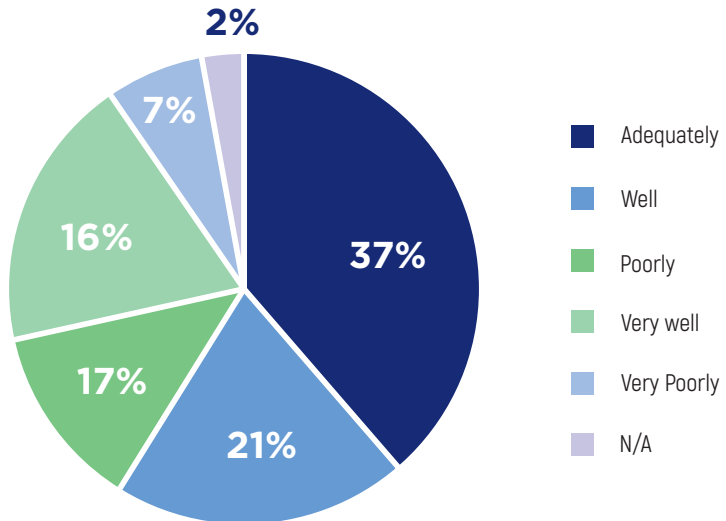
Changes to EU trade over the next year

Over the next year, how do you think your trade with the EU will change compared to 2020?



Prospects and support

How well are you managing with the new UK-EU trading relationship?



Top 5 challenges in coming year

Adjusting to Brexit (82%),
The economic climate (69%),
Supply chain disruptions (69%),
Responding to Covid-19 (67%),
Coping with increased demand (56%)



Impact of FTAs

Positive (44%),
Negative (14%),
Don't know or what's an FTA (42%)



34% would consider investing in the Humber Freeport and or Enterprise Zones now or in the future



Top 4 sources of support required

Introductions to customers/contacts abroad (17%)
Workshops/networking (15%)
Free face to face support (13%)
Access to sector specialists (12%)



Top 3 formats for advice re exporting

Online tools (44%),
Meetings (13%),
Info events (9%),



57% require no further support