



Scottish Government
Riaghaltas na h-Alba

SCOTLAND'S INTERNATIONAL NETWORK

ANNUAL REPORT
2022-23

#SCOTLAND|SNOW



SCOTLAND

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Foreword by Cabinet Secretary for Constitution, External Affairs and Culture

I am delighted to present this paper in response to the recommendation of the Scottish Parliament's Constitution, Europe, External Affairs and Culture Committee in their report on the Scottish Government's international work,¹ that we publish "an Annual Report setting out the contribution made by the international offices to promoting the values, objectives and priorities of the revised International Framework".

Scotland's international network delivers tangible benefits to our people, businesses and institutions. From attracting overseas investment and growing exports to facilitating cultural exchanges, our active engagement on the global stage supports the delivery of Scotland's domestic policy objectives and the First Minister's three missions of **equality, opportunity** and **community**.

This report covers the financial year 2022-23, a year in which our work has taken place against the backdrop of the most turbulent economic and financial context most people can remember: from the enduring impact of the Covid-19 pandemic and the need to mitigate the damage of Brexit, to facing a global climate crisis and rising energy costs. Russia's illegal war against Ukraine, launched in February 2022, fuelled this multifaceted crisis and continues to shape the international environment. These events, incidents and trends have the potential to impact negatively on Scotland's economy, security and society. They are all international in nature, and we must work internationally to ensure that we are able to understand and address these, and any future challenges which may arise.

We continue to look outwards, doing all we can to attract jobs, investment and opportunities to Scotland. We also place a great deal of importance on being a good and compassionate global citizen, of playing a positive, progressive role in the world. Our International Development work, through our distinct partnerships with Malawi, Zambia, Rwanda and Pakistan, is a key part of Scotland's contribution to the global community, as are our responses to humanitarian emergencies.

Tackling climate change is the defining issue of our time. Scotland has long recognised the need for urgent action on climate justice and is recognised globally for our leadership on this key issue. In 2012 we launched the world's first Climate Justice Fund. We were also the first country to declare a climate emergency in 2019. In 2021 at COP26 in Glasgow, Scotland was the first country in the global north to commit funding to address Loss and Damage. Our just transition to net zero, involving transformation across all sectors of our economy and society, will be crucial to ending Scotland's contribution to the climate and nature emergency and to global efforts to do likewise with urgency and with fairness.

The work of our international network is essential to these aims. Scotland has maintained an international presence for decades, in order to secure insight, understanding, access and influence in key markets. Since the UK's decision to leave the European Union, the Scottish Government has further developed its international network of government offices in our closest friends and most important trading partners. This is a proper and necessary function of government in an interconnected and interdependent world, as it is for the Welsh Government and Northern Ireland Executive in the present UK constitutional arrangement, and as it is for state and regional governments the world over. The framers of the Scotland Act were clear that "the reservation of international relations does not have the effect of precluding the Scottish Ministers and officials from communicating with other countries, regions, or international or European institutions, so long as ... the Scottish Ministers do not purport to speak for the United Kingdom."² We would, of course, never do so, and in fact maintain positive working relationships with UK Government officials co-located with Team Scotland in British Embassies and High Commissions across the world, all working collaboratively to promote Scotland's interests internationally.

I was very happy to commit to an annual report showcasing that work, and setting out how we assess its impact as we further develop our revised international framework to make sure Scotland is represented on the world stage in the most effective way possible.



Rt Hon Angus Robertson MSP
Cabinet Secretary for Constitution,
External Affairs and Culture

Note of thanks

In presenting this annual report on Scotland's international network, I want to express my gratitude – both on behalf of the Scottish Ministers, and personally – to the public servants who undertake this essential work.

Our dedicated Scottish Government colleagues posted overseas deliver outsized impact across a wide range of diplomatic responsibilities, bringing their skills to bear in the service of Scotland and in line with the values of honesty, integrity, impartiality and objectivity that are the hallmark of our civil service.

The support of our country-based staff is crucial. Recruited in the local labour market, and often nationals of the host country in which our office is based, these colleagues are a vital link, helping forge connections between Scotland and their home.

Our colleagues in Scottish Development International bring us breadth, with their global reach in key markets across the world. They also contribute a depth of expertise in the principal sectors driving the Scottish economy now – and those that have the potential to drive our economy in the future.

This work bears fruit by growing exports, delivering investment, creating and securing jobs in Scotland, and helping realise a just transition to a fairer, greener, growing economy. Promoting Scotland internationally, building those relationships, enhancing our reputation, exchanging ideas and making use of the influence that gives us are the means to those ends.

I commend and thank everyone involved, in Scotland but most especially across the world, in that great endeavour.

Rt Hon Angus Robertson MSP
Cabinet Secretary for Constitution,
External Affairs and Culture



Introduction

In April 2022, the Scottish Parliament's Constitution, Europe, External Affairs and Culture Committee recommended that the Scottish Government:

“publish an Annual Report setting out the contribution made by the international offices to promoting the values, objectives and priorities of the revised International Framework”

This Annual Report showcases the achievements of our international network of offices over the reporting year from April 2022 to March 2023, using case studies to highlight international activity delivering impact across three main pillars of work:

1. economy, trade and investment
2. climate change, biodiversity and renewable energy; and
3. reputation, influencing and relationships.

These three priority areas were introduced for the network to work towards from 2023-24 onwards as part of the revised international framework. This Annual Report therefore draws on relevant case studies and highlights from the monitoring and evaluation process under the previous framework. The full monitoring and evaluation report for 2022-23 under that framework has also been published alongside this Annual Report.³

While this Annual Report offers valuable insights into the work of our international network, it can provide only a snapshot of Scotland's overall engagement on the international stage. More information on other aspects of our international work can be found on the Scottish Government website.⁴

Understanding Scotland's International Network

Scotland's international network of offices directly engages with governments and organisations in their respective countries to learn from others' experience and share our knowledge, skills and technical expertise in areas of devolved responsibility for the benefit of people in Scotland and for the global good.

The network facilitates high-level engagement opportunities abroad for Scottish Ministers in support of the Government's domestic policy objectives and of Scottish business. It provides a platform for Scottish public sector and commercial stakeholders to interact with their international partners. The network also engages extensively with Scotland's diaspora, embracing opportunities to strengthen international relationships through in-person events such as St Andrew's Day and Burns Night, as well as through digital platforms and social media channels.

Scotland's international network comprises:

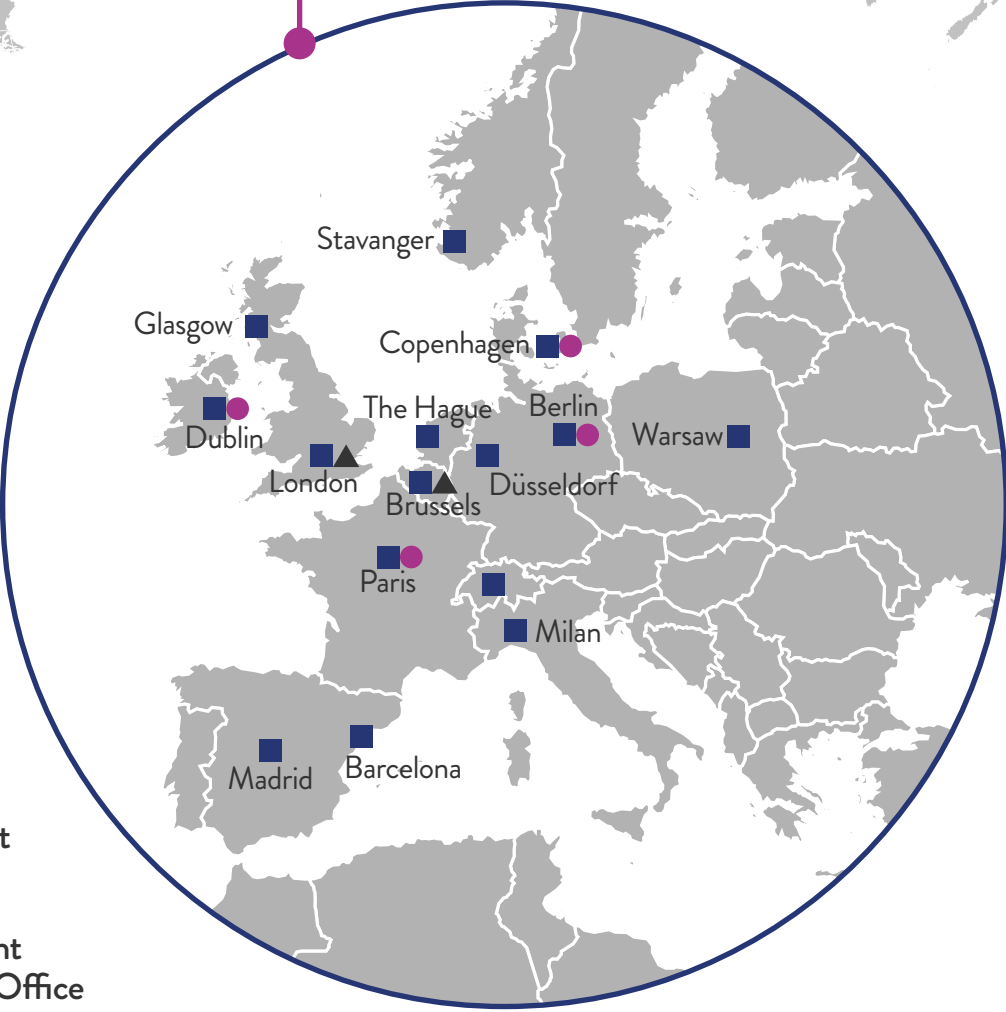
- two Scotland House offices, in Brussels and London
- seven Scottish Government international offices in North America, Europe and Asia
- over thirty Scottish Development International (SDI) offices across the world.

Scotland House Brussels and Scotland House London are both standalone sites operated by the Scottish Government in conjunction with key partners including SDI and others. They provide a platform for businesses and organisations to develop networks, work, do business and stage events to drive their growth. Both Scotland Houses generate income from events and membership services.

There are seven further Scottish Government international offices. All these offices are based in British Embassies or High Commissions and are a joint presence with SDI. Like the other devolved governments, as well as UK departments with an overseas presence, the Scottish Government pays an annual platform charge to the Foreign, Commonwealth and Development Office (FCDO) for access to facilities and local support in the Embassy or High Commission.

SDI is the international arm of Scottish Enterprise, Scotland's national economic development agency, and has over 30 international offices staffed by over 100 officials based in 23 countries. These local trade and investment specialists provide support to companies and ensure that business relationships formed, or investment created, helps to build Scotland's international connections, positively impacts Scotland's economy, and SDI's aim is to grow Scotland's exports, increase inward investment to Scotland and secure new capital investment to fund a just transition to net zero.

SDI delivers international business support in collaboration with the Scottish Government and other public sector entities, including Highlands and Islands Enterprise and South of Scotland Enterprise.



Office types

- ▲ Scotland House
- Scottish Government International Office
- Scottish Development International Global Office

Office Profiles

Scotland House Brussels

Scotland House Brussels (SHB) leads Scotland's engagement with the European Union (EU) and is a convener of relationships between Scottish, European and international partners. It protects and promotes Scotland's interests and values with the EU and its member states and enhances Scotland's international collaboration using collective networks, insights and expertise – working as a trusted, engaged and reliable partner – to advance both domestic and international priorities, and our commitment to EU alignment.

The Scottish Government's EU office in Brussels was established at the heart of the EU quarter, in 1999. The office brings together the Scottish Government EU Directorate, comprising eleven civil servants and six country-based staff, with Scotland Europa, a membership-based organisation that promotes Scotland's interests across the institutions of the European Union, and to the representatives of Europe's regions and Member States. The team has expertise and experience in EU affairs, economic development and diplomacy. This is underpinned by a rich programme of policy and cultural events and strong working relationships with the UK Mission to the EU.

USA

The Scottish Government Office in the United States was established in 2001 in Washington, DC, and comprises two Scottish Government staff posted from Scotland and two country-based staff. In addition, as a priority market, SDI currently employs 34 staff across the broad range of trade and investment priorities within offices located in Chicago, Houston and San José together with staff working in other locations across the USA.



China

The Scottish Government Office in China, works in partnership with SDI to strengthen political, economic, cultural, education and social relationships with China in keeping with Scotland's values. Based in Beijing, the Scottish Government Office comprises four full time members of staff – one posted from the Scottish Government and three country-based staff. The Scottish Government has had a presence in China since 2005.



Ireland

The Scottish Government Office in Ireland was established in Dublin in early 2016 and provides dedicated support for building on the existing links between Ireland and Scotland. The Ireland team comprised two Scottish Government staff posted from Scotland and one country-based staff member, along with two SDI trade specialists.



Scotland House London

Established in 2017, Scotland House London (SHL) is a unique collaboration between the Scottish Government, Scottish Enterprise (including Scottish Development International), Visit Scotland and Highland and Islands Enterprise.

It is a permanent home for 14 staff from Scottish Government as well as partner organisations in London, and also serves as a base for visiting Ministers and officials. It is used to support trade and investment, strengthen government to government relations and facilitate collaboration on a wide range of policy priorities in one of the world's most important centres. SHL also provides the platform to showcase the best of Scotland to key London and international audiences. The team develops relationships through the community of London-based embassies, and organises activities and events in support of Scotland's trade, investment, research and innovation strategies.



France

Team Scotland France consists of the Scottish Government France Office and SDI France. Established in 2018, the Scottish Government Office has a team of three – two from Scotland and one country-based – that leads on our diplomatic and political engagements in France as well as cultural diplomacy. The SDI team comprises nine colleagues who lead on economic aspects such as trade promotion and developing investment opportunities across a range of sectors including energy, life sciences, new technologies, textiles, and food and drink.

Germany

The Scottish Government Office in Germany was established in Berlin in April 2018 and works in partnership with SDI to strengthen Scotland's political, economic and cultural relationships with Germany. Collaboratively, the team in Germany promotes engagement across devolved matters and supports collaboration between Scottish and German business, innovation and research, educational and cultural organisations. The Scottish Government Office in Germany comprises three full-time members of staff – two posted from Scotland and one country-based.

Canada

Team Scotland in Canada comprises a Scottish Government Office established in 2018, with three staff based in the British High Commission in Ottawa – two diplomats and one country-based colleague. In addition, SDI trade and investment staff are situated in key locations across the Americas including a physical presence in Calgary and Toronto.



Nordics

The Scottish Government Office in the Nordic region is the latest addition to our international network of offices. Based in Copenhagen, Denmark, the office became operational in May 2022 and officially opened in August 2022. Complementing the existing SDI presence, the Nordics works to promote partnerships between Scotland and five nearby small, open and similar countries – Denmark, Finland, Iceland, Sweden and Norway – as well as offering Scotland a strong platform for engaging the multilateral institutions based in Copenhagen, including the United Nations and its agencies. The Nordics Office is made up of two Scottish Government civil servants and one country-based staff member.



Scotland House Brussels



1999

China



2005

Scotland House London



2017



2022

2001



USA

2016



Ireland

2018



France



Germany



Canada

Working collaboratively as Team Scotland

“Our network of overseas offices is vital to promoting Scotland’s international profile and protecting and enhancing Scotland’s interests in the EU and beyond. We will continue to invest in international relationships, enhance our communications activity, and unlock new economic and trading opportunities.”

Global Affairs Framework⁵

Scotland’s international network comprises a broader range of partners, all supporting our efforts across trade, investment and diplomacy.

Managed by Scottish Enterprise, the **GlobalScot network**⁶ is an international business network of business leaders which has been supporting Scotland’s economic vision for over 20 years. GlobalScots are influential senior business leaders located throughout the world, motivated to give something back to Scotland. They provide insight and thought leadership on key priority areas for Scotland’s enterprise agencies and for Government. They support companies by advising and mentoring – giving companies the benefit of years of experience. With over 1,200 GlobalScots worldwide across 64 countries, this network helps achieve our ambitious economic vision for Scotland’s future.

The Directorate for International Trade and Investment (DITI) leads the Scottish Government’s drive to internationalise the Scottish economy by building our trade capacity and presence in international markets, and by increasing exports and inward investment. A key strand of this work is the **Trade and Investment Envoy Network**. Established in 2017, the network is made up of appointees who represent the Scottish Government in a non-political capacity. They represent the Scottish Government at events, support trade missions, provide business insights, and strategic connections in their locales and fields of expertise. Most of the Trade and Investment Envoys operate in the country where they are based and add value by drawing on connections from their personal networks in-country and day-to-day business activities. Other Envoys focus on a specific sector – e.g., International Higher Education or Capital Investment.

Since the launch of the Scottish Government’s export growth plan, A Trading Nation⁷, in May 2019, the number of Envoys has increased from four to eleven, all of them GlobalScots. They are located in Indonesia, UAE, Spain, Singapore, Poland, Scotland, London and the East and West Coasts of the US.



Brand Scotland⁸ is the cross-organisational partnership which brings together the Scottish Government, Scottish Enterprise, VisitScotland, Universities Scotland, Highlands and Islands Enterprise, Creative Scotland and Scotland Food and Drink.

The purpose is to join up all marketing and communications output that touches an international audience, delivering and executing a collaborative, audience-first nation brand strategy. Brand Scotland channels deliver year-round marketing output targeted at key international markets, with the aim of enhancing Scotland’s international reputation as a great place to Live/Work, Visit, Study and Do business.

Brand Scotland works in close collaboration with our network of international offices, by providing branded communications and marketing support, so that offices can bring their activities to life in line with our brand values and ensuring that in-country activities are aligned with the positive, unified vision of Scotland that we display to the world. This cohesive approach amplifies the collective impact of all of our international activity and ultimately helps improve Scotland’s reputation abroad in support of economic growth.



Economy, trade and investment

National Outcomes	Network Outcomes
 Economy  Fair Work and Business	<ul style="list-style-type: none"> • Investment • International Trade • Research and Innovation

Scotland's international network plays a vital role in promoting trade and investment through their economic diplomacy – using their relationships, reach and intelligence about foreign markets to improve economic outcomes at home. This includes creating opportunities and making connections for Scottish goods manufacturers and service providers to grow export sales and working with existing and potential foreign investors to create and safeguard good jobs in Scotland. This section sets out highlights from this activity across the network.

The joint Scottish Government and SDI team in the **USA** worked collaboratively to secure significant investment from Mangata Networks, an innovative satellite-enabled cloud services company. They chose Scotland as the location for their research and development activities as well as satellite manufacturing, and core network operations. Over the coming years, 575 new real living wage jobs will be created as part of Mangata's engineering and operations hub at the Prestwick International Aerospace Park in Ayrshire. This transformational investment solidifies Scotland's place as a global leader in small satellite research, development and manufacturing, providing a platform to attract more global companies to Scotland's small satellite ecosystem. Mangata's decision was the culmination of a multi-year engagement across operational and senior team members in the Scottish Government, Scottish Enterprise and SDI in Scotland and the US.

Food and drink is one of Scotland's key growth sectors domestically and internationally. In **Canada**, the team worked on an inward mission to Scotland from Québec for senior decision-makers in the spirits supply chain. The project, with a six-month planning horizon and a £10,000 budget, helped increase exports for Scottish distilleries. The forecast international sales resulting from the mission are over £9 million and SDI estimates that over 150 jobs will be created or safeguarded. We aim to further open the Canadian market to Scottish exporters by replicating this success in Ontario – where annual revenue from spirits is more than twice that in Québec.

Scotland House London engaged with KultraLab – an innovative behavioural science and technology company – to pitch the benefits of locating in Scotland to tap into the country's supportive tech eco-system and specifically Scotland's leading research expertise in data and digital. In May 2022, the company announced its decision to establish a new hub in Edinburgh after it received more than £2 million investment from Scottish investment syndicate, Kelvin Capital, and Scottish Enterprise in a move that will create up to 25 high-value jobs in Scotland.



Ongoing Covid public health restrictions through 2022 led the team in **China** to trial new approaches to outreach in support of trade and investment objectives, including a series of initiatives for scoping opportunities in China to attract Scottish Fintechs. This resulted in a focused market research project with opportunities identified in payment and transfer, wealth management, open banking and Regtech, and more than 20 follow-up sessions on specific opportunities, five successful business matchings for Scottish companies in the Chinese market, and a Scottish Fintech Exhibition at the Shenzhen International Financial Expo.

Life sciences and medical technology is a growing trade and investment opportunity for Scotland. MedIntechs, France's major Medtech innovation trade show, brings together public and private ecosystems to build the future of healthcare with more than 10,000 visitors and 200 exhibitors. The team in **France** supported a Scottish pavilion within the UK Village, hosting a delegation of four Scottish companies as well as liaising with other companies interested in these opportunities. One of these Scottish companies, LumiraDX, partnered with Alliance du Coeur, the French Heart Alliance, to perform live diagnostics under the surveillance of a medical board. Another firm, Cardioprecision, used the opportunity to perform the first onstage demonstrations of its CoreVista product.

The team in **Ireland** worked with EnviroPET, a Dublin micro business developing additives and an innovative method of dosing to allow for a greater proportion of recycled material to be used in the production of plastic bottles. The team helped the company explore how Scotland could become a location to further its experimental development and transition from pilot processes to production scale. Support included assistance with a Scottish Enterprise research and development grant and the identification of a suitable site within Glasgow, which the company formally confirmed in June 2022, creating 11 new green research and development jobs. With additional support from Interface Scotland and the UK Government agency, Innovate UK, the company announced it would partner with Heriot-Watt University and University of Strathclyde to develop new additives that will enhance the recycled content of plastic bottles.

Since the academic and research excellence of Scotland's universities and colleges is already well recognised in **Germany**, engagement there over the course of the year focused on facilitating relationships and unlocking collaboration opportunities. Activities included close working with the German Academic Exchange Service (DAAD), the German Research Foundation (DFG) and Connected Scotland partners, in particular the Scottish Universities Life Sciences Alliance (SULSA), to develop frameworks for academic mobility and research cooperation with Germany following the UK's decision to leave the Erasmus+ programme and continuing uncertainty over the UK's association to Horizon Europe. This resulted in a six-week secondment of a member of staff from SULSA to the German Research Foundation.

Climate change, biodiversity and renewable energy

National Outcomes	Network Outcomes
 Environment  Economy	<ul style="list-style-type: none"> • Scotland’s Interests • Investment • International Trade • Research and Innovation

The Scottish Government is committed to securing a green recovery that prioritises economic, social and environmental wellbeing, responds to the twin challenges of the climate emergency and biodiversity loss, and builds on our natural advantages and significant expertise in renewable energy. This section uses examples and case studies to highlight activity across the network contributing to these important goals.

Scotland House London engaged with Burns and McDonnell, a US-headquartered global engineering and construction company, on their plans for UK expansion to provide services to electricity network operators and renewable energy developers. Scotland House London provided the company with an understanding of the Scottish landscape and support infrastructure, advice on skills availability and recruitment, and an introduction to the support available from Skills Development Scotland. In August 2022, the company publicly announced its decision to establish an operation in Motherwell, initially creating 10 new “green” engineering jobs.

Scotland’s global leadership in renewable energy is a perfect match for our firm’s global experience in designing and upgrading onshore network infrastructure.

UK Managing Director,
Burns and McDonnell

The team in **Canada** worked with Toronto-based Northland Power ahead of their successful ScotWind bid, actively engaging with the company at various levels to support their growth in Scotland. The firm secured one fixed and one floating site off the coast of the Western Isles – Spiorad na Mara (Spirit of the Sea) and Havbredey (Isles on the Edge of the Sea) – realising their interest in supporting Scotland’s ambitious energy transition to net zero through a multi-billion dollar investment securing over 100 highly skilled jobs, with significant opportunities for local supply-chain companies across offshore wind industry value chain in the years to come.

The recruitment of a new GlobalScot member in **Germany** led to the opportunity to partner with the Institute for Trade and Innovation (IfTI) at the University of Offenburg for a major biennial international conference. The Germany-Scotland Forum and IfTI Global Symposium focused on responsible green growth as well as data and digitalisation in support of trade, investment and climate priorities. The Scottish Government Europe Minister joined the Managing Director of SDI, 7 Scottish companies and institutions, and over 100 participants from more than 25 countries attending the conference and participating in panel discussions.

In **China**, the team turned to digital engagement platforms. A webinar co-hosted with the China Youth Climate Action Network (CYCAN) showcased Scotland's approach to a just transition and the importance of local communities and youth taking environmental protection action. Two Scottish distilleries supporting sustainable production presented their approach to local industrial transformation, with over 100 direct participants in the webinar and over 7,000 viewers on the Weibo live stream. Over the year, the team posted more than 60 times on climate and biodiversity issues to their 192,000 followers on Weibo, generating 1.45 million impressions, increasing awareness of Scotland's approach.

In **Denmark**, the team worked with FCDO to support an engagement event on decarbonising healthcare. Healthcare emissions contribute to the climate crisis, and SG and NHS Scotland have delivered a Climate Emergency and Sustainability Strategy for healthcare systems that sees them playing a leading role in a coalition of 40 countries that have set targets for healthcare sustainability. A growing number of Scottish companies offer products and solutions that support this sustainability approach, particularly within healthcare facilities management and digitalisation. The event at the British Embassy in Copenhagen introduced these companies to Danish healthcare, allowing participants to share best practices and explore how tech, digital, and circular solutions can help decarbonise the healthcare sector.

COP15, the United Nations biodiversity conference, was chaired by China and hosted by Canada in December 2022, with Montreal providing the conference venue in place of Kunming due to ongoing Covid public health restrictions in China at the time.

In the run-up, targeted discussions led by the **China** office saw Kunming sign the Edinburgh Declaration on biodiversity. This was a key milestone in our advocacy of the Edinburgh Declaration and paved the way for future discussion and collaboration with China on protecting biodiversity. The team co-hosted the Scotland-China Roundtable on Biodiversity virtually with Kunming local government and ICLEI (Local Governments for Sustainability) in November before COP15. At the COP, the team facilitated reciprocal Ministerial-level participation at Scotland's and China's side events – on the Edinburgh Declaration, and China Day – and coordinated bilateral meetings between Scotland and Kunming at COP15.

The team in **Canada** hosted a senior official visit to Ottawa a fortnight before COP15 kicked off in Montreal, with the visiting Director for External Affairs meeting the co-chair of the Convention on Biological Diversity (CBD). This engagement allowed the Canada team to facilitate a Ministerial-level meeting at the COP, and collaboration between Scottish Government biodiversity officials and CBD on public messaging during COP15.



Case Study: Hydrogen

Scotland's ambitious yet very prudently designed plans for the hydrogen economy call for us in Germany to seek to take advantage of this great opportunity for transformation and joint innovation, including at the Federal Government level.

Juergen Friedrich, Green Hydrogen Envoy, Federal Ministry for Economy and Climate

Our international network has continued to showcase Scotland's vast potential in the field of renewables. Multiple offices have developed a cross-team effort demonstrating Scotland's hydrogen potential.

Scotland House Brussels hosted and participated in a range of events and policy sessions on this high-growth sector for Scotland. Scotland Europa is a co-leader of the Energy and Climate Change working group in the European Regions Research and Innovation Network (ERRIN), and hosted a working group meeting on Hydrogen Valleys in Scotland House Brussels with high-level stakeholders from other EU regions, economic development agencies and the European Commission. The team delivered a programme for the Scottish Government Net Zero Cabinet Secretary during EU Hydrogen Week, hosted a hydrogen stand during the Schuman Lights Up festival, showcasing Scotland's potential with material provided by SDI alongside other regional and EU representatives, and continued to engage in work as part of the Vanguard Initiative on the Hydrogen Pilot. This resulted in a series of successful and varied events reaching a broad EU audience, providing excellent opportunities to demonstrate Scotland's value as a partner.



The team in **France** followed their 2020-21 green research project to foster Franco-Scottish collaboration in offshore wind and hydrogen technologies by taking forward the recommendations of the final report prepared by the European Marine Energy Centre in Orkney and French marine renewable energy organisation INNOSEA. The France Office supported the signing of a memorandum of understanding between Scottish offshore wind cluster DeepWind and its Occitanie equivalent WindOcc (following on from a similar MoU signed with the German Offshore Wind Association the previous year), worked on developing an MOU with the Brittany Region focused on Offshore Wind and hydrogen collaborations, and has begun to create platforms for network building in key targeted regions, supporting a delegation of fifteen Scottish companies to meet in Rennes with companies from the Brittany renewable marine energy sector.

The team in **China** focused their Foreign Direct Investment (FDI) approach on offshore wind and the hydrogen supply chain, targeting key supply chain gaps which could be appropriately addressed through FDI including the manufacture and or assembly of turbines blades floating substructures sub-sea cables and electrolyzers. They presented Scotland's off shore wind market opportunities at the top offshore wind conference in China, and are engaging ten potential investors in the hydrogen supply chain, including Chinese electrolyser manufacturers.

The team in **Germany** continued to develop significant expertise in hydrogen, which enables it to react quickly to Germany's accelerated plans for its energy transition and successfully put Scotland "on the map" as a major potential future green hydrogen exporter. Germany has taken the strategic decision to focus on hydrogen for its decarbonisation needs for its extensive industrial base. Its significant future import requirement for green hydrogen, and Scotland's considerable future export potential for green hydrogen, are well matched. The Germany team worked with political, energy and business stakeholders over the reporting year to position Scotland as a key player in that market, including through high-profile appearances by the Scottish Government Europe Minister, the Trade Minister and the Managing Director of Scottish Development International at major international conferences such as Wind Energy Hamburg, and the accompanying Hydrogen Expo. Further hydrogen engagement successes in the reporting year included:

- inward hydrogen-focused ministerial and business missions to Scotland by North-Rhine Westphalia, Baden Württemberg, Lower Saxony and Bavaria; Statements of Intent on Hydrogen signed with Baden-Württemberg and Bavaria (both key future off-takers for hydrogen), and partnership agreements facilitated between the Scottish Hydrogen and Fuel Cell Association, and Hamburg Renewable Energy Cluster.
- dialogue with two successive Green Hydrogen Commissioners from the Federal Ministry for Education and Research, as well as the Green Hydrogen Envoy for the Federal Ministry for Economy and Climate, demonstrated Scotland's considerable expertise and export potential to the German federal government.
- an event as part of the Berlin Energy Transition Dialogue official programme, co-hosted with the Federation of German Industry with c. 140 registered guests, brought together Scottish industry expertise with German policy makers, investors and future off-takers.
- a ports workshop in Hamburg hosted by the German Federal Ministry for Education and Research (BMBF), together with stakeholders from the Netherlands, Ireland and Germany, to identify common research needs and establish new contacts for the formation of research consortia. Discussions were underpinned by the findings of the Scot2Ger Study published in June, which revealed existing demand for Scottish green hydrogen if it were already available and highlighted the economic potential for Scotland from this faster growth in demand than expected.

Reputation, influencing and relationships

National Outcomes	Network Outcomes
 International  Culture	<ul style="list-style-type: none"> • Reputation • Scotland's Interests

Our offices work to promote Scotland's international profile. This is done through direct engagement and knowledge sharing with governments and organisations in country; by promoting Scottish culture and showcasing the very best of Scottish produce to the global audience at cultural events such as St Andrew's Day or Burns Nights; and by bringing together alumni, including business leaders to develop and maintain Scotland's.

Scotland's international network also supports visits and engagement internationally by Scottish parliamentarians. For example, members of the Constitution, Europe, External Affairs and Culture Committee of the Scottish Parliament visited Scotland House Brussels in June 2022. In July 2022, the Scottish Government Office in Berlin supported a cross-party delegation of MSPs visiting Berlin at the invitation of a Bavarian think-tank. The following examples and case studies demonstrate how the international network advances Scotland's interests.

Scotland House Brussels continues to be an invaluable resource to engage with the EU institutions, member states and other third countries following the UK leaving the EU, particularly in policy areas of Scottish strategic interest and expertise, such as energy, agriculture, fishing and research and development. The return of in-person events provided an opportunity to re-invigorate relationships with influential stakeholders in Brussels. Scotland Europa celebrated their 30th anniversary with a year-long campaign launched in May 2022, with several online campaigns and live events showcasing the work of member organisations, culminating in a 30th Anniversary Summer Reception in June 2022 and a first in-person Members Meeting in October 2022. Other cultural events delivered by SHB in 2022-23 included a Spring reception themed around the "Year of Stories", St Andrew's Concert and Lecture events (see Case Study), a Ceilidh hosted in the centre of Brussels's EU district, as well as a Burns Concert and VIP Burns Supper; and cultural and trade events in Brussels and across Belgium which provided platforms to showcase sustainable Scottish goods.

A visit by the former First Minister to Washington DC in May 2022 saw meetings with senior State Department officials, US Special Envoy for Climate Change, John Kerry, and a live-broadcast joint statement with then-Speaker of the House Nancy Pelosi, alongside high level round tables with international businesses to discuss sustainability and climate change, and meetings with the leaders of the Congressional Women's Caucus, and the Friends of Scotland caucus. In the last 2 years, with increased visibility and activity in DC, numbers of members of the Friends of Scotland caucus have increased to a high of 32, including almost 7% of the House of Representatives.

Ireland is among Scotland's most important bilateral international relationships. The two countries have a uniquely close relationship, sharing a rich history developed by close proximity, cultural affinity, shared communities and similar values. The Ireland-Scotland Bilateral Review (jointly published by the Scottish and Irish governments in 2021) commits to increased cooperation on diplomacy, business and the economy, diaspora, culture, research and education, and rural and island communities. During the 2022 Ministerial Annual Review meeting, it was recognised that strong progress had been made on almost 60% of the Review's 41 recommendations. Additional focus is also now being made on new policy priorities for both governments.

Scotland House London is ideally situated to promote Scotland's interests with European and wider international representations in London, and the team developed a strategy and governance structure to inform diplomatic engagement, in conjunction with the Directorate for External Affairs, Scotland House Brussels and the wider overseas network to ensure a coordinated approach. Through this structured approach we have been able to increase both frequency and seniority of our diplomatic engagement, giving us greater access to decision-makers and influential contacts from international partner countries. For example, in advance of the launch of the Scottish Government's National Discussion on Education, SHL, through dialogue with the New Zealand High Commission, secured discussion on education with senior leads in their Ministry of Education to learn from the NZ experience of delivering a national discussion on education.

Cultural and media engagement is also an important tool to enhance Scotland's reputation internationally. Working closely with Showcase Scotland Expo⁹ to further live export opportunities for Scottish-based artists, the **Germany** team's cultural and media engagement in the reporting year focused on showcasing Scotland's distinctive cultural offer with the strategic aims of helping Scottish artists and festivals to get back into the international spotlight after the Covid-19 pandemic, and developing the emerging German market for contemporary Scottish music. Media successes included an interview and live session with Orkney band Fara on Deutschland Radio, and an interview on Scotland's music festivals and contemporary music scene with the Scottish Government Cabinet Secretary for Culture on Deutschland Radio broadcast on a popular cultural affairs programme on national radio.



Case Study: Burns Night, St Andrew's Day and Tartan Day

Key milestones in the cultural calendar – the Winter Festival anchor points of St Andrew's Day in November and Burns Night in January – along with Tartan Day in April in North America – provide invaluable opportunities to promote Scotland's interests internationally.

Tartan Day, and the broader Tartan Week, honour the profound contributions of Scottish Americans in the US and Canada, as well as the strong ties between Scotland and those two countries. Tartan Week 2022 was the first since the pandemic – and, despite a curtailed planning period linked to lifting of travel restrictions in the US, the team in the **USA** was able to deliver a six-day programme of events straddling Washington DC and New York, including Tartan Day celebrations and political and business engagements. It hosted a Global Scot VIP Cocktail Reception followed by a Tartan Day Reception with over 200 participants, in partnership with the White House Historical Association. It partnered with the Scottish Business Network to host a luncheon for 70 business ambassadors and key interlocutors in the US. The Cabinet Secretary's speech highlighted trade and investment strategies including Scotland: A Trading Nation, the Inward Investment Plan and the Trade Vision. The annual Tartan Day Parade in New York included approximately 2,600 people, who marched their way up 6th Avenue for masses of spectators along the route, led by Grand Marshall and award-winning Scottish actor Karen Gillan.

In collaboration with the Ontario Government and the Mayor of Niagara, the team in **Canada** held a diaspora event in front of the Niagara Falls, which were lit up in the colours of the Saltire to celebrate the connections between our nations.

The team in **China** worked to raise Scotland's profile on a wide range of issues including culture and festivals. The office sponsored the Beijing Scottish Society's celebration of St. Andrew's Day, working in conjunction with Visit Scotland to promote Scotland as a destination and to encourage tourists to start travelling to Scotland again post-Covid.

The team in **France** developed a food and drink showcase, celebrating 30 years of Label Rouge Scottish salmon, building on the SIAL trade show held in Paris in October. Held in partnership between Scottish

Government and SDI, the event was held in the British Embassy in Paris, a prestigious location attracting key contacts and prospects – the first time "Team Scotland" in France hosted a St Andrew's event on site, given Covid restrictions covering much of the period following the office's opening. The event was co-hosted by the Cabinet Secretary for Rural Affairs and Islands, and the Deputy Head of Mission in the Embassy. Several food and drink partners provided produce for the event and marketing material, with many attending in person to showcase their products as part of the Innovations Gallery. Students from Le Cordon Bleu Paris cooking school waited on and assisted the chefs as part of a wider collaboration with the school following masterclasses organised collaboration with Seafood Scotland. The event showcased Scotland to 250 French partners as an innovative, outward facing nation with a rich cultural heritage that is ready to do business and is a great place to visit. Positive feedback was overwhelming. Over 20 brands were on show, multiple business and trade opportunities were identified, and there was strong pick-up on social media.



Burns Night in **Ireland** was an opportunity to showcase Scottish traditions, produce, culture and values. Guests included influential contacts working across academia, media, government, industry, arts and the voluntary sector. The evening involved poetry readings from Scottish and Irish high school students which they coproduced during an exchange programme supported by the Dublin office and delivered by the Scottish Poetry Library and Poetry Ireland. Scottish poets, Cat Hepburn and Kevin Gilday, provide a fresh take on Burns and Scottish poetry. Singers Eddi Reader and Simon Morgan performed to huge acclaim.



Marty Whelan (RTÉ Radio breakfast show host) described the event as “ridiculously brilliant” on his radio show, with a listenership of 56,000. Further notes of thanks, describing the event as “outstanding”, “spectacular” and “the best national day celebration I have experienced”. This feedback demonstrates the extremely positive and lasting impression and shows how well received and valued Scottish culture is by Irish audiences.

Working in close collaboration with the British Embassies in Copenhagen and Oslo, the **Nordics** team delivered two back-to-back Burns Night celebrations in the Danish and Norwegian capitals, supporting the attendance of Scottish artists at both events, to showcase their work and to promote Scotland's cultural offering. Performers included a renowned ceilidh band at the event in Copenhagen, and a group of Scottish poets and musicians – including Scotland's Makar – in Oslo.

The engagement strategy for invitations to these events emphasised a mix of Scottish diaspora living in Denmark and Norway and senior-level contacts in areas of thematic importance for the office's business plan. These included officials from the Danish and Norwegian energy and climate ministries, senior renewable business leaders, and members of the Nordic Council.

The Scottish Government team in the **USA** worked with local Scottish alumni associations and musicians to deliver a modern take on Burns Night, with less formality, food on the go, shorter speeches, and more audience involvement. This was designed to appeal to a younger and more diverse audience – engaging them with the team, with one another, and promoting Scottish culture, food and drink. Tickets for the event sold out in hours, and the British Embassy in Washington, DC, saw enthusiastic (if sometimes inexpert) highland dancing to live music throughout the night.

Scotland House London's Burns Night celebration aimed to showcase Scottish culture, food, and drink to a key audience of Scottish University Alumni to provide an opportunity for guests to network and connect with each other, while also promoting Scotland as a destination for study. The evening – which was designed to showcase Scottish culture in a modern and exciting way – showcased Scottish acting talent, live music performance and poetry recitals, curated by the Association of Exiled Scots.

The **Germany** Office joined forces with the region of Rhineland-Palatinate to host a joint St Andrew's Day event that showcased contemporary Scottish music and the development of sustainable whisky production in Scotland, which was attended by ca. 150 guests from the areas of politics, business, media and culture, as well as Diaspora, Alumni and Global Scots. Opening speeches by the Cabinet Secretary for Culture and External Affairs and the State Secretary for Federal and European Engagement for Rhineland Palatinate highlighted our close cooperation in the areas of education, culture, higher education and research, with a particular focus on finding ways to continue to enable student exchanges and research cooperation despite Brexit. A joint Burns Supper with the British Ambassador to Germany rounded off the team's programme of cultural events in Germany in the reporting year.

Conclusion

Scotland's International Network delivers impact for the people of Scotland, by promoting Scottish goods and services in export markets, attracting inward investment, highlighting our natural advantages and deep expertise in the renewable energy transition, promoting Scottish culture and building relationships to work collaboratively on domestic policy challenges, including the twin climate and nature crises.

This annual report highlights through case studies and examples of good practice how the Scottish Government's international offices conduct this important work and some of their successes in 2022-23. This is intended as a starting point to build from for future reporting on how the network is delivering against the three strategic priorities identified for the international network and in the context of the refreshed National Outcomes when the statutory review concludes in 2024.

The Scottish Connections Framework¹⁰, published in April 2023, is also a key focus for the international network in 2023-24 and beyond. It sets out a coherent, cross-cutting approach to diaspora engagement, with a series of commitments and ambitions to strengthen and expand relationships with and between Scotland's international communities and expand on existing work with our established networks.

The Scottish Government has long believed that better engaging our diaspora can not only benefit Scotland economically and enrich our culture but also improve our connections and reputation with people linked to Scotland around the globe. In the coming year and beyond, each office in the Scottish Government's international network will build on their work with our diaspora communities by including a diaspora objective in their business plans to help deliver the commitments in this Framework. And we will aim to collaborate across our full network – our international offices, including SDI, GlobalScots, Trade and Investment Envoys and public bodies – to map and engage our diaspora.

Scotland's diaspora includes:

- **people of Scottish heritage** – by ancestry, marriage or other family connection
 - **our lived diaspora** – those who came to live in Scotland at any time for any reason
 - **our educational diaspora** – alumni of Scottish educational institutes and Scots studying or working in international institutes
 - **affinity** – those who feel a real connection to Scotland, who may be active through cultural, linguistic, friendship or professional links or simply attracted to the heritage or culture.
-

Scottish Government International Network Timeline, Budget information and Staff numbers

Location	Year Opened	2021-22 budget (£'000)	2022-23 budget (£'000)	2023-24 budget (£'000)	Scottish Government Civil Servants	Country Based Staff
Scotland House Brussels	1999	2,310	2,467	2,441	11	6
USA	2001	805	794	782	2	2
China	2005	550	567	482	1	3
Ireland	2016	596	593	547	2	1
Scotland House London	2017	2,197	2,180	2,157	14	0
France	2018	556	659	673	2	1
Germany	2018	555	572	591	2	1
Canada	2018	570	634	600	2	1
Nordics	2022	n/a	598	693	2	1
Total	—	—	—	—	38	16

KEY STATISTICS

ECONOMY, TRADE AND INVESTMENT:

£1.7bn
SDI forecast trade figures for 2022-23

 **+1,000 PLANNED REAL LIVING WAGE JOBS**
in Scotland associated with investment supported by **SG Office in USA and SDI**

+£120 MILLION IN PLANNED CAPITAL INVESTMENT
supported by the **SG Office in Canada and SDI**

+360 COMPANIES SUPPORTED BY SG OFFICE IN USA AND SDI  
who were looking to grow exports in the American market

+500 PLANNED REAL LIVING WAGE JOBS
in Scotland associated with investment supported by **SG Office in China and SDI**

£275 MILLION
forecast international export sales supported by SG Office in USA and SDI 

+£320 MILLION
forecast international export sales in European markets supported by SG and SDI teams in Ireland, France, Belgium, Germany and Nordics

+190 CONNECTIONS
made for businesses with support from SG Office in Ireland and SDI 

SOCIAL MEDIA

NUMBER OF ACCOUNTS:



13

8 X ,
2 X LINKEDIN,
1 X WEIBO,
1 X WECHAT,
1 X LITTLE RED BOOK,
all operated by our offices

1 NEW CHANNEL LAUNCHED

– Little Red Book in China



TOTAL NUMBER OF FOLLOWERS:

 and Chinese channels:

236,500

[ plus Weibo, WeChat, Little Red Book. Excludes LinkedIn]

2,100,000 PEOPLE

reached via social media in March 2023

9% INCREASE

compared to first month of reporting period



17% AUDIENCE INCREASE OVER REPORTING YEAR

12% increase on , 17% increase across our Chinese portfolio channels

Beijing



Weibo

Brussels



@ScotGovBrussels

Berlin



@ScotGovGermany

Dublin



@ScotGovIreland

London



@ScotGovLondon  Scotland House London

Nordic



@ScotGovNordic

Ottawa



@ScotGovCanada

Paris



@ScotGovFrance

Washington DC



@ScotGovUSA  The Scottish Government in the USA

Endnotes

- 1 [Inquiry into the Scottish Government's International Work | Scottish Parliament](#)
- 2 [Scotland Act 1998 - Explanatory Notes \(legislation.gov.uk\)](#)
- 3 [International relations - gov.scot \(www.gov.scot\)](#)
- 4 [International relations - gov.scot \(www.gov.scot\)](#)
- 5 [Scotland's Global Affairs Framework - gov.scot \(www.gov.scot\)](#)
- 6 [Scotland's International Business Network - GlobalScot](#)
- 7 [Scotland: a trading nation - gov.scot \(www.gov.scot\)](#)
- 8 [About Us | Scotland.org](#)
- 9 [Home page | Showcase Scotland \(showcasescotlandexpo.com\)](#)
- 10 [Scottish Connections Framework - gov.scot \(www.gov.scot\)](#)



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