



Department
for Business
Innovation & Skills

BIS PERFORMANCE INDICATORS

Number of UK Businesses
helped to improve their
performance through
internationalisation

JANUARY 2015

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Why is this indicator important?

This is an indicator of UK Trade and Investment's (UKTI) impact; it contributes directly to the Government's drive to promote growth through trade and investment.

How are we performing?

FY	UK Businesses Assisted
2013/14	47,960
2012/13	31,880
2011/12	26,640
2010/11	24,550

Please note that the above figures have been revised upwards to reflect final figures.

UKTI increased the number of businesses it assisted in the last financial year and is on target to increase to 50,000 the number of businesses assisted by end 2014-15. The target for companies helped during 2013/14 was 40,000.

What will influence this indicator?

The UK Government has set some clear aspirations for exports:

- Doubling UK exports to £1 trillion a year by 2020 (Budget, Mar 2012).
- Getting 100,000 more UK companies exporting by 2020 (PM, Nov 2011).

UKTI continues to lead a whole-of-Government effort to achieve these aspirations and has been helped by the Prime Minister leading the 2020 Export drive from the front. Also, the Chancellor of the Exchequer signalled a clear commitment to this effort in the 2014

Autumn Statement when he announced a £20 million package of support for first-time exporters.

What is BIS's role?

Selling abroad is the surest path to successful, sustainable, long-term growth. Companies that export become more productive, more innovative and more efficient than those that do not. Research shows they are also more likely to survive a recession than those firms that do not export.

UK Trade & Investment, working with the best of private sector expertise, is helping more companies sell their products and services internationally than ever before through its partners and network of trade officials in every Post and in every region.. To deliver these plans, UKTI identified four pathways to growth, three of which were particularly relevant to supporting exporters:

- A focus on high-growth, innovative SMEs to encourage more companies to export.
- Intensive support for larger companies seeking to win high-value opportunities overseas, with supply chain opportunities for SMEs.
- Focus on building strategic relationships by introducing key account management of the most significant inward investors and the UK's top exporters to offer a seamless, "one-stop" service.

Some notable activity in support of these includes:

- Strengthening business-to-business support overseas for UK companies in partnership with Chambers of Commerce;
- Increased support through UKTI's High Value Opportunities programme, which has delivered total wins of £17bn since 2011;
- The number of medium-sized businesses helped by UKTI has doubled from 1,000 to more than 2,000 and we are on track to meet our target of 3,000 MSB customers by March 2015. By the end of December 2014 we had already helped 2,778 medium-sized companies; and
- From April 2014 to the end of November 2014, more than £26.6bn of business wins were attributable to UKTI.

Indicator definition

The key source of data for measuring how UKTI is performing against its targets is its Customer Data Management System (CDMS) system, which provides the foundation information used within its Performance and Impact Monitoring Survey (PIMS). PIMS is UKTI's key performance measurement tool, it is an independent survey carried out by a

leading market research organisation. PIMS covers all significant customer-facing trade services and provides evidence about service quality, impact and about what difference UKTI makes to businesses. PIMS quarterly surveys are based on telephone interviews with a sample of users of UKTI's principal services. .

Businesses are counted against the measure only once in the year, even if they have received support relating to more than one overseas market during the year. A business is defined as a separate legal entity. Businesses are only counted against the target if the relevant details of support have been provided to the independent market research specialist for inclusion in PIMS. All such businesses are eligible for interview and are selected at random.

Further Information

More information is available from the UKTI website:

[Annual Report and Accounts](#)

[Performance and Impact Monitoring Survey \(PIMS\)](#)

Related indicators

[Average Unit Cost per FDI Project attracted to the UK with UKTI involvement](#)

Status

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