



Department for
International Trade



Department for
International Trade



Department for
International Trade

MCCO

Maritime Capability Campaign Office





UK Maritime Growth Opportunity

- The growth of the global maritime digital technology industry is forecast to be worth £263 billion by 2030.
- The UK shipping technology sector could be worth £13 billion per year by 2030.
- There are up to £1.45 trillion in potential investment opportunities for the decarbonisation of global shipping by 2050.
- There is tremendous global growth in subsea activity, which represents almost £8 billion a year in direct opportunities for the UK subsea industry.
- There is strong growth in interest for Foreign Direct Investment into UK maritime sector (£85m-£180m / year).



**Growth by
collective endeavour
across Defence &
Civil resources,
network access,
skills and expertise**



About the MCCO

What is the MCCO?

The Maritime Capability Campaign Office (MCCO) is a N° 10-mandated strategic planning organisation designed to maximise UK success in Maritime Exports and Investment across Defence and Civil - from ships to related technology and services, by:

1. Presenting and promoting the overall value of UK Maritime business
2. Increasing access to market intelligence, extending our planning horizons and informing clients in order to shape opportunities earlier.
3. Developing increased capability in coordination with company partners, resources, capacity and support from the wider HMG network, to provide a more compelling and targeted UK offer.
4. Injecting targeted resource into key activities to empower our network, e.g., market analysis, collateral development.

The MCCO coalesces existing prospecting activity and adds joint long term identification and influence into market shaping, deepening the offer, adding strategic prioritisation and optimisation of capability.



The MCCO aims to support a 25% increase in the UK's share of the global Maritime Exports market by 2030.

Increasing resources to aid the UK Maritime sector



Department for
International Trade



Notes:

- The MCCO will adopt a capability led, strategic planning model to maximise UK export success for maritime products, systems, subsystems, services and technology/IP.
- We intend to work across civil maritime and naval to ensure synergies between both commercial and defence maritime exports, and hence act as the export function of the National Shipbuilding Office.
- The team will have access to improved intelligence including the latest databases, which will provide global coverage of maritime exports and investment deals along side ongoing research and scoping projects.
- We will also see a large uplift in staff at HQ and overseas, recruiting from industry where appropriate. We will also have the capability for an increased presence at events and missions.



Headline Plans



Department for
International Trade



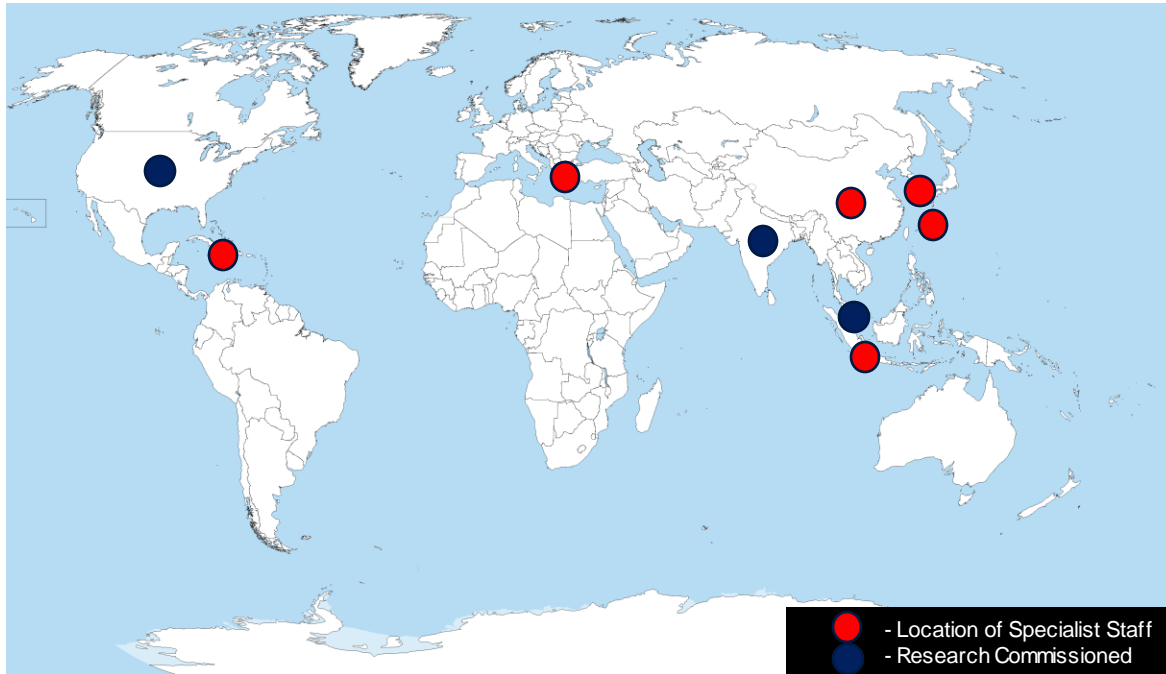


MCCO Objectives

- 1) Grow order intake values for collective Maritime sector**
 - i) Includes surface ships, hovercraft, helicopters,
 - ii) unmanned/autonomous vessels, systems, subsystems, technology & services
- 2) Grow Business Case Return**
- 3) Grow Foreign Direct Investment**
- 4) Improve Support to Export**
- 5) Taking long term and sustained action to influence and align Capability Requirements in Identify**
 - i) Build relationship and influence with countries and customers
 - ii) Identify long term capability and prospect requirements
 - iii) Offer of finance and access to UK technologies to improve operational competitiveness
 - iv) Raise the Equipment Requirements for performance and assurance to UK levels so UK Companies can win
 - v) Identify investment and amortisation opportunities to improve UK Company global competitiveness

Where do we see initial opportunities?

The MCCO has recently brought in extra resources to champion the Prime Minister's priority of Shipbuilding. This has included recruiting specialist staff to aid in scoping opportunities in foreign markets.



A Wealth of Opportunities

Clean Maritime
Technologies

Digital Maritime

Marine
Autonomy

Marine
Professional
Business
Services

Opportunities



Shipbuilding,
Refit & Repair

Leisure Marine

Marine Science



Re-balancing the maritime pipeline

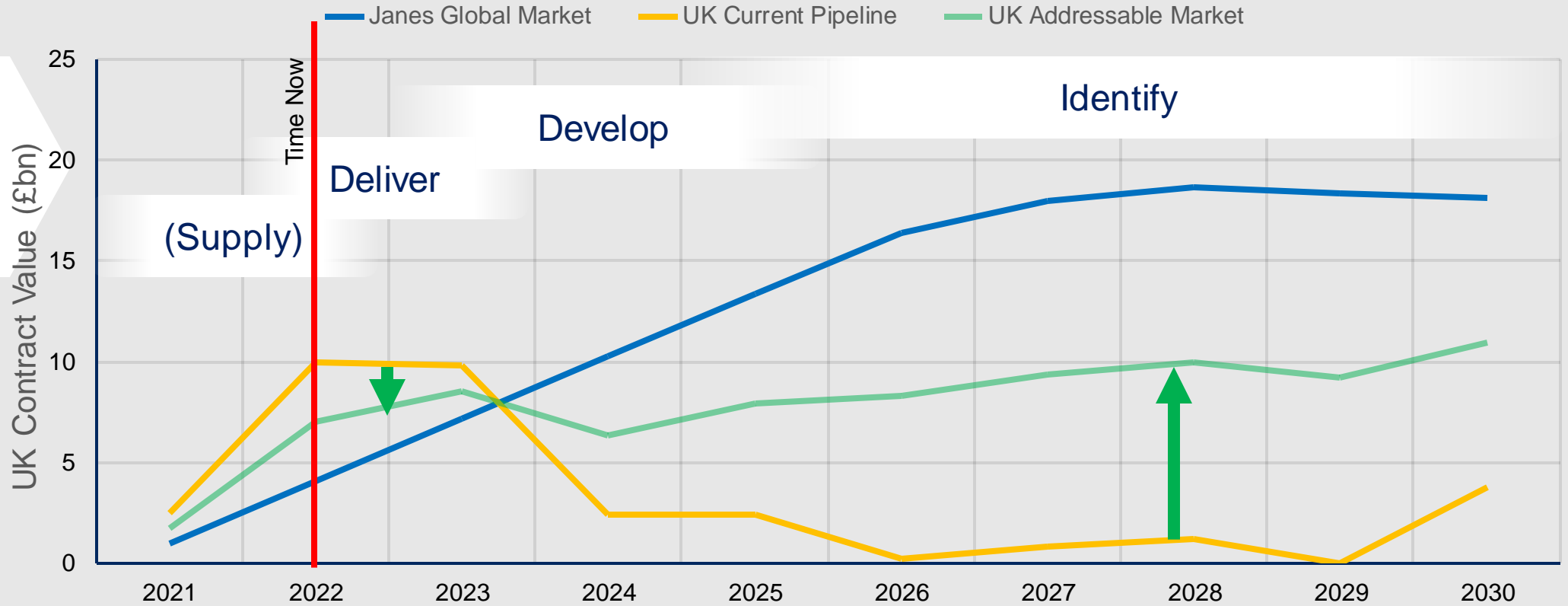
Current phases of

 prospects due to

 land in each period

 Civil sales lifecycle is

 shorter than for defence



MCCO intent for

 near- and longer-

 term campaign

 activity

1. Increase focus of effort on priority campaigns.
2. Realism review will likely move some the expected CED for some prospects and lower the height of 'bow wave'.

3. Build MCCO/industry confidence in long-term pipeline by earlier identification (and shaping) of capability requirements
4. Drive capabilities and demonstrate benefits to whole-life cost and performance improvements.

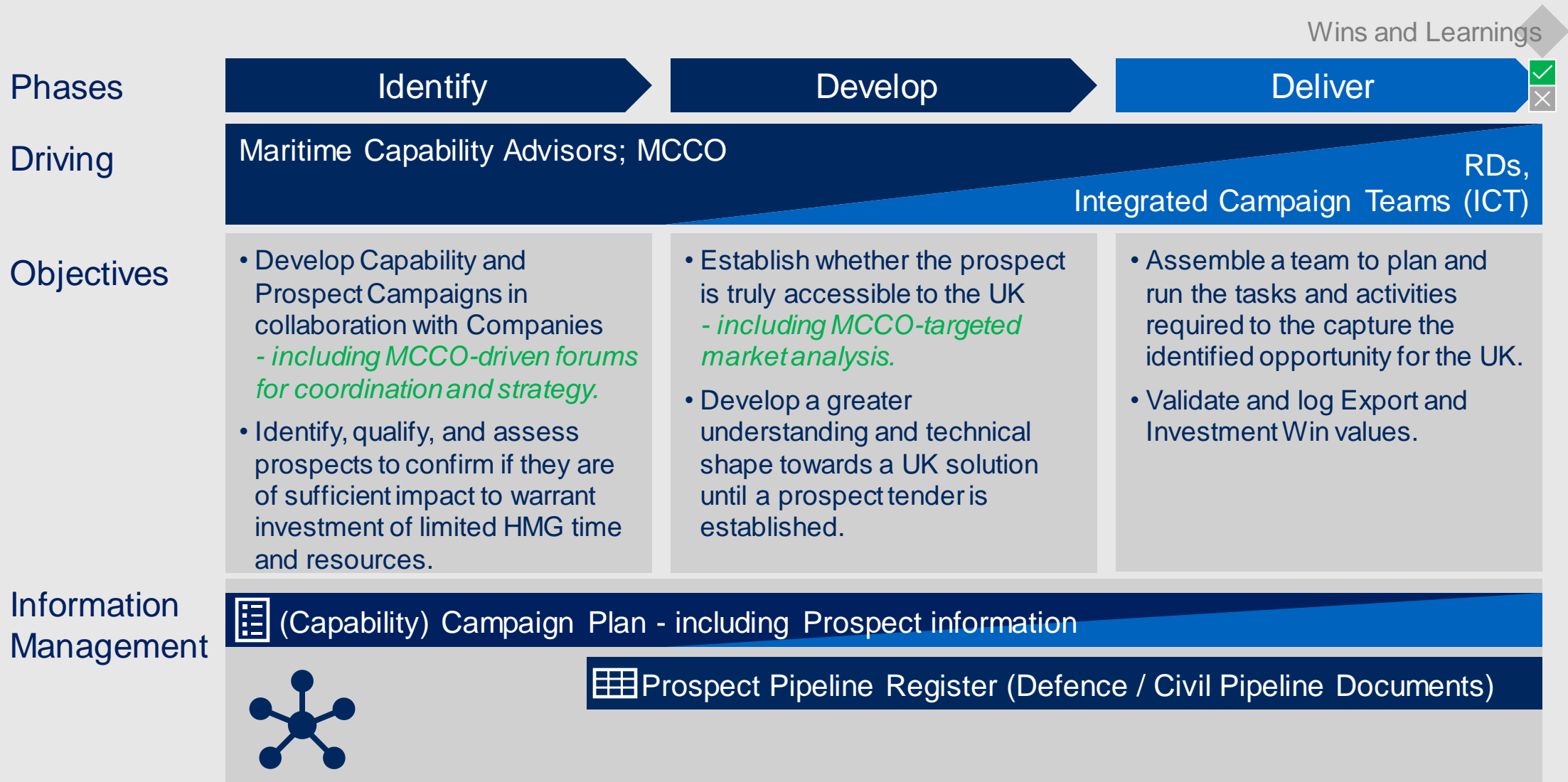
How the MCCO can support you?



Department for
International Trade



How MCCO Augments Campaign Development



How the MCCO can help?

The MCCO and DIT is strategically placed to support both UK organisations and overseas stakeholders to develop successful and sustainable long term partnerships. We are represented in over 100 countries world wide and have a regional network of ITAs across the UK. Reducing individual tariff, tariff barriers, inward FDI and ODI restriction of all firms to trade and invest effectively.

DIT's offer to individual firms:

- Specific market opening
- Matchmaking
- Information on accessing the UK market
- Information on opportunities
- Marketing and outreach
- Tailored advice and support
- Events and Missions
- UK Export Finance
- Export Support Service

DIT's wider offer:

- Bilateral FTAs/BITs
- Multilateral reform
- Plurilateral Deals
- In-country barriers removal
- Sector/regularity agreements
- Export Controls & Trade Remedies
- Unrivalled access to the UK supply chain



How else can we help?



Research	Assess supplier viability	Marketing	Shape Bid	Provide sell-side support	Identify further supply opportunities
Account Management	Provide 'soft landing'	Events	Provide financial support (UKEF)	Export licensing support	Win-loss review
Increase desire of suppliers to export	Build consortia or clusters	Leverage VIPs			Payment chasing



Generating the Lead



Department for
International Trade

- 1. Commissioning Research**
- 2. Account Management**
- 3. Increase desire of suppliers to export**
- 4. Increase ability to export**



Validating the Lead



Department for
International Trade

- 1. Assess supplier viability**
- 2. Provide 'soft landing'**
- 3. Build Consortia or clusters**
- 4. Assess the demand requirement**



Introduce Opportunity



Department for
International Trade

- 1. Marketing**
- 2. Events**
- 3. Leverage VIPs**



Events and Missions



Department for
International Trade

A key part of DIT's external engagement is its participation in international trade shows and outward trade missions. Attendance at strategic events such as Asia Pacific Maritime, Nor-Shipping and the upcoming Posidonia trade shows enables the department to promote the sector on a global scale.

UK Tradeshow Programme:

- DIT has introduced the UK Tradeshow Programme to help SMEs to understand the opportunities available to build their exporting capability through exhibiting at overseas trade shows.
- The programme is available to businesses throughout the UK, but we will be putting a particular effort into making sure businesses outside of London and the SE – where the proportion of exporting businesses tends to be lower – are aware of the programme and how to access it.



Securing the Opportunity



Department for
International Trade

- 1. Shaping the Bid**
- 2. Providing financial support (UKEF)**
- 3. Lobby for policy/regulatory change**



UK Export Finance



Department for
International Trade



UK Export Finance

Trade finance: UK Export Finance (UKEF) can play a pivotal role in supporting UK maritime businesses seeking to export or fulfil an overseas contract. UKEF's mission is to ensure that no viable UK export fails for lack of finance or insurance from the private sector, while operating at no net cost to the taxpayer.

An exporter in the sector can benefit from a range of products offered by UKEF to enable UK companies to:

1. Win contracts,
2. Fulfil orders
3. Enabling Insurance



Parkol Marine Engineering



Department for
International Trade

In early 2020, Parkol was commissioned by Irish fishing company D&N Kirwan to build a new 27-metre-long motorised trawler at their Middlesbrough site. To fulfil this deal, worth over £3 million, Parkol needed the capital stage payments to be guaranteed to the full value of the contract.

“Winning this export deal was an important milestone for our company, and we wouldn’t have been able to do it without UKEF. Coming at a crucial time for the business, it enabled us to get our staff back to work after furlough and allowed the business to keep operating.”- **Sally Atkinson, Director of Parkol Marine Engineering**



Landing the Opportunity



Department for
International Trade

- 1. Provide sell-side support (International Trade Service/
Export Support Service)**
- 2. Export Licensing Support**



Export Support Service



Department for
International Trade

- The Export Support Service is a new helpline and online service where UK businesses can get answers to practical questions about exporting to Europe.
- It gives access to cross government information and support all in one place.
- If you are a UK business you can use this free service, no matter the size of your business or which part of the UK you are based.
- Whilst the Export Support Service will initially focus on questions businesses have about trading with Europe the helpline may expand to cover more global markets in the future.



International Trade Service



Department for
International Trade

Having ITAs working within DIT, allows advisors to:

- Reflect DIT's trade strategy and ensure advice to UK exporters is well tailored to take advantage of the work of the Department.
- Respond quickly to new opportunities that arise globally, such as new trade deals we are signing with countries across the world and market access wins.
- Integrate the International Trade Service more closely with the Department's Export Support Service – including the Export Support Service, Export Academy and new UK Tradeshow Programme.
- Bring even more commercial expertise into the department and strengthen our presence in the regions.



Silverstream Technologies



Department for
International Trade

DIT provided support in opening networks and enabled the company to experience significant international growth. This has led to deals being made with leading names in the maritime industry including Carnival Cruises, Grimaldi Group and Lloyd's Register.

“Our trade advisor from the Department for International Trade has been instrumental in our recent success with this deal, as they know precisely the type of information that a business needs to tap into these key markets and reach these big companies.”- **Silverstream Technologies Founder & CEO, Noah Silberschmidt**



Maximise the Opportunity



Department for
International Trade

- 1. Identify further supply opportunities**
- 2. Win-loss Review**
- 3. Payment Chasing**



Export Growth Plan



Department for
International Trade

- 1. £38m Internationalisation Fund**
- 2. Export Academy**
- 3. 64 new International Trade Advisers**
- 4. 24 new Overseas Champions**
- 5. 100 additional Export Champions**



Call to Action



Department for
International Trade





What do we need Companies to do?

Help us join up and promote the collective benefit of UK's Maritime sector:

- 1) Tell us about your technology, products, services and markets
- 2) Help us understand your core technologies that are your USPs and the marketing strategies, particularly in the Identify phase
- 3) Tell us what is holding you back from being more successful in the export market
- 4) Coordinate stakeholder engagement with us
- 5) Share with MCCO (maritime@trade.gov.uk) the prospects you are working on (minimum of name, contract date, contract value) and keep them updated by liaising with ITAs, Specialists and Desk Officers
- 6) For prioritised prospects, join Integrated Campaign Team in Delivery phase (sometimes Develop Phase)
- 7) Tell us if you make any investments in your facilities, people, technology and markets
- 8) Use Maritime related SIC Codes in your Companies House registration
- 9) Fill out our questionnaire after this webinar

Next Steps



Department for
International Trade

- 1. Report back on findings**
- 2. Thematic presentations, initial campaign collateral and marketing materials.**
- 3. Run more focused webinars and guides, detailed plans, in-depth presentations and forums, focused webinars and updates.**
- 4. Briefings, details of opportunities and missions, research reporting, key campaigns and how to engage.**
- 5. Switch to BAU**



MCCO Contacts



Department for
International Trade

General Maritime Enquiries - maritime@trade.gov.uk

Ramin Hassan – Deputy Director Shipbuilding - ramin.hassan@trade.gov.uk

Darren Houston – Head of MCCO/Senior Navy Advisor - darren.houston@trade.gov.uk

John Hutchinson – Head of Civil Maritime – john.hutchinson@trade.gov.uk

Michael Essex - Deputy Head of Civil Maritime (Export) – michael.essex@trade.gov.uk

Luciana Ciubotariu – Deputy Head of Civil Maritime(Investment) - luciana.ciubotariu@trade.gov.uk

John Strang – Senior Shipbuilding Manager – john.strang@trade.gov.uk

Samuel Venters – Ports Lead – samuel.venters@trade.gov.uk

Graham Mulholland – Marine Supply Chain Lead – graham.mulholland@trade.gov.uk

Alessandro Renzulli – Services Lead - alessandro.renzulli@trade.gov.uk

