



## States Greffe

Deputy Kirsten Morel  
Minister for Economic Development, Tourism, Sport and Culture

### **BY EMAIL**

4th October 2023

Dear Minister,

### **Export Strategy**

In light of the recently published Export Strategy, we would be grateful if you could respond to the following questions:-

1. When can the inward investment strategy be expected?
2. Data provision is a key element of the Export Strategy. Will this also be the case in the Inward Investment Strategy?
  - a. If so, how will the additional data needed be secured?
3. Building evaluation metrics is identified as an ongoing action as part of the Export Strategy: what will this entail and how exactly will success be defined and measured?
4. How is the establishment of the Export Support Service and its associated oversight group progressing?
  - a. How will the work of the Export Support Service be sufficiently targeted?
  - b. Are additional costs or funding requirements anticipated for this service?
5. Elements of raising the profile actions include sponsorship and grant scheme. Who is expected to fund this and how would this be progressed by the Government of Jersey?
6. Why does Government think it necessary for Island producers to be supported and enabled to supply to commercial concessions at both Elizabeth Harbour and the Airport?
7. Why is a grant scheme/support necessary?
8. Whilst we understand the need for support of farmers is necessary, is Government focusing too much on the intricacies in this area at the expense of potentially more economic areas?
9. What level of funding is expected to be given to Jersey Business to deliver this?

10. The Export Strategy identifies potential Key Performance Indicators (KPI's). When will these

be set and benchmarked?

- a. How will these KPI's be connected to return on investment?
- b. How will they be published?

11. When is it anticipated the Export Strategy will next be updated?

12. Why is determining value and destination of exports by sector to depend on outputs under strategic themes/data given the importance of this knowledge?

13. What relevance has great taste stars to do with increasing productivity?


14. Why is no benchmark being suggested/published regarding the Export Support Service?

- a. If these contain sensitive information, how are these statements of benchmarks to be checked and verified?

We understand the detail contained within this letter and would be grateful if you could respond to this no later 16th October which is beyond the 5 working days approved for responses between Scrutiny Panels and Ministers.

If you have any questions regarding this or our work in general, please do not hesitate to contact me. Please note that unless otherwise stated, all letters will be uploaded to the Scrutiny website as a matter of course.

Yours sincerely,



Deputy Moz Scott  
**Chair**  
**Economic and International Affairs Scrutiny Panel**