



**ABHI**



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# **THE PULSE OF HEALTHTECH: 2023 BUSINESS SURVEY**



**ABHI is the UK's leading industry association for health technology (HealthTech).** ABHI supports the HealthTech community to save and enhance lives. Members, including both multinationals and small and medium sized enterprises (SMEs), supply products from syringes and wound dressings to surgical robots, in-vitro diagnostics and digitally enhanced technologies. We represent the industry to stakeholders, such as the government, NHS and regulators. HealthTech plays a key role in supporting the delivery of healthcare and is a significant contributor to the UK's economic growth. HealthTech is the largest employer in the broader Life Sciences sector, employing 145,700 people in 4,300 companies, with a combined turnover of £30bn. The industry has enjoyed growth of around 5% in recent years. ABHI's 400 members account for approximately 80% of the sector by value.

Our work is led by two overarching priorities, growth and regulation. Within these come a number of key work areas including:

- Digital Health
- Early Diagnosis
- Health Equity
- Equality Diversity, and Inclusion
- Innovation & Investment
- International
- NHS Collaboration
- Sustainability
- UK Market Access
- UK Business Development
- UK Regulation

**CPI** catalyses the adoption of advanced technologies and manufacturing solutions to benefit people, places, and our planet.

We're a pioneering social enterprise that accelerates the development, scale-up and commercialisation of smart AgriFoodTech, energy storage, HealthTech, materials, and pharma innovations. Through our incredible innovation experts and infrastructure, we look beyond the obvious to transform healthcare and drive towards a sustainable future.

Within the HealthTech industry, we solve component, product and process development as well as scale-up challenges for transformative health and wellness technologies to meet global healthcare needs.

We push the boundaries of manufacturing and apply IoT technologies to help bring digital HealthTech solutions to patients. Our in vitro diagnostics innovation enables earlier and more accurate diagnoses, and our wireless communications, flexible electronics, and additive manufacturing expertise make next-generation medical devices and wearables more wearable.

As a trusted partner of industry, academia, government, entrepreneurs and the investment community, we connect the dots within the innovation ecosystem to make great ideas and inventions a reality. We believe by working together we can build a better collective future, and as part of the High Value Manufacturing Catapult, we facilitate access to world-class organisations to deliver transformation across industries and landscapes.

Creating lasting global impact from the North of England and Scotland, we invest in people and disruptive technologies to invigorate economies, create circular supply chains and make our world a better place.

## PULSE OF THE HEALTHTECH SECTOR SURVEY

The potential offered by HealthTech is immense, from technologies that facilitate the provision of improved patient care and increased efficiencies, to driving growth and supporting the UK's ambition to become a global science and technology superpower. The sector is incredibly broad and provides technologies from syringes, and wound dressings to in vitro diagnostics, surgical robots, and AI enhanced technologies. Every person in the UK will interact with HealthTech at some point in their lives.

The UK has historically been a first-tier market for HealthTech, and our country has a reputation for world class research and pragmatic, enabling and effective regulation. There are, however, challenges to be overcome to realise the full potential of the UK HealthTech sector.

To better understand these challenges, ABHI has partnered with CPI, and building on a similar piece of work carried out last year, has conducted a business confidence survey to truly take the 'pulse of the sector'.

## EXECUTIVE SUMMARY

The [Life Sciences Vision](#), published in 2021, set out a strategy to solidify the UK's position as a global hub for HealthTech. ABHI and CPI continue to champion the document and its ambitions and applaud the government for the progress that has been reported so far.

Despite progress, the lived experience of the sector is one of increased challenge. The barriers identified are not necessarily new ones, however they are having a tangible impact on the ability of the sector to bring HealthTech to the UK.

This year's survey has shown almost half of HealthTech companies have now removed products from the market due to insurmountable regulatory challenges, and for those removing products, companies now predict that 31% of their product portfolio is at risk in the short -medium term, an increase from 20% in 2022. Two thirds are reporting they are delaying bringing innovation to the UK for the second year running; and 10% are reporting they may soon relocate their existing R&D activity abroad. Inflationary pressures have also impacted in 2023, with over a quarter of companies reporting having to remove a product from the market due to the price the NHS is willing to pay now being below cost, and over a third of respondents have chosen not to bid on specific tenders as a result of unworkable requirements. Companies understand the immense financial pressures that the NHS faces, and that the Service must demonstrate value for the UK taxpayer, but the current approach is unsustainable and puts the care provided by the NHS at risk.

There is a vast opportunity to realise the full potential of the sector and the survey data support this. If the UK can deliver swiftly and effectively its future model for regulation, including rapid near-automatic recognition as announced in the Spring budget by the Chancellor, timelines for products already approved elsewhere entering the NHS could reduce dramatically. Companies have also commended early-stage research support, elements of the local skills base and the opportunity for AI. Optimism is high about what the future regulatory model may look like, and the recently announced £520m for Life Sciences manufacturing could offer some of the bespoke support the sector requires. Companies also rate the UK as highly as anywhere in the world in the willingness of the health system to collaborate with industry.

The reality today, however, is that barriers are reducing the ability of patients to access lifesaving and life enhancing technology. The need to deliver immediate change and the opportunity to do so is clear. We must ensure existing policy commitments are delivered and the UK Government listens to the sector's requests for economic, technical and regulatory support to facilitate an innovative environment and cement the UK's position as a global hub for HealthTech.

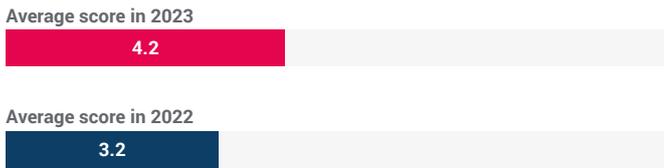
## THE LIFE SCIENCES VISION

The Life Sciences Vision (LSV), published in 2021, set out a UK strategy with the aim of solidifying the UK's position as a global hub for HealthTech and building a reputation as a Science Superpower.

The LSV places particular emphasis on making the NHS the country's most powerful driver of innovation, making the UK the best place in the world to trial and test products at scale, and creating an outstanding business environment for Life Sciences companies.

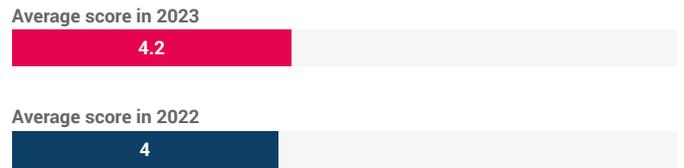
On a scale of 1-10 where 10 is the ambition has been realised, please rate the statement: 'The NHS is the UK's most powerful driver of innovation'.

Figure 1



On a scale of 1-10 where 10 is the ambition has been realised, please rate the statement: 'The UK as the best place in the world to trial and test products at scale'.

Figure 2



On a scale of 1-10 where 10 is the ambition has been realised, please rate the statement. 'The UK has an outstanding business environment for HealthTech firms – which supports company growth'.

Figure 3



Although companies are reporting the realisation of the ten-year vision's ambitions positively, and sentiments across all three ambitions have improved as will be explored in this report, more work is still required. Whilst some, small improvements have been seen from 2022, scores remain frustratingly low.

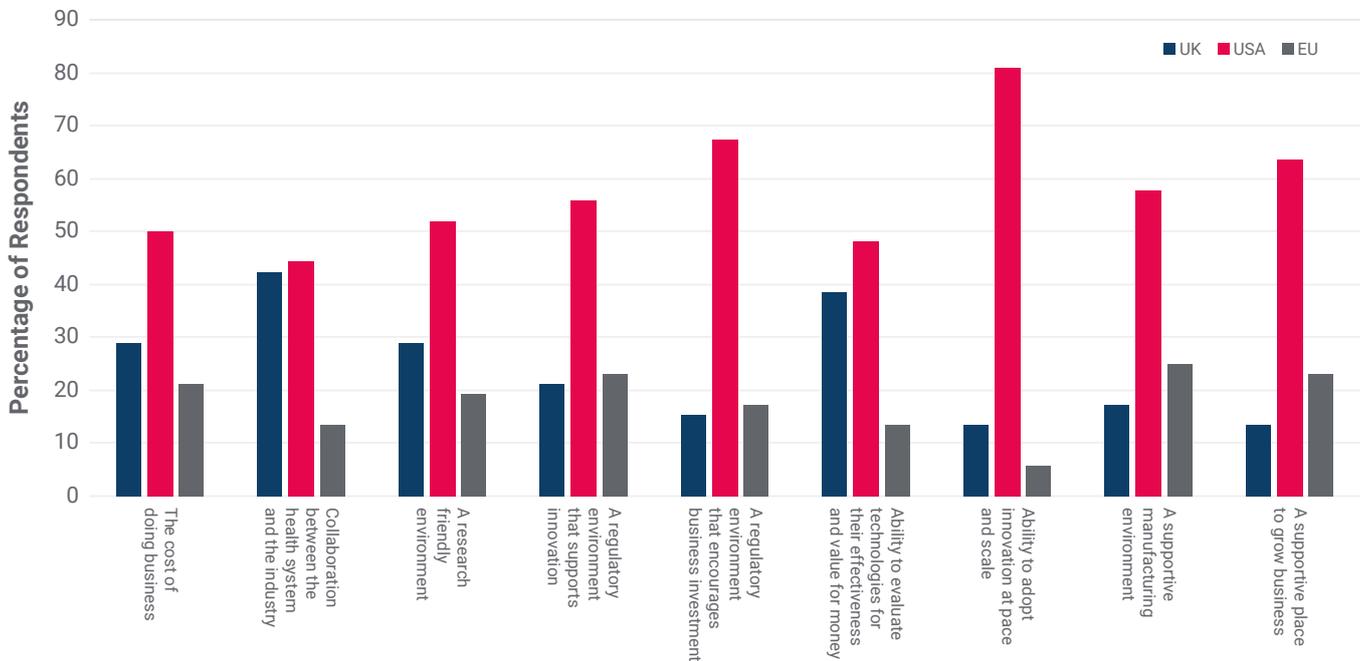
Reasons for this include a perception that the NHS is too focused on short term cost rather than value, and persistent regulatory challenges. Other themes explored in the report include the business environment, R&D and Manufacturing, and the adoption and procurement of HealthTech.

## UK ATTRACTIVENESS

To understand how attractive the UK is to HealthTech companies in comparison with other major markets, survey respondents were asked to rate the UK against the US and EU for a number of criteria.

Please select the MOST attractive market (geography) for each of these statements

Figure 4



Continuing the trend from 2022, the HealthTech sector is increasingly viewing the US as the most attractive market globally. The US polled most favourably across all attributes, some of which markedly so. The vast majority of companies (81%) rated it most highly for its ability to adopt innovation at pace and scale, in comparison to 6% for the EU and 13% for UK. The US also leads with regards to how its regulatory environment encourages investment and innovation, consistent with other data sources over the last decade. HealthTech is looking more and more to the US when bringing innovation to market. This was also mirrored in the ABHI/CPI report: [Challenges and Opportunities for the UK HealthTech Industry](#), where the US was seen as attractive from a regulatory and market size perspective.

It does, however, demonstrate an opportunity for the UK. The UK ranks as approximately the same as the EU in some areas, and polls more favourably in others such as our research environment, strong collaboration between the health system and industry, and the ability to evaluate technologies. If the UK can build on these strengths, for example by continuing the existing direction of travel for regulatory policy through initiatives such as international recognition and the Innovation Devices Access Pathway (IDAP), we maintain it can begin to deliver the ambition of the Life Sciences Vision to become an outstanding business environment for HealthTech.

## R&D AND MANUFACTURING

There are [1,332 sites in the UK](#) that carry out R&D in house or on a contract basis. There are also 1,548 companies that carry out manufacturing in the UK. The UK also has around 50 universities that are [research active in HealthTech](#).

The environment in the UK has been very active in the early research stage, with a strong collaborative ecosystem and funding, however the UK struggles to scale and grow HealthTech businesses. The data from the survey reflects this.

Please select how much you agree with the following statement: *'The UK offers world class research for health technologies.'*

Figure 5



Please select how much you agree with the following statement: *'The UK offers world class product development capabilities for health technologies.'*

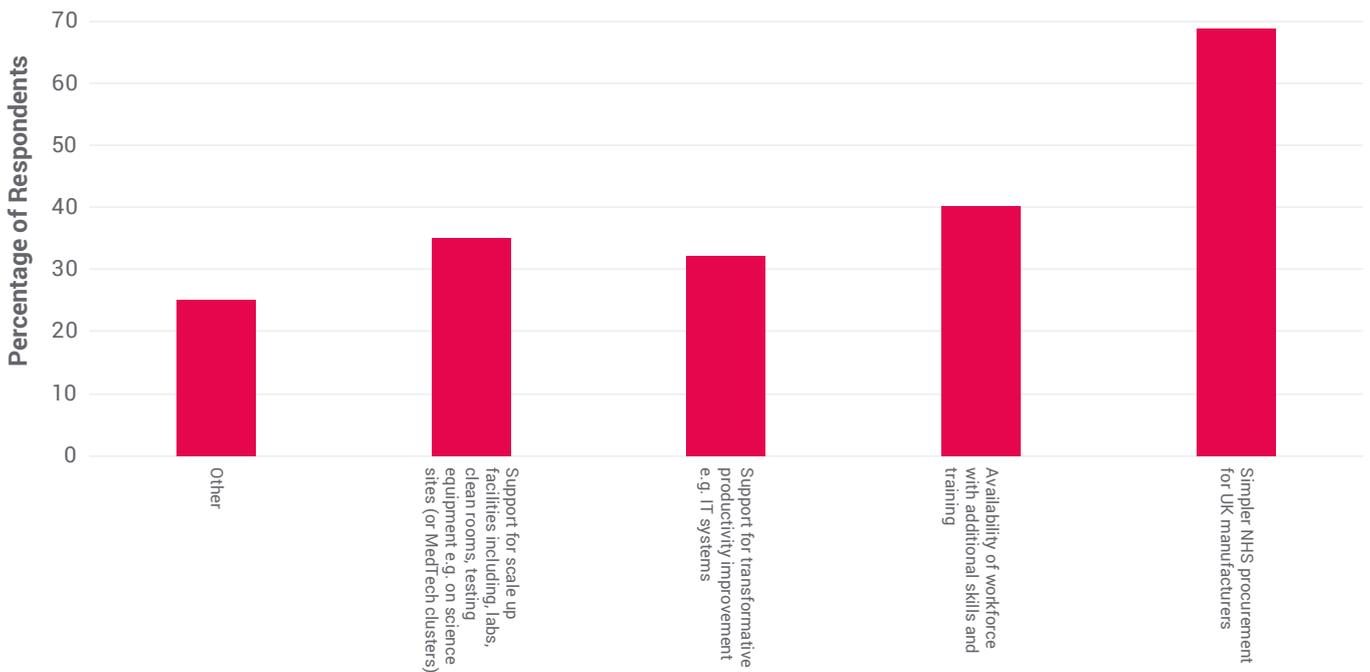
Figure 6



Where do you think UK industry needs support in order to grow its HealthTech manufacturing?

**40% of respondents called for support to address the availability of workforce with additional skills and training.**

Figure 7



It is well recognised that the UK has a strong capability in research, however, has traditionally lagged behind in product development and this theme was persistent in the 2023 data.

Positively, HealthTech companies commended strong collaborations with universities and the broader ecosystem including academia, catapults, healthcare providers and various advanced research hubs. Organisations such as the National Institute for Health and Care Research (NIHR), the National Institute for Health and Care Excellence (NICE), the Health Innovation Networks (HINs), Innovate UK and some of the leading universities across the UK were called out as being specific enablers, and the UK Government is also applauded for the level of funding available for early-stage research.

There is however a perception that our strengths, and indeed the funding and support available, after early-stage research tail off. Companies noted that support closer to the market is required for translational research and fragmentation needs to be reduced from initial concept through to manufacture. Specific examples included easily accessible low volume prototyping, standardisation of digital compliance, digital interoperability and specialised skill sets. Regulatory challenges were cited frequently as a barrier to both research and development, and there is also a requirement to increase the resource available within the NHS to support clinically facing work.

Respondents expressed concerns that the UK could have a stronger scale up ecosystem and this sentiment is demonstrated by 35% of respondents selecting scale up facilities as a key area in need of support to help grow HealthTech manufacturing. Other comments were around the difficulty of sourcing a skilled workforce, the lack of support for

transformative productivity improvements and specific scale-up facilities including laboratories, clean rooms and testing facilities. There was a positive view that the UK can cater effectively to more niche capabilities.

Investment in HealthTech manufacturing within a specific geography generally tends to follow successful R&D. The UK has a strong, high value manufacturing sector, often underpinned by complex international supply chains for raw materials and components. Within HealthTech, the UK does have strengths it can build upon, however, the data suggest that support infrastructure must be seen more holistically. Other barriers noted include the UK having high overheads, a comparatively poor tax regime and high supply chain costs.

The [Catapult network](#), that supports the development of new technologies, was commended. Companies indicated that if it could go further, specific elements would be beneficial to support new products and process innovation. These included elements of digitalisation, from compliance support through to data integration platforms and cybersecurity, and scalable autonomous manufacturing solutions. Regulatory support and ecosystem collaboration were again common themes.

At the Autumn Statement, the Chancellor announced £520m for life sciences manufacturing to build resilience for future health emergencies and capitalise on the UK's world-leading research and development. There is a real opportunity to ensure this funding provides some of the bespoke and effective support the sector requires.

By some considerable distance, respondents suggested that single greatest thing that could be done to support growth in UK manufacturing would be to create an NHS procurement process that was more easily receptive to HealthTech.

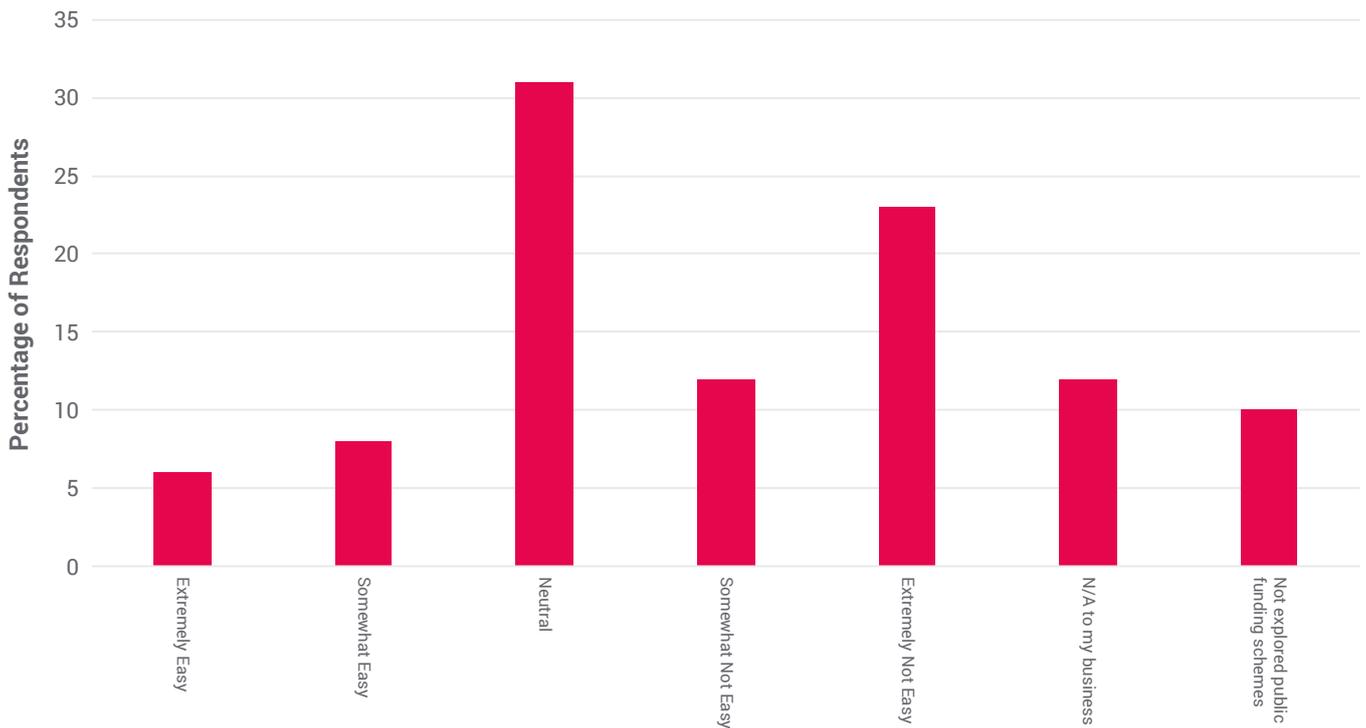
## ACCESS TO FUNDING

Developing new HealthTech products is a long and resource intensive process, with often significant delays between invention and first revenue. This can provide a serious cash flow issue especially for entrepreneurs and start-ups. In the UK, there are a number of mechanisms to support companies from bodies like Innovate UK and NIHR, and the

UK has a strong private funding ecosystem though Private Equity, Angels and VCs. However, as products move closer to market, support drop off, with many companies, struggling to secure private or public funding towards the clinical research and manufacturing phase of new product development.

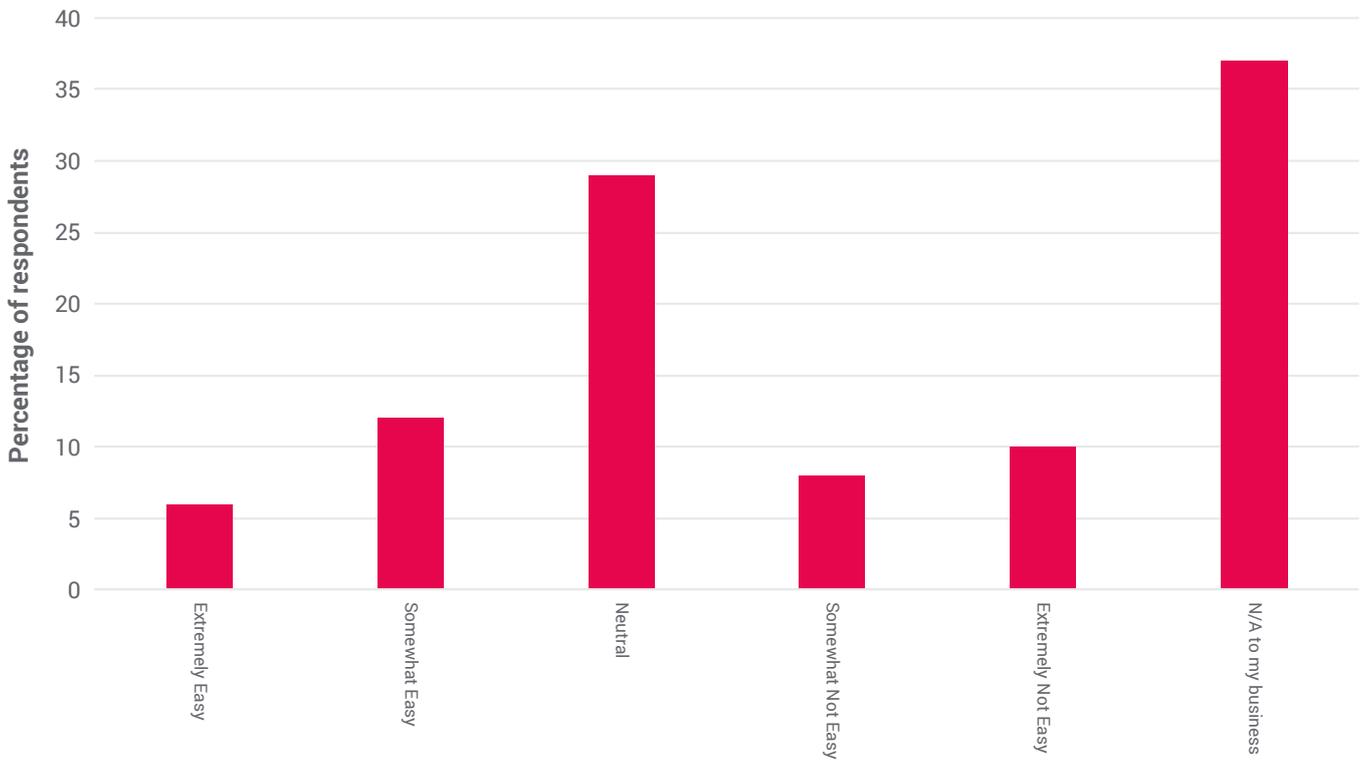
In terms of public funding schemes that can be used to aid your company growth e.g., Innovate UK, how easy have you found it to access such funding?

Figure 8



In terms of securing private investment in the UK, how easy have you found it to secure such investment?

Figure 9



### Access to finance

In the UK, the HealthTech ecosystem is comprised of almost 4000 small companies. As a highly regulated industry, there are necessarily significant barriers to entry. The sector’s complexity and costs can increase the challenge these companies face in accessing finance.

### Public Funding

In line with trends identified in the HealthTRIP report, companies noted the complexity of public funding support as potentially limiting the value of any current government spending. 35% of firms noted this as a difficulty, compared to only 14% finding it easy.

**35% of firms noted the complexity of public funding support as potentially limiting the value of any current government spending.**

Companies of all sizes expressed a need for funding support specifically for manufacturing and scaling up. However, when discussing existing support, small companies expressed struggles around the relatively high minimum spend

thresholds placed on companies to be eligible. Whilst large companies expressed similar desires for support in scale up manufacturing, they focussed their concerns more on the need to better encourage investment in innovative manufacturing methods in the UK.

A need largely unique to SMEs was increased assistance with clinical investigations, particularly in the generation of real-world evidence. Issues with the generation of this type of evidence are acting as a barrier to innovation, and dedicated public funding schemes may be a helpful remedy.

### Private Funding

Those that found accessing private funding to be extremely easy, were all large corporations. The opposite is true when considering those who responded, ‘extremely not easy’. Here, respondents stated that there had been a decline in private investment across the sector, and direct comparisons were made to the USA. Industry stated that funding was focussed towards the USA, with investor valuations being far higher in that market than in the UK.

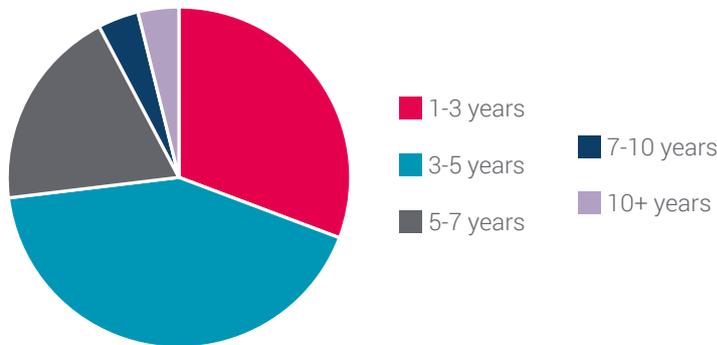
# REGULATION

The development of a sovereign UK HealthTech regulatory system offers a once in a generation opportunity to support the growth of a sector that provides many of the solutions necessary to improve patient outcomes and facilitate the necessary transformation to more sustainable models of health and care delivery. The potential benefits from the growth of the industry for the UK health and care system, clinicians, patients and the economy are vast.

However, difficulties are being seen in the EU, the system on which new arrangements are currently most closely based, as it transitions to a new set of regulations, and uncertainty in the UK has led to challenges and increased costs.

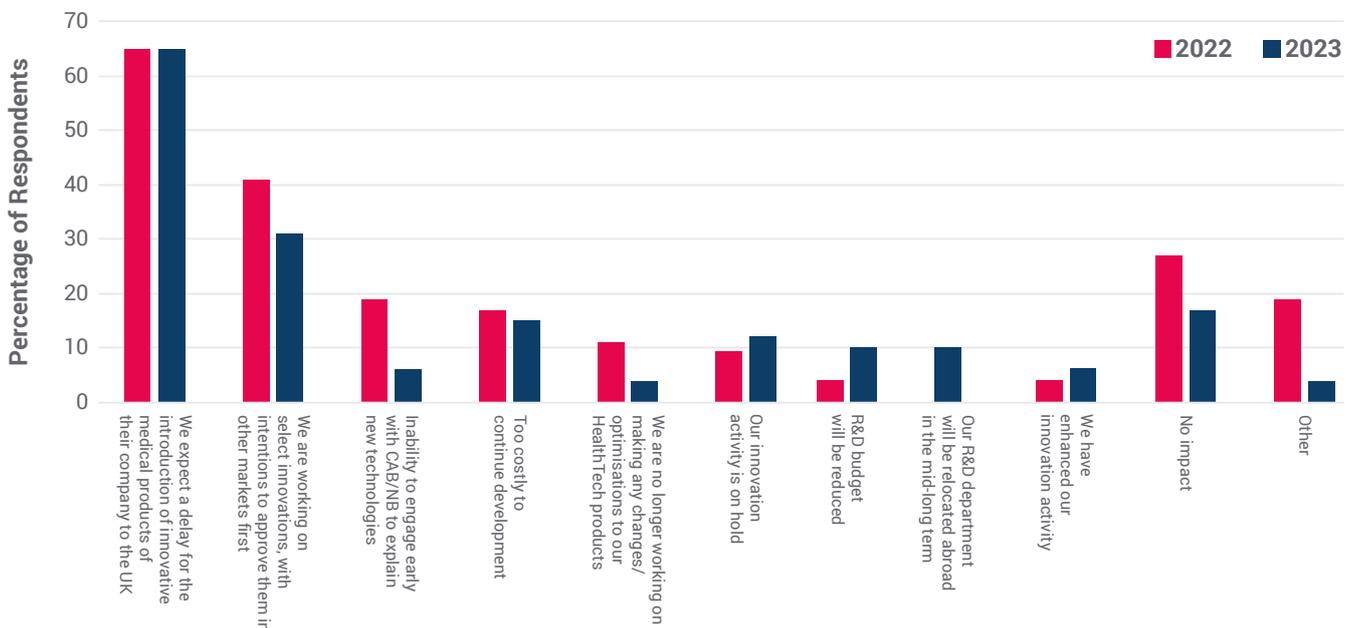
What do you currently believe is the time to market for a new product for your company starting from feasible idea to regulatory approval?

Figure 10



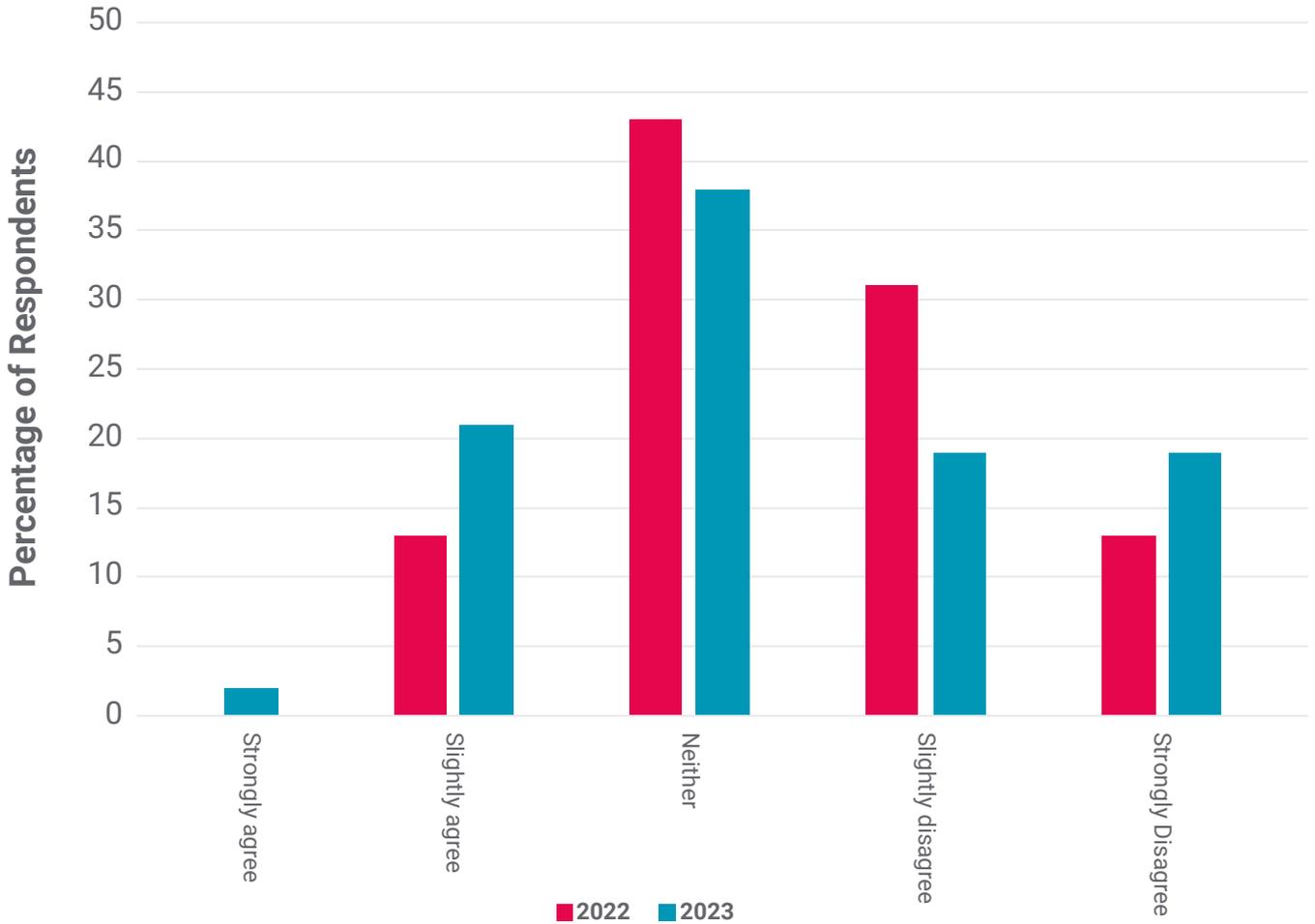
The past seven years has seen a period of UK regulatory uncertainty. Has this impacted your innovation activity in the UK in the period since?

Figure 11



To what extent do you agree with the statement: 'The UK is developing a best-in-class regulatory regime'?

Figure 12



### The Future of the UK Regulatory System

Since the publication of the last [ABHI Regulatory survey](#), there has been a tremendous amount of activity to identify and deliver appropriate solutions. Indeed, in March 2023, [the UK Government committed](#) to a regulatory model that included a domestic route for innovation alongside one based on the recognition of approvals from other trusted jurisdictions.

When asked which elements of this they valued most, some common themes emerged, most importantly industry provided unanimous support for such a model. Companies noted the reduction in complexity of regulatory pathways, reduced duplication, and increased alignment as positives of the

approach. This model, of course, must protect patients, but at the same time could reduce costs and speed up approvals, two issues with which businesses are currently grappling.

Demonstrating the scale of impact that the approach could have, almost half (42%) of companies reported that the current time to market for products in the UK is three-five years, with over a quarter (27%), reporting more than five years as an average timeline. 'Rapid near-automatic' recognition as committed to by the Chancellor would clearly reduce this dramatically.

## Impact of Regulatory Uncertainty and Costs

Whilst companies are positive about the future model, the past seven years have seen a period of regulatory uncertainty and, alongside increasing costs, it has had a detrimental impact on products and businesses.

In 2022, ABHI identified that one in five products were expected to be removed from the market over the next five years due to this uncertainty. In 2023, nearly half (46%) of HealthTech companies have confirmed that they have now done this for part of their portfolios.

**“ 46% of HealthTech companies have removed products from the UK market due to regulatory uncertainty.**

Further products are at risk, with many companies expressing concerns for the future. In 2022, those reporting a risk of existing product removal, noted 20% of their portfolio was at risk. In 2023, expectations in the short-medium term appear to have deteriorated, and for those reporting a risk of product removal the figure is now 31%.

**“ For those reporting the possibility of existing product removal, 31% of their portfolio is at risk.**

In 2022, as well as existing products, we highlighted the future risk to innovation, a theme that has largely persisted. Some small improvements have been seen, and 6% are now enhancing their UK innovation activity. However, the majority of companies (two thirds) continue to expect to delay the introduction of innovative HealthTech into the UK. 12% have put all innovation activity on hold, and 10% are now looking to relocate their R&D department abroad. Uncertainty continues to impact innovation activity, and negative perceptions appear to be seeping into the UKs long-term R&D performance.

**“ Two thirds of businesses expect to delay the introduction of innovative HealthTech into the UK. 12% have put all innovation activity on hold and 10% are now looking to relocate their R&D department abroad.**

## Implementation of Regulatory Reform

To best support and facilitate growth of the sector, the Life Sciences Vision calls for the need to develop a best-in-class regulatory regime. The EU regulatory system is not without its challenges, and the UK can learn lessons from its implementation of new requirements. Indeed, capacity continues to hold back progress in the EU, but yet over the last twelve months, companies reporting an inability to engage with their approved body in the UK has reduced from 19% to only 6%.

**“ Companies reporting an inability to engage with their approved body in the UK has reduced from 19% to only 6%.**

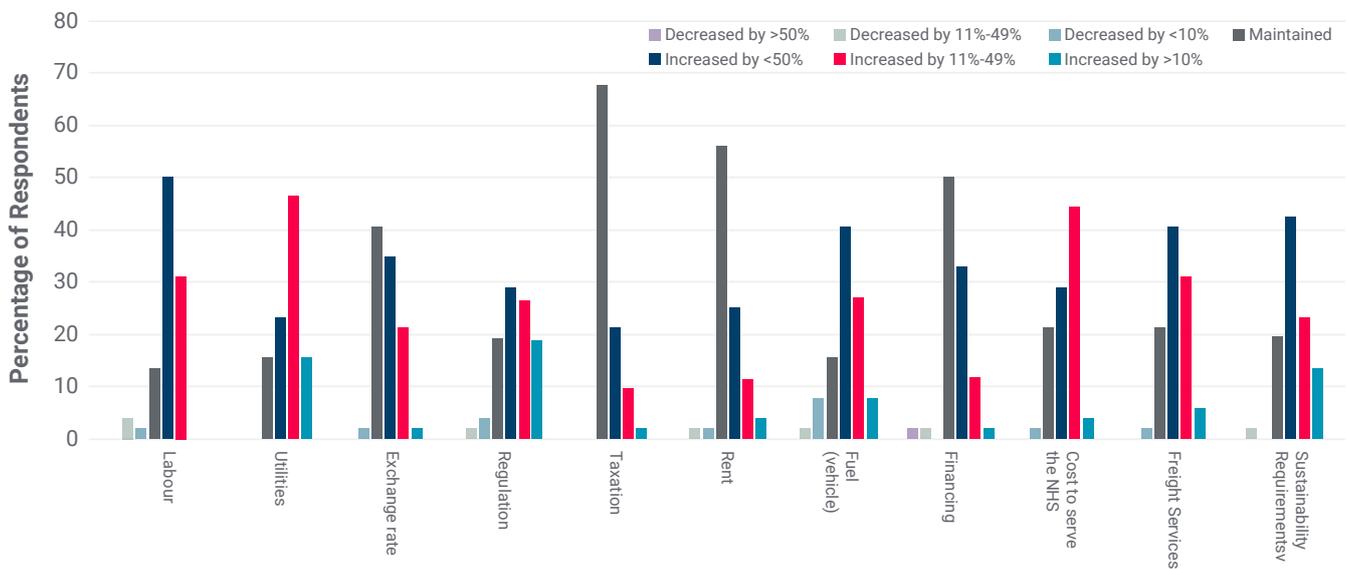
There is real optimism about the direction of travel the UK is taking regarding regulatory reform for HealthTech. These data demonstrate the need to ensure we continue with swift and effective implementation of the future model, and the UK Government must ensure the Regulator has sufficient resource to do this. This will, of course, take time, and whilst we are aware discussion are ongoing, progress must be communicated internationally to restore and maintain confidence in the UK.

## ADOPTION OF HEALTHTECH

The NHS is often regarded as being slow to adopt new technologies and focused too much on price, however value-based procurement may offer solutions.

What factors have affected your cost based over the last 12 months?

Figure 13



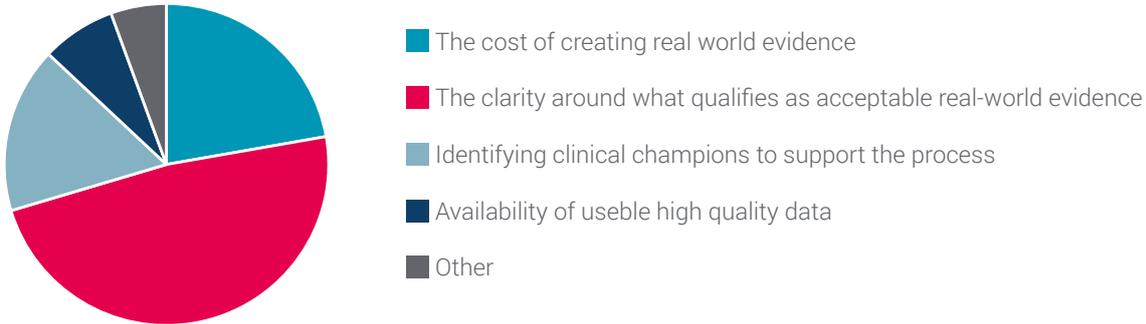
State which costs have decreased, maintained or increased over the last 12 months?

Figure 14

UK	Decreased	Maintained	Increased
Labour	5.70%	13.50%	80.80%
Utilities	0.00%	15.40%	84.70%
Exchange Rate	1.90%	40.40%	57.70%
Regulation	5.7%	19.20%	74.90%
Taxation	0.00%	67.30%	32.70%
Rent	3.80%	55.80%	40.40%
Fuel	9.60%	15.40%	75.00%
Financing	3.80%	50.00%	46.20%
Cost to serve the NHS	1.90%	21.20%	77.00%
Freight Services	1.90%	21.20%	76.80%
Sustainability requirements	1.90%	19.20%	78.90%

Real world evidence is increasingly required to facilitate adoption within the NHS, what is the biggest barrier you see in the creation of such evidence?

Figure 15



### NHS Adoption and Procurement

The vast majority of HealthTech companies continue to report that adoption is a challenge, with 71% reporting that they feel the NHS does not do a good job at the adoption and spread of technologies.

Largely the messages from the 2023 data were consistent with those from 2022. Value based procurement continues to be seen as a solution, ensuring that the NHS is making purchasing decisions based on overall value, rather than just simply unit cost. Similar to last year, the vast majority (69%) reported that a shift in focus, towards the trial and development of value-based procurement methods would increase the attractiveness of the UK market. An enabler of such approach is the creation and use of real-world evidence, however companies continue to report that this is expensive and the definition of quality real world evidence is disputed.

In addition, and as expected, cost bases continue to rise in most input cost categories. Some are an inevitable consequence of the economic inflation that has been seen globally. Indeed, as was seen in 2022, the cost of utilities was responsible for increasing cost bases in the highest proportion (85%) of companies. However, some input increases are the consequence of policy decisions, including sustainability requirements, the cost to serve the NHS, regulation and taxation. In 2023, 77% of respondents said that the cost to serve the NHS had increased over the past year. This was broadly maintained from the previous survey, with 80% of respondents in 2022 saying that the cost to serve the NHS had increased, suggesting that the cost to serve the NHS continues to be a pressing issue.

All policy makers must continue to be cognisant of the potential for their decisions to increase the overall cost burden further, for example data requests that are far reaching and detailed in nature, going beyond the scope required for decision making. Concerningly, in this survey NHS procurement requirements appear to have now become a greater barrier to the adoption of HealthTech. We found that over a third of respondents have

**“ 77% of respondents said that the cost to serve the NHS had increased over the past year.**

now chosen not to bid on specific tenders as a result of these requirements. Furthermore, over a quarter of respondents reported having removed a product from the market due to its selling price now being below cost. 13% of those that have not removed a product, directly stated that they 'had not yet', suggesting that this was increasingly a likely possibility if the situation is not resolved. Companies are not taking these decisions lightly, with respondents noting the impact on patients is always assessed before decisions are taken.

**“ As a result of NHS procurement requirements, over a third of respondents have now chosen not to bid on specific tenders.**

**“ Over a quarter of respondents have removed a product from the market due to their selling price now being below the cost price.**

For much of the HealthTech industry in the UK, there is only one customer, the NHS. The NHS and NHS Supply Chain (NHSSC) have had a policy of aggressive procurement, often requiring zero price inflation from HealthTech suppliers, for almost a decade. Companies understand the immense financial pressures that the NHS faces, and that the NHS must demonstrate value for the UK taxpayer, but this approach is unsustainable. Whilst a process is in place to request a price increase, suppliers experience is variable and timelines are protracted.

To ensure that the NHS can realise the full potential of HealthTech and remain an attractive place for business to invest, HealthTech procurement has to now shift towards a greater appreciation of value through meaningful strategic and collaborative approaches.



## SUSTAINABILITY

There is a positive attitude within HealthTech towards the NHS's ambition of becoming the world's first Net Zero health service. 69% of respondents felt that they were either somewhat, or absolutely, equipped to reach the sustainability requirements that the NHS is setting out despite its impact on cost bases. However, 30% of the sector continues to need further support.

**“ The industry is supportive of the NHS's Net Zero drive, but 30% of the sector needs further support.**

Additionally, only 17% felt they were absolutely equipped to meet requirements set by the NHS. 79% of respondents also reported that sustainability requirements are driving up their cost base.

**“ Over three quarters of businesses reported that sustainability requirements have increased their costs.**

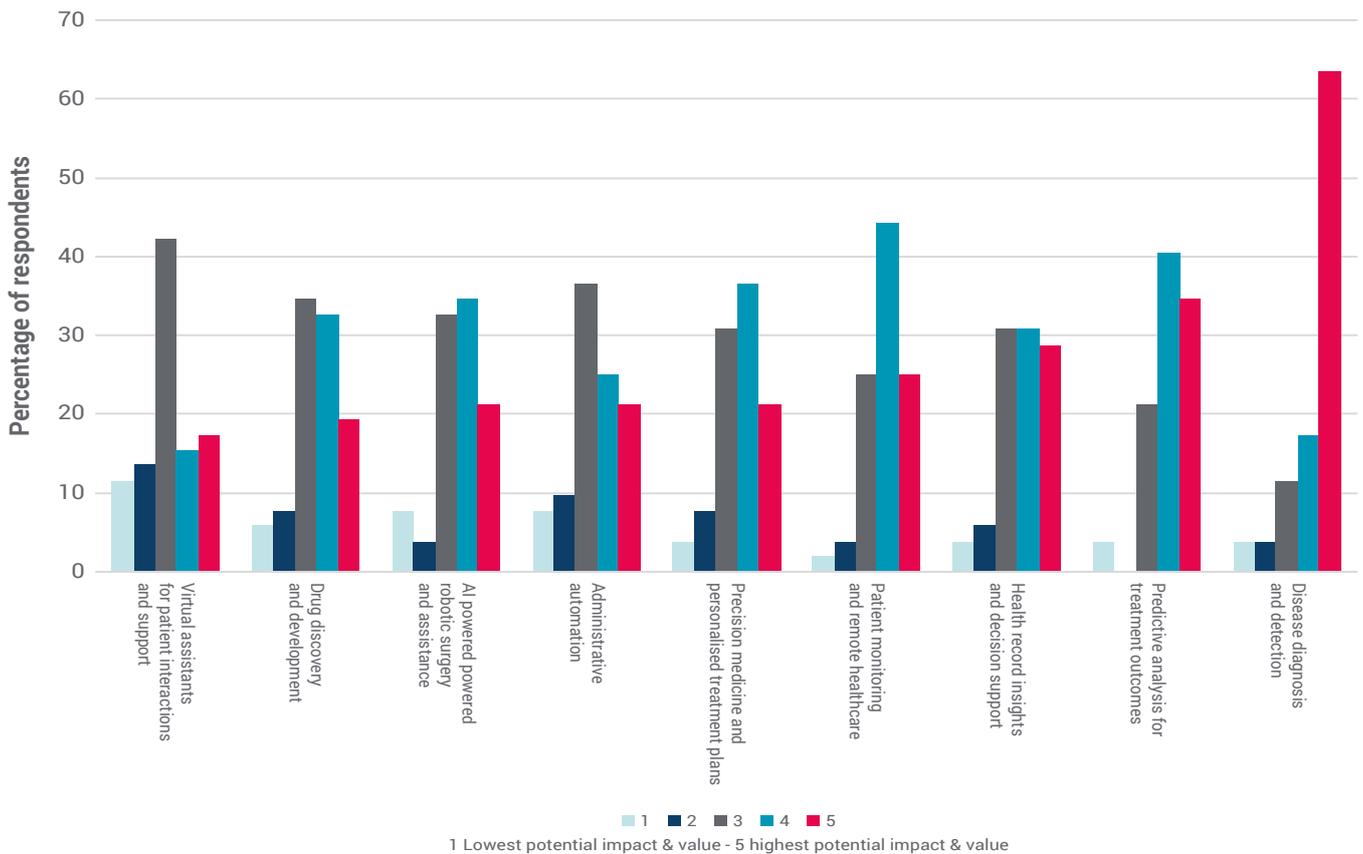
Respondents provided insightful feedback on how to better support industry in ensuring Net Zero ambitions are achieved. Guidance and communication emerged as overarching themes, where companies asked for more guidance on understanding the sustainability related requirements of the NHS, and better communication to support it. Consistency and standardisation of asks across the NHS in England and the devolved nations is of particular concern. With sustainability requirements contributing to rising cost bases, businesses expressed a desire for extra funding from government to meet guidelines.

# ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) shows significant promise for the HealthTech sector, and there has been some early use of the technology. The survey investigated where the industry could see impact and value from AI being deployed in healthcare.

Please rate the following AI use cases based on their potential impact and value in the health sector:

Figure 16



Responsible AI use has immense potential and its value in the health sector was widely discussed during the recent [UK AI Safety Summit](#). Industry overwhelmingly felt that AI has the greatest potential in disease and diagnosis detection, with it receiving an average score of 4.3 out of 5. Another area of high potential is in patient monitoring and remote care, scoring an average 3.9. However, navigating the implementation of a relatively new and rapidly developing technology is not without its challenges.

Almost half of companies found the concerns surrounding data privacy and security a key challenge in implementing AI solutions. Regulatory issues also prevent AI from reaching its potential in healthcare, with 42% of companies finding this

to be a challenge. With emerging technologies, developing a strong regulatory framework for HealthTech should be an absolute priority.

**“ Regulatory issues are preventing AI from reaching its potential in healthcare, with 42% of companies finding this to be a challenge. ”**

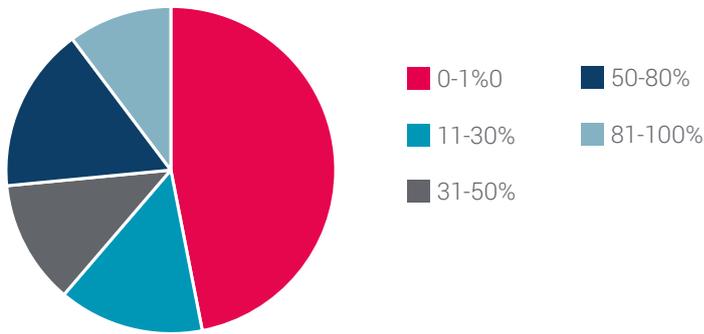
Additionally, 35% of companies said that a lack of skills, experience and talent were significant barriers to implement AI solutions. To become a global leader in unlocking the potential of AI in healthcare, there needs to be a focus on developing the appropriate level of skills within our country.

## EXPORTING

According to [The Life Sciences Competitiveness Indicators](#), despite a moderate increase in exports in 2021, the previous decade has seen a stagnation of exports by UK HealthTech companies. The survey explored what support would be of most value to re-energise growth.

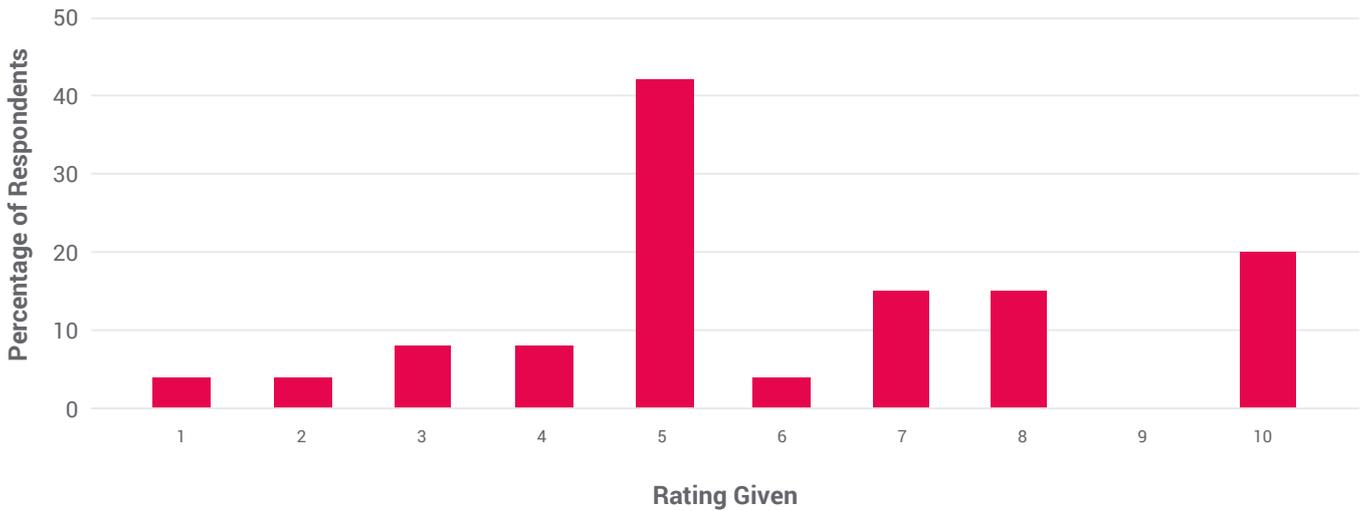
What percentage of your turnover comes from exporting?

Figure 17



On a scale of 1-10, where 10 is excellent, please rate the UK's support offer for UK businesses looking to export.

Figure 18



How important are these products or services to your business?

Figure 19



### Target Markets and Importance of Support

Over a quarter of HealthTech companies are now exporting more products and services, than are used locally within the UK. Data this year show 26% of companies source more than 51% of their turnover from their exports.

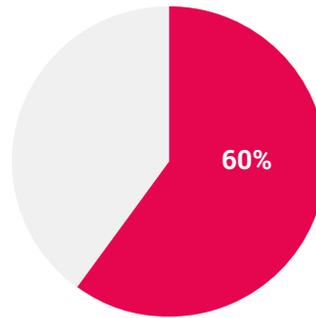
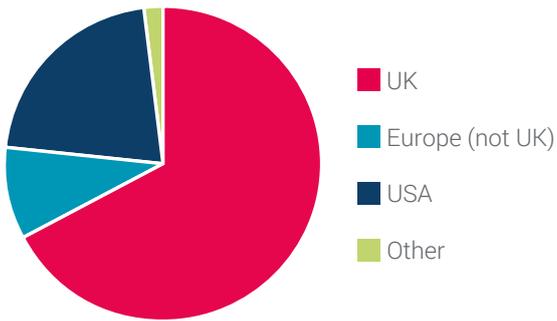
The USA was consistently chosen by industry as one of their biggest overseas markets. This trend was seen in companies of every size, with 67% of large companies and 75% of SMEs listing it as one of their largest markets.

There is a clear opportunity to better support exporting companies further. In terms of specific support, most companies found accessing international trade exhibitions to be central to their efforts. In addition, access to international trade missions was important to the highest proportion of exporting companies, and country specific export seminars and trade missions were also rated highly.

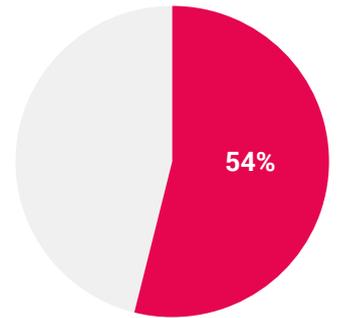
There is, however, significant variation in how companies rate the level of export support they receive. Some respondents mentioned that they received good support whilst others said they received some support, but it was limited in quality. Concerns were expressed over the decline in in-market support since Trade Advisers were abolished. It appears that companies are engaging with Trade Associations and the Department for Business and Trade for their expertise, but support could be stronger, more targeted and there could be more funding available.

## BREAKDOWN OF RESPONSES

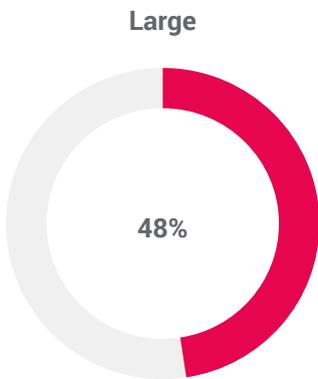
This report represented data from 52 companies, captured in September 2023.



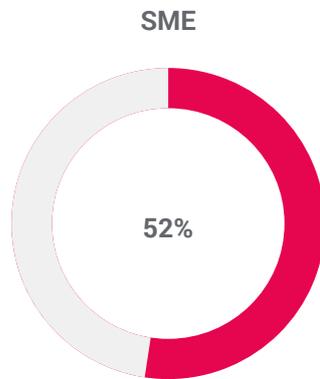
Manufacture in the UK



Carry out R&D in the UK



Large



SME

# ABHI



December 2023