



**International Diaspora Strategy  
Workshop**

**National University of Ireland**

**Maynooth**

**26<sup>th</sup> - 28<sup>th</sup> of January 2008**

## What is globalscot?

*An active international business network of senior, influential, well connected and experienced Scots, or those with an affinity for Scotland, who want to contribute to and share in Scotland's economic success.*



## Why Globalscot

Long term approach to address **market failure** such as risk aversion and information deficiencies that were reflected in low levels of entrepreneurship and confidence in Scotland.

# Globally based membership



★ SDI offices

## Globalscot Evaluation

- Assess progress against objectives
- Identify economic and soft impacts
- Assess the health of the network
- Make recommendations on next phase of development.

# Scottish 'brain bank' provides the model

**Published: Dec 14, 2008 Article**

*Global South Africans is modelled on Scotland's GlobalScot network, which has generated tens of millions of dollars in deals and training for its home country*



# What is Globalscot Delivering?

- **Business results:**

- Increased sales in new markets
- £x GVA

- **Relationship gain:**

- Access to key decision makers
- Accelerating penetration of new markets
- New leads and contacts

- **Strategic development:**

- More robust strategies for market entry/business growth
- Improved business efficiency

- **Attitudinal change:**

- Improved attitudes to networking
- Better networking capability



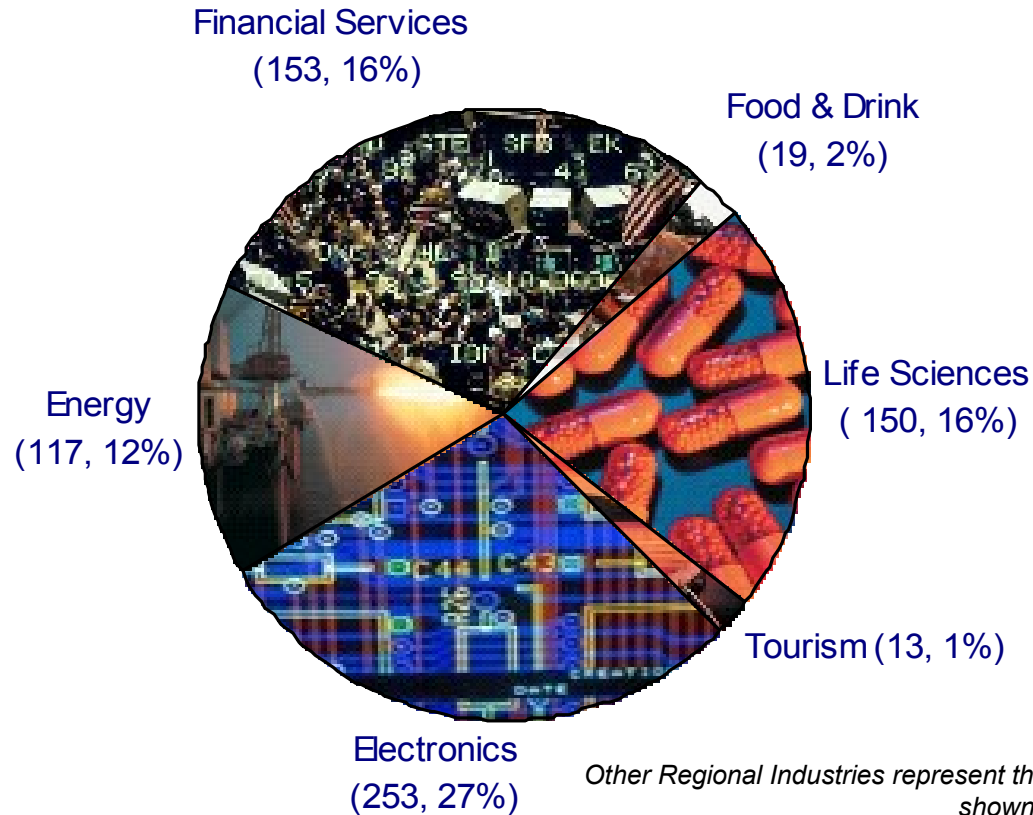
## Challenges

- Demand from users – networking aversion
- Quality Assurance
- Globalscot involvement and engagement
- Need for Globalscot champions
- Network / members need re-energised.
- Diversity and Churn

## Refresh, Reposition and Reinvigorate

- Membership review
- Web site development
- Dedicated relationship management of members
- Increase knowledge and awareness of *asset* amongst the business community.
- Fit for purpose

# Sectoral representation



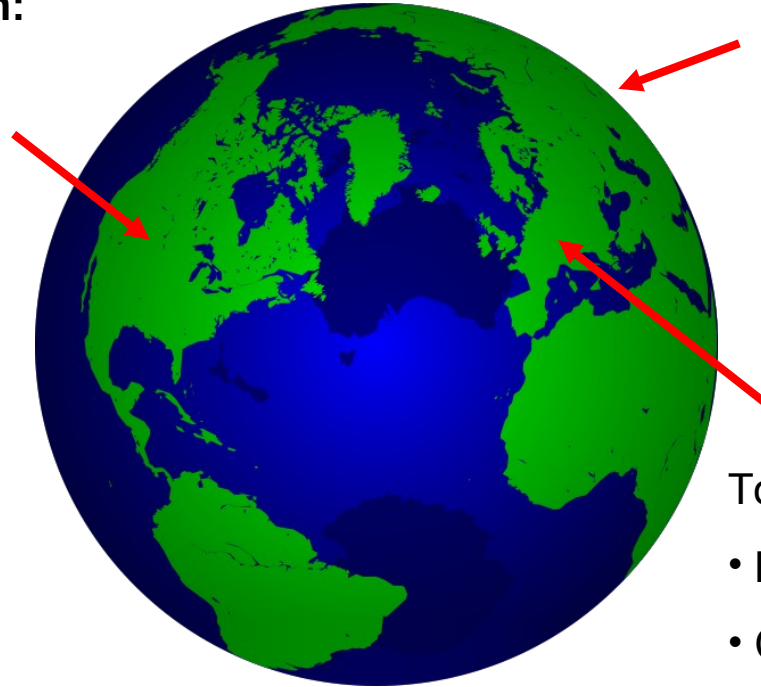
# Membership Mapping

## Life Sciences (160 members)

### By sub-sector / region:

Total N. America = 90

- Biotech = 60 (67%)
- CROs = 29 (32%)
- Med Dev = 40 (44%)
- Pharma = 48 (53%)



Total Asia/Oceania = 15

- Biotech = 10 (67%)
- CROs = 5 (33%)
- Med Dev = 5 (33%)
- Pharma = 8 (53%)

Total Europe = 55

- Biotech = 40 (73%)
- CROs = 23 (41%)
- Med Dev = 27 (49%)
- Pharma = 35 (64%)



# Existing Assets

# Asset Performance

# To Achieve OECD Mid-Top Quartile Avg

**Creativity:**  
15% UK – HEI Patents

**Natural Resources:**  
20% Euro wind/tidal  
Subsea capability  
Finance services  
History/culture

**Capability:**  
50% Youth into HE/FE  
76% Employment rate

LOW BUSINESS R&D

LOW ENTERPRISE

LOW COMPANIES OF SCALE

LOW PRODUCTIVITY



QUADRUPLE



DOUBLE



DOUBLE



PLUS 20%



**COMPETITIVE  
SUPPLY SIDE**



**UNCOMPETITIVE  
DEMAND SIDE**



**WEALTH GAP**



Scottish Enterprise

## Value Proposition...is this enough?

- For globalscots
  - “Globalscot offers a unique opportunity to contribute to and share in Scotland’s economic success as part of a powerful international business network.”
- For Businesses
  - “Globalscot delivers free access to a unique business network committed to the growth of your business and the economy.”



# Conclusions

- **Globalscot works:**
  - Creates a pipeline of impacts
  - Offers good value for money
  - Offers potential for substantial future impacts
- **The market failure persists:**
  - Is growing in intensity
  - Exists within SE
  - Exists within business community
  - Globalscot shows evidence of addressing it
- **SE role is critical:**
  - No viable alternative
  - Honest broker role valued
  - Team are pivotal in marketing
  - Globalscot could not yet self-sustain
- **Uptake and value can be increased:**
  - In-depth training and incentivising for intermediaries
  - Improve website user-friendliness