

A new era for trade and industry

By **BARON HOLLICK OF NOTTING HILL**

PRIME MINISTER'S TRADE ENVOY TO TANZANIA AND KENYA



CLIVE HOLLICK

was chief executive of United Business Media from 1973 until 2005, guiding the company to being of the UK's most significant media companies. He has been a member of the House of Lords since 1991 and has advised the UK government on industrial policy. He has also worked in private equity and is a senior non-executive director of Diageo plc, a non-executive director of Honeywell International Inc and former chairman of London's Southbank Centre.

Prime Minister David Cameron appointed me as his Trade Envoy to Tanzania and Kenya in April 2014. I am one of 14 trade envoys charged with improving bilateral trade with our respective overseas markets. The UK government has set this programme up on a cross-party basis with the hope and intention that it will endure so that we can build relationships and foster links over an extended period of time. On top of the bilateral trade agenda, I am focusing on investment by UK companies into Tanzania.

Since my appointment, I have spent quite a lot of time talking to UK companies already investing in Tanzania as well as those who wish enter the Tanzanian market, to gain their impressions of the commercial landscape. I joined Prime Minister Cameron when he met with President Kikwete during the Guest of Government visit to the UK earlier this year, and have continued to build on the relationships I developed with the Tanzanian delegation during that visit.

I recently carried out my first official visit to Tanzania, which was timed to coincide with that of the Lord Mayor of the City of London. We undertook an intense programme of joint activity in Dar Es Salaam, focusing on the strengths of the City of London. However separately I visited Arusha, Mtwara and Zanzibar to assess the opportunities first-hand, particularly around the oil and gas sector. Over the course of my introductory visit, I engaged with both the British and Tanzanian business communities, and held extensive discussions with a number of key government ministries, both at central and regional government level. I met a number of leading business associations in Tanzania and had interesting discussions with DFID who have an impressive operation there.

Opportunities in Tanzania will flow from the oil and gas sector, and when I visited Tanzania I was pleased to see some UK companies already supporting the extractive industry sector. It is always best to try and increase those areas where you are already strong. We have world leaders in providing the highly specialised equipment and services needed in the extractives industry.

I also met some British businesses who are involved in manufacturing and who are looking to source specialist manufacturing equipment from the UK. In terms of professional services, another area where we have a strong reputation, there is more to be done and

indeed the Lord Mayor's visit showcased the strengths of the City of London. This is particularly relevant in terms of financing for oil and gas projects, again something that play to the UK's strengths.

Turning to trade from Tanzania to the UK, agricultural exports are growing nicely. In Arusha, I visited a very interesting project funded by DFID, which is exporting mange-tout and baby corn. The produce is packed in very sterile, tightly climatically-controlled conditions straight into a pack with Waitrose or Asda branding. It goes straight through the supply chain to the supermarket. They are able to comply with the UK requirements. Getting that assurance and level of control and quality has required some investment which DFID has provided through one of its investment partners.

I share the Tanzanians' disappointment that British Airways has withdrawn from the Tanzanian market, and I have expressed that to British Airways. BA will be looking at the figures scrupulously. I would have thought that a fast-growing economy, with a tremendous base for British investment and increasing levels of trade and investment with the UK, would encourage them to continue to think again. Meanwhile British aviation company Fastjet, (a commercial interest of Easygroup) is operating in Tanzania and seems to be widely and enthusiastically supported amongst the business community.

I think we already have a very strong partnership with Tanzania and are well placed to develop that relationship further. We are the biggest investor in Tanzania. The oil and gas opportunity enables us to build on that. The agricultural sector is one we can build on, but education, healthcare, tourism and financial services are all sectors where we have got something to bring to the party. We can help train and build capacity so that Tanzania has got the skills to actually benefit from the jobs creation.

Overall there is a general optimism around doing business in Tanzania. It is a wonderful country, and there are great opportunities there. The High Commissioner and her team are doing an excellent job to promote the High Level Prosperity Partnership, the UKTI team in Dar is expanding and the newly established British chamber of commerce will provide additional support to the British business community. I shall do what I can to assist them as I look ahead to my next visit to Tanzania.

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