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**N E W S R E L E A S E**

# **Bucks LEP Chair spearheads international trade drive**

# **for creative industries**

International Trade Secretary Liz Truss has today launched 11 new trade advisory groups (TAGs), as part of a major new business engagement drive designed to support the UK’s ambitious trade negotiations, this includes the appointment of [Buckinghamshire Local Enterprise Partnership](https://www.buckstvlep.co.uk/)’s chair, Andrew M. Smith, to the new Creative Industries TAG.

Andrew M. Smith, Chair of Buckinghamshire Local Enterprise Partnership, said: “I am delighted to have been appointed by International Trade Secretary Liz Truss to the new creative industries Trade Advisory Group, as part of a major new business engagement drive designed to support the UK’s ambitious trade negotiations. As trade talks with Japan, the US, Australia and New Zealand intensify, I will be fighting the corner for Bucks businesses.”

The new groups are comprised of the best and brightest businesses people from all parts of Britain, and their advice will be used to help inform the government’s negotiating position and deliver key industry asks that benefit the whole UK, including securing new market access.

### Secretary of State for International Trade, Liz Truss said: “This is about bringing business closer to the negotiating table and using their expertise to help secure the best possible deals that deliver jobs and growth across Britain. Talks with Japan, the US, Australia and New Zealand are entering their crucial latter stages, so it is only right that we step up engagement with vital industries to utilise their technical and strategic expertise.”

**more…**

# **Bucks LEP Chair spearheads international trade drive: 2**

Liz Truss added: “I want business in Britain to feel engaged and informed about the work we’re doing to build an independent trade policy and how it impacts them. As we recover from Coronavirus we want to strike deals that benefit every part of the country so we can build back better and deliver a fairer country for all.”

The UK’s creative industries are one of our fastest growing sectors, contributing more than £90 billion to the UK economy. Buckinghamshire is at the forefront of the creative industries and has the highest proportion of employment in this sector in the UK with over 17,200 jobs across 4,430 businesses.

TAG Members have been selected to provide a breadth of knowledge and experience, the list of 11 Trade Advisory Groups are:

* Creative Industries
* Agri-Food
* Automotive, Aerospace and Marine
* British Manufacturing and Consumer Goods
* Investment
* Life Sciences
* Tech and Telecoms
* Chemicals
* Financial Services
* Professional Advisory Services
* Transport Services

A list of all members can be found on [gov.uk](https://www.gov.uk/government/publications/trade-advisory-groups-tags/trade-advisory-groups-membership)

Bucks LEP is a business led Local Enterprise Partnership which promotes economic growth and prosperity across Buckinghamshire. Bucks is a significant wealth generator for the UK economy, and the commitment of over £73m in Local Growth Funds is unleashing ambition and creativity in the county. This funding is enabling the delivery of new road and rail infrastructure, better skills and business opportunities and enhancing digital connectivity to support sustainable economic growth in Bucks, which sits at the heart of the Oxford-Cambridge Arc.

**Ends**

**Note to editors**

The [**Buckinghamshire Local Enterprise Partnership**](http://buckstvlep.co.uk/) (Bucks LEP) is a business-led ‘partnership of equals’ between local government and the private sector, building the conditions for sustainable economic growth in the County.

[**Buckinghamshire Business First**](http://www.bbf.uk.com/) (BBF) is the Growth Hub for the county and is backed by Buckinghamshire-based entrepreneurs, thousands of SMEs, the Buckinghamshire LEP and Buckinghamshire Council. BBF provides the link between public policy and the business community in Buckinghamshire and works with partners to create a dynamic business environment in the Entrepreneurial Heart of Britain.

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