

Annex C - Consultation Summary

Background

On 11 May 2022, the Export Strategy Green Paper was published which opened the Public Consultation to help inform the development of the strategy. This general consultation was joined by the Business Survey in early July which invited businesses in Jersey to share the detailed experience of exporting or challenges preventing them from doing so.

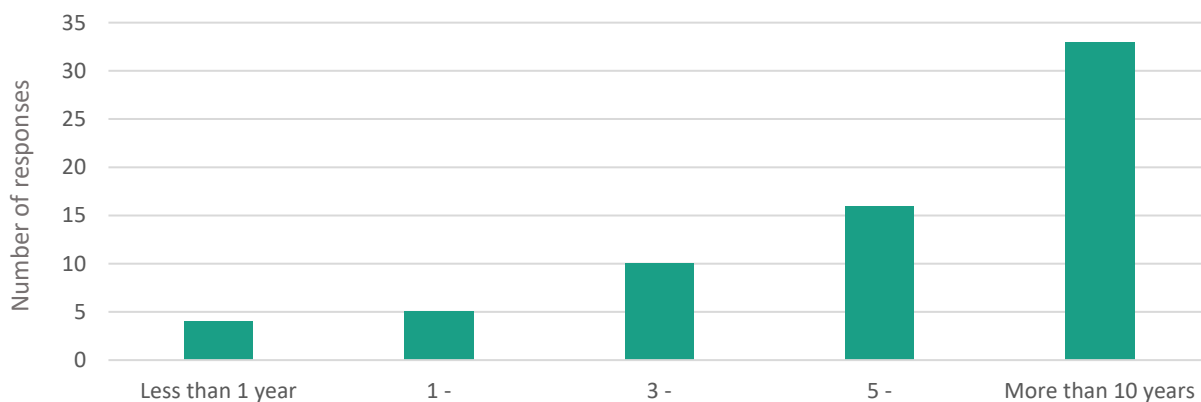
Both were available on the Government of Jersey website for anyone to respond and were promoted via Government social media channels, press notices, Arm's Length Organisations and business representative groups such as the Chamber of Commerce. This was added to by meetings with individual businesses and industry leaders who were identified as key contacts or engaged organically in the development of the strategy. The consultation period ended on 11 September 2022.

Number of Responses

	Public Consultation	Business Survey
Total responses analysed ⁴⁶	8	71

In addition, officials have met around 30 businesses and business representatives during the consultation period. Insights from these meetings are not included below.

1. How long has your business been operating in Jersey?



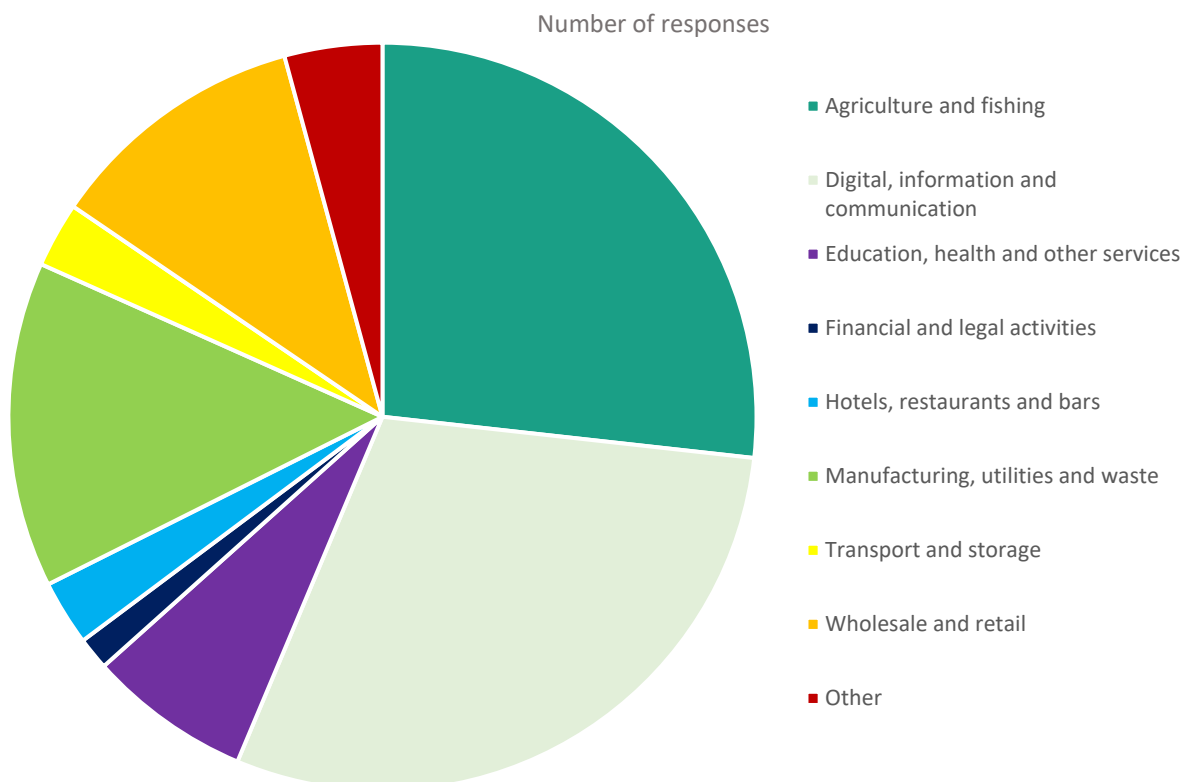
Over 80% of respondents have been operating for more than 3 years and over 50% for more than 10 years. The UK average is 8.5 years.

2. How many full-time equivalent posts does your business have?



This is a broad spread across FTE post numbers, despite the fact that 94% of Jersey businesses have below 20 FTE.

3. In which industry sector does your business predominantly operate?



The [UK Standard Industrial Classification](#) (SIC) categories were the basis for this survey. Certain assumptions were made when consolidating responses:

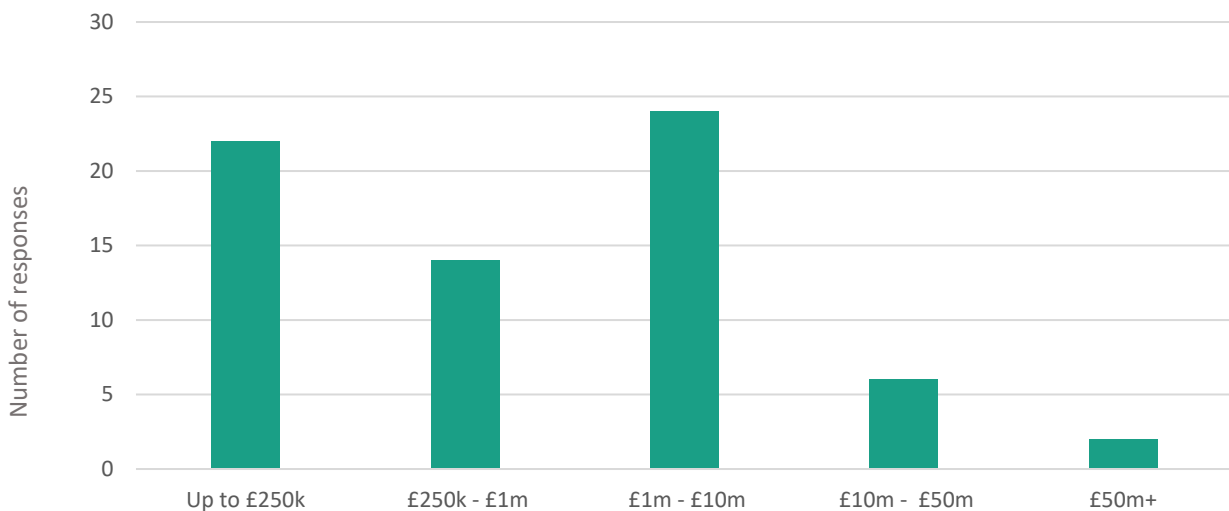
- Arts businesses were placed depending on the most relevant category (e.g. jewellery/ceramics within manufacturing)
- Companies that manufacture and also retail their own produce were placed in manufacturing
- Fintech companies were placed in digital, information and communication

- Ecommerce companies were placed in wholesale and retail

4. Is your business exclusively based in Jersey?

80% of respondents were exclusively based in Jersey. Businesses were instructed to respond 'no' if it has a parent company, holding company or subsidiaries outside of Jersey.

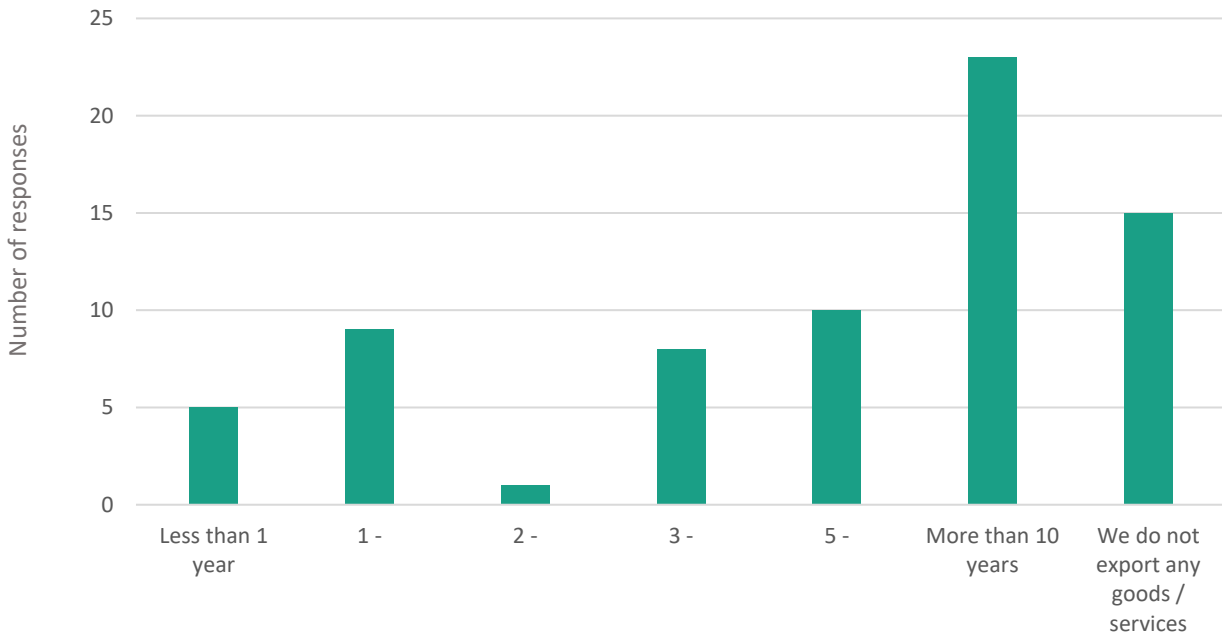
5. Which category best reflects the annual turnover of your business?



6. In the last 12 months, what percentage of purchases were made from Jersey-based businesses (rather than imports)?

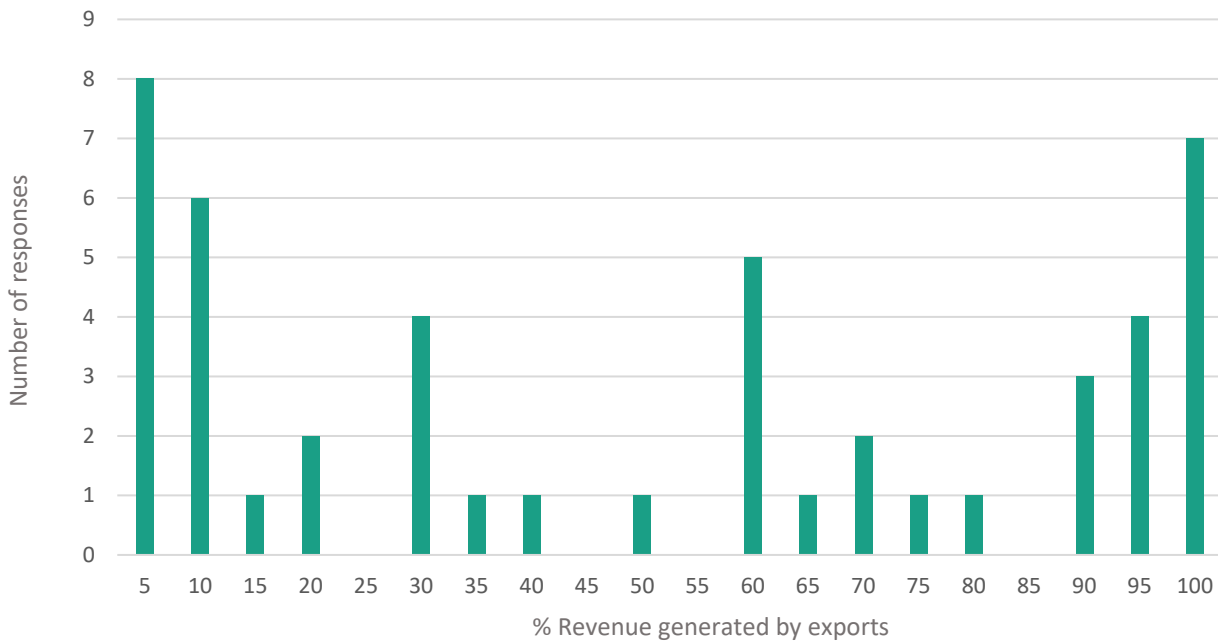
38% of total purchases made from Jersey companies. A number of responses qualified that products they required were not available in Jersey so had to be imported. Caution is needed in interpreting this figure as products can be sold via Jersey companies but originate abroad.

7. How long has your business been exporting?



[Q8 – 15 were answered only by the 48 respondents who indicated they exported in Q7]

8. In the last 12 months, what percentage of your business revenue came from exports?



Of the 48 exporters, the average estimate of revenue generated from exports was 50%. Generally, the larger the annual turnover, the larger the proportion of revenue came from exports. Businesses with a turnover above £1m had an average of 57% of their revenue from exports; those with a turnover above £10m had an average of 65%.

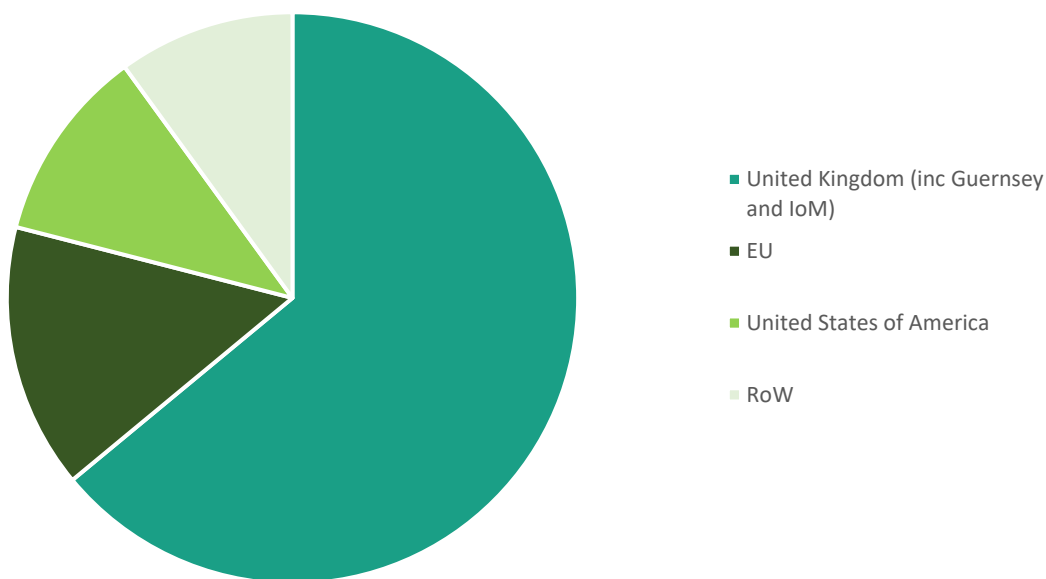
9. Thinking about goods, how are you exporting?

30 out of 48 respondents export goods (42%). 73% of goods exporters sell directly to overseas customers. The next largest was 23% who sell via agents/distributors.

10. Thinking about services, how are you exporting?

27 out of 48 respondents export services (38%). 59% of services were delivered by cross-border supply (e.g. emailing over architectural work). The next largest was 19% presence of a natural person⁴⁷ (e.g. a lawyer undertaking work abroad).

11. Which countries do you predominantly export to?



Businesses were asked to identify the top 5 destinations of their exports. The UK dominates responses followed by the EU then the USA. Of the EU countries, France is mentioned most but, on its own, is mentioned less than the USA. There was no significant difference in destinations from businesses who exports goods compared to services.

12. Has your business received any kind of support in reaching its current level of exports?

The vast majority did not report any kind of support. Of the few that did, some mentioned current export support being through agricultural grants and some referenced historical trade show support.

13. To what extent do you agree or disagree that you face the following challenges when exporting:

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Obtaining information about the market	6	10	14	10	3
Identifying the right contacts in the market	11	9	12	9	3
Having the necessary people resource to export	7	16	9	10	2
Managing the logistics of supplying the market	8	14	10	7	5
Dealing with legal, financial and customs regulations to export	12	16	5	8	3
Dealing with language barriers and managing cultural differences	3	7	9	17	8
Ensuring you get paid, protecting your intellectual property	6	7	16	11	5
Dealing with customer enquiries, orders and complaints	3	7	15	11	7

The top 3 issues facing those currently exporting were: dealing with legal, financial and customs, identifying the right contacts, and having the necessary people resource for exporting.

14. What are the most significant barrier/s you face when exporting?

Qualitative responses are summarised at the end.

15. Over the next three years, do you expect your exports to... increase, stay the same, or decrease?

Responses were incredibly positive about their future exports. 80% of businesses currently exporting expect their exports to increase and only 11% expect a decrease.

[Q16 – 19 were answered only by the 15 respondents who indicated they exported in Q7]

16. Do you see any opportunities for exporting in the next three years?

58% of respondents not currently exporting said they see opportunities to start. Of those that did not, some businesses sell products that are not typically exported.

17. To what extent do you agree or disagree that you would face the following challenges when exporting:

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
Obtaining information about the market	1	5	3	1	1
Identifying the right contacts in the market	2	3	2	3	0
Having the necessary people resource to export	2	4	4	0	1
Managing the logistics of supplying the market	1	3	5	1	0
Dealing with legal, financial and customs regulations to export	5	2	3	0	0
Dealing with language barriers and managing cultural differences	2	0	3	4	2
Ensuring you get paid, protecting your intellectual property	2	2	3	3	1
Dealing with customer enquiries, orders and complaints	0	3	3	4	1

The top 3 issues facing those not currently exporting were: obtaining market information, managing logistics, and dealing with legal, financial and customs.

18. What are the most significant barrier/s you face when exporting?

Qualitative responses are summarised at the end.

19. Which countries would you expect to export to?

Responses were similar to the existing exporters destinations with the UK, EU and USA mentioned. With only 9 respondents, further comparison is not considered valuable.

20. How much do you agree or disagree that the following would be useful in helping you to export?

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree
International export mentoring and training	11	13	20	8	3
Export regulation advice	12	17	15	7	3
Market feasibility research and identifying contacts	10	18	18	3	5
Promotional activities such as producing marketing material	13	9	9	8	5
Access to financial support	19	18	14	2	1
Stronger transport / logistics links between Jersey and France	1	8	13	11	6
Stronger transport / logistics links between Jersey and the UK	25	13	7	4	5

The top 3 areas that most strongly agreed would help exports were: access to financial support, stronger transport / logistics links between Jersey and the UK, export regulation advice. The lack of support for stronger links with France seems at odds with direct business engagement. Goods exporters were almost unanimously interested in increasing links to the continent.

21. How else could the Government of Jersey support the development of exports?

Qualitative responses are summarised at the end.

Qualitative Responses

Responses to the Public Consultation and the qualitative responses from the Business Survey were compiled and then reviewed to identify common themes. The top 3 challenges or opportunities were: customs and tax, logistics cost, and an export support service. Many respondents mentioned more than one challenge or opportunity, so these responses exceed the number of respondents. Some specific issues identified by only a few respondents will be followed up separately.

Top 10 Themes - Qualitative Responses

