

Business Comment

JUNE/JULY 2023

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**International
Connections**

 Edinburgh
Chamber of
Commerce

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International Connections

Welcome to the latest issue of Business Comment magazine.

Our focus in this issue is on International Connections. The vast majority of us take great pride in Edinburgh's status as an undeniably international city, with a positive image around the world for the beauty of our city, its world-leading culture, our history of innovation and invention, and as a wonderful place to live, work and visit.

What we may not always understand is the vital importance to our city of that international status. So much of what Edinburgh is and does depends on our international connections.

For example, consider the huge importance of our culture, hospitality and tourism sector. This often under-estimated sector generates billions of pounds a year to our local economy, supporting tens of thousands of jobs. So it is good to read a piece highlighting the international partnerships that are crucial to the continuing success of the Edinburgh International Festival, itself created as an international event designed to use culture to promote peace and unity following the end of World War Two.

Our businesses continue to enjoy considerable success on the international stage also. Our city's hugely successful finance sector has a strong international reputation and influence. Our technology businesses are making waves globally, and the city is reaping the benefit of a strong technology start up and support eco-system that has grown alongside such businesses as Skyscanner and FanDuel. One of our latest success stories, Appointedd, share their story of export success and international business growth – which was recognised at the recent Edinburgh Chamber Business Awards.

In this issue, we also look at the pioneering research work at Heriot-Watt University. Quite apart from the commercialisation of all this work, and the businesses and opportunities it creates, the often ground-breaking work of our universities also helps drive international connections – with some of the latest bridges being built by Heriot-Watt to the middle east and South East Asia.

As always, elsewhere in the magazine you can learn about the policy work carried out by the Chamber on behalf of its members, and as always there is much to enjoy and admire in the work and success of our members.

Enjoy the magazine.



Liz McAreavey
Chief Executive,
Edinburgh Chamber of Commerce

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Appointedd
blazing a global
trail



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The Edinburgh International
Festival – Championing
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Picture Credit:
Jassy Earl

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Air Canada to Resume and Extend Non-Stop Service between Edinburgh and Toronto

Air Canada, Canada's largest international and domestic airline, has been serving Edinburgh since 2013 and is set to offer its customers in Scotland a newly extended non-stop service between Edinburgh and Toronto.

Starting 2 June 2023 and flying up to daily during the summer peak, the extended service will continue three times weekly into the winter season until 8 January 2024, and is currently planned to return in early Spring 2024. Flights from Edinburgh to Toronto will be operated by Air Canada mainline with state-of-the-art Boeing 787 Dreamliner aircraft, featuring three cabins of service for customers to choose from, including Air Canada Signature Class with lie-flat seats, Premium Economy and Economy Class.

Services between Scotland and Canada are timed to optimise connectivity to Air Canada's extensive North American network.

"We are delighted to offer our customers in Scotland a direct link to Canada during both the summer and winter seasons, as well as convenient onward connections across North America via our Toronto hub," said Stephen Gerrard, Air Canada General Manager Sales, U.K. and Ireland. "At Air Canada, we are proud to offer more daily flights from the U.K. to Canada than any other airline."

Air Canada's onboard services on international flights showcase some of the best cuisine Canadian culinary talent has to offer with Air Canada's panel of celebrity chefs, including award-winning, Vancouver-based chefs David Hawksworth and Vikram Vij, and renowned Montreal chefs Antonio Park and Jérôme Ferrer. Complementing the culinary journey is a selection of top wines chosen by leading Canadian sommelier, Véronique Rivest. The onboard customer experience also features complimentary in-flight entertainment at every seat, complimentary beverages and the option to purchase onboard wi-fi. All flights provide for Aeroplan accumulation and redemption and, for eligible customers, priority check-in, Maple Leaf Lounge access, priority boarding and other benefits.

We are delighted to offer our customers in Scotland a direct link to Canada during both the summer and winter seasons, as well as convenient onward connections across North America via our Toronto hub. - **Stephen Gerrards, Air Canada General Manager Sales**





Picture Credit: Andrea Thomson Photography



Bad Dinosaur Turns Ten

Award winning digital product design and development studio, Bad Dinosaur, is marking its 10th birthday with a number of new-client wins and accreditations, indicating the Edinburgh-based agency is on track for further success.

Founded in May 2013 by Kyle Whittington, Bad Dinosaur has supported more than 100 startups and SMEs over the last decade, with current clients including The Lang Cat, YouK, Braided Communications and trundl, as well as several NHS trusts. Throughout this time, the agency has never strayed too far from its founding principle of helping entrepreneurs and startups take their tech ideas to market as quickly and cost-effectively as possible.

In April, Bad Dinosaur, a .NET and Microsoft Azure specialist agency, achieved Microsoft Cloud Partnership status, which along with its Cyber Essentials Plus certification, further demonstrates its commitment to delivering best-in-class solutions for clients, greater customer value and investing in the future growth of the agency.

The agency has also recently been accredited a real Living Wage employer. Bad Dinosaur joins a growing movement of over 3000 Living Wage employers in Scotland who together want to ensure workers have what they need. With this accreditation, Bad Dinosaur is proud to be supporting Edinburgh City Council's goal to become a real Living Wage City.

Since 2021 Bad Dinosaur has been in a partnership with Scottish Women's Premier League team Spartans F.C. The partnership sees Bad Dinosaur sponsor both the SWPL Home and Away match day shorts, along with the SWPL Player of the Match Award for all SWPL 1 League matches.

In addition to this, the agency is a lead sponsor of The Spartans Community Football Academy Little Miss Kickers & Senior Miss Kickers girls-only coaching programme. Designed for players aged 5 up to 11, both programmes focus on providing a fun introduction to developing new skills.

Bad Dinosaur also continues to support the Academy in delivering their STEM education programme, running sessions with schools in North Edinburgh that provide local children with new opportunities to participate in sport, physical activity and recreational activities.

Bad Dinosaur founder and Managing Director Kyle Whittington said:

"It's been a rollercoaster over the past 10 years and we've worked with some incredible

entrepreneurs and businesses along the way who are looking to make a positive impact on the world. From the early days of working in a tech incubator, we have always aimed to provide a friendly and easy way for businesses to build their tech ideas without needing to spend six figures – and I'm really proud that's still true today.

We're continually focused on our client journey. We've invested heavily in the bespoke tools we have built along the way, to provide the best experience and value for money to our clients. I am proud of what the agency stands for as an ethical, sustainable and cycle-friendly employer. From our involvement with community projects, supporting social enterprises and doing what we can to influence and inspire future generations of technologists and creatives."

About Bad Dinosaur

Bad Dinosaur is an award-winning digital product design studio, founded in 2013 by Kyle Whittington. Bad Dinosaur offers rapid prototyping, design and development of web and cross-platform mobile applications, project rescues, user testing and cloud hosting services for Entrepreneurs and SMEs.

www.baddinosaur.co.uk



Changeworks rebrands to support growth to tackle climate emergency

MAKE YOUR HOME ENERGY EFFICIENT.

Enjoy a warmer, more comfortable and more sustainable home with our new 'retrofitting' service.

🔍 www.changeworks.org.uk

CHANGeworks.

THE HOME DECARBONISATION JOURNEY

Both our existing and new services will deliver the Home Decarbonisation Journey. Our goals are focused on developing the overall journey, increasing the scale of delivery and enabling more households to benefit from our support.

Scotland's leading environmental charity, Changeworks, has today launched its new brand with a focus on strengthening its public profile as the organisation looks to engage wider markets to accelerate the decarbonisation of homes to tackle the climate emergency.

Scotland has some of the least energy-efficient homes in Europe, accounting for 13% of carbon emissions. Changeworks' strategic focus is to decarbonise Scotland's homes, and the organisation is developing new services to support householders and organisations to achieve this. Within the wider context of the accelerating climate emergency and energy crisis, it was time to update Changeworks' brand and website to enable the organisation to scale up as it looks to expand its reach across Scotland.

Changeworks commissioned creative agency The Lane in September 2022 to update the brand and website, while ensuring the brand stayed true to Changeworks' values and mission. A major element of the project was to develop a bold, visual identity to stand out and reflect Changeworks' professionalism and expertise. The website was developed with its carbon footprint in mind, with brand colour, typography and illustration being used instead of full width images. The Changeworks website is also hosted using 100% Renewable Energy.

Josiah Lockhart, Chief Executive of Changeworks, said: "Our new, bold brand

really reflects what Changeworks stands for. Our new website will help us to work with even more organisations and partners to accelerate decarbonisation and ensure a just transition to net zero, as well as enable us to reach more people with our energy advice. This marks a key moment in Changeworks' history, a new chapter that sets the tone for us gearing and scaling up to meet net zero targets."

Ali Findlay, Chief Executive, of Lane said: "We were delighted to be appointed to deliver this significant rebrand and sustainable website transformation for Changeworks. To work with Changeworks on such an important rebrand was a great opportunity for us to really get under the skin of the organisation, understand their ambitions and deliver a brand that would strengthen Changeworks' profile to help them to achieve their mission."

Later this year, Changeworks is launching a new service for homeowners, EcoCosi from Changeworks. The service will provide end-to-end support for homeowners to retrofit their homes, including developing tailored plans, overseeing installation and appointing quality assured suppliers.

About Changeworks

Changeworks been established for over 35 years and has solidified its position as an expert in delivering innovative solutions to improve the energy efficiency of housing stock to lower carbon emissions. Changeworks provides consultancy, project management and energy advice services and works collaboratively with partners, organisations and householders to drive transformation in energy efficiency and tackle fuel poverty.

In the financial year 2021/22, Changeworks worked with 1,900 organisations and installed almost 3,600 insulation measures to create warmer, drier homes that require less energy to heat. Over 245,000 tonnes of carbon savings will be made over the lifetime of the measures installed. In 2021/22 Changeworks also achieved £1.86 million of financial savings for people it helped.

More information about Changeworks' services including EcoCosi from Changeworks can be found at www.changeworks.org.uk

CHANGeworks.

Want to join other businesses helping to reduce congestion and improve air quality?

Give your colleagues instant and easy access to great value bus tickets they can use for work or leisure.

Find out more about corporate ticketing options at stagecoachsolutions.com.

We're committed to playing our part in delivering more sustainable, greener communities across Scotland, including our new **fully-electric city bus networks** in Inverness, Dunfermline and Perth.



Plan a journey



Corporate ticketing



Helping Scotland's children and young people with care experience thrive

With the right support, all children and young people can live happy, healthy lives.



Intandem is Scotland's national mentoring programme, offering mentoring on a regular basis to children and young people involved in the care system,

living at home (under a compulsory supervision order) or with extended family (kinship care).

Many families in Scotland are struggling to stay afloat, especially as the cost of living continues to rise, and children can enter the care system when their parents struggle to navigate the additional challenges and stresses of their lives.

The work of intandem is focused on ensuring young people in care or on the edge of care, are supported to have the resilience and confidence to succeed in life.

We do this by working alongside **partner charities** in Edinburgh and 18 other local authority areas across Scotland, to train and match volunteer mentors with children and young people. This community-based approach also strengthens local communities by providing training and opportunities for volunteers to be part of young people's lives and healthy development.

This summer, there are plenty of ways you can get involved and help Scotland's children and young people with care experience.

1. Donate to our Crowdfunder (Running throughout June and July) so mentors and mentees can do activities this summer

For many, the summer holidays can be a time for creating happy memories, but some children miss out on this more than others.

Every pound you donate will give children the opportunity to have fun, try new things and create happy memories with their mentor this summer.

Here is what a child and their mentor could do with YOUR donation:

■ £20 would enable a child and their mentor to try an activity like trampolining, crazy golf, climbing or a craft workshop.

■ £40 would enable a child and their mentor to visit places like a zoo, wildlife park, or try go-karting or a watersports activity.

PLUS much more.

Visit our [crowdfunder page](#) for more details on how to donate.

2. Become a volunteer mentor

If you have a little time each week and consider yourself to be a good listener, you could be a volunteer mentor!



Join our supportive community and help young lives flourish. Find out more at bit.ly/intandemBecomeAMentor

3. Follow and connect on social media

Look out for @intandemScot on Facebook, Twitter and LinkedIn.

intandem is delivered by **Inspiring Scotland** with funding from the Scottish Government and The Robertson Trust.



Inspiring Scotland is a company limited by guarantee registered in Scotland, No. SC342436, and a registered Scottish charity, No. SC039605.



Businesses across Scotland and in Edinburgh are expected to make significant changes to achieve net zero

To avoid the worst impacts of climate change, businesses across Scotland and in Edinburgh are expected to make significant changes to achieve net zero. Arguably, larger organisations have access to greater resources to support and drive change - but where do SMEs start? With rising energy and raw materials costs, as well as increased debt levels, and increasing interest rates, many SMEs are currently focusing on survival. They might not fully understand what net zero is, let alone where to start.

We are delighted to support SMEs on their journey to net zero in Edinburgh and have launched a suite of support. Our www.netzeroedinburgh.org website is packed full of resources, net zero guides, and toolkits so please check it out.

There are a number of benefits to companies who transition to net zero including:

- Business reputation: Adopting net zero policies can enhance a company's reputation by showing its commitment to sustainability and environmental responsibility, which can attract customers, investors, and top talent.
- Cost savings and improved profitability: Implementing net zero policies can help reduce energy and resource consumption, leading to cost savings and improved profitability.
- Increased PR and awareness: Companies that adopt net zero policies can leverage this achievement for PR and marketing purposes, leading to increased awareness and positive public perception.
- Competitive market advantage: Adopting net zero policies can differentiate a company from its competitors, giving it a competitive advantage in the market.
- Reduced business risk and improved resilience: Implementing net zero policies can help mitigate the risks associated with climate change, such as regulatory changes, supply chain disruptions, and reputational damage.
- Procurement opportunities: Companies that adopt net zero policies may have an advantage in procurement opportunities, as many governments and businesses prioritise sustainable and environmentally responsible suppliers.

The innovation of new technologies will be essential to support the achievement of net zero for the City. So why not come along to our free green innovation event on Thursday 29th June hear from David Townsend, Founder & CEO of Town Rock Energy who will highlight key innovative projects such as the Bodyheat project which will capture and store waste heat produced by event goers, and use it to heat the venue at different times.

We are also offering bespoke support to SME's on their net zero journey, so if you need any information or support please contact the project team info@netzeroedinburgh.org or call the team on 0131 221 2999.



Positive outlook for tourism in the region

VisitScotland Regional Director Neil Christison said: “It is fair to say that the last three years have been incredibly challenging for our tourism and events industry. Since the first COVID-19 national lockdown and subsequent months of restrictions, we are still navigating our way through the additional pressures being faced through cost of doing business crisis and staffing shortages.

Neil Christison

Regional Director,
VisitScotland



“Yet despite fresh challenges posed by the cost of doing business, the industry remains resilient. We know Scotland continues to be a popular destination for both UK and international visitors and now, two years on from the last lockdown, international visitor figures are back to pre-pandemic levels, with strong interest from important markets such as Europe and North America.

“Anecdotally we are hearing encouraging signs from businesses for this year with many reporting good bookings for the months ahead. Our latest research has revealed that the Edinburgh area in particular is a popular destination for people in Scotland intending on taking a trip this spring.

“The news that there will be a twice daily

service between Edinburgh and New York during the peak summer season is another major boost for the city and the country. International visitors tend to stay longer and spend more in our local communities, so every region and destination stands to benefit from this interest.

“Rebuilding and capitalising on visitor demand remains a priority across all our UK and international marketing, travel trade and partner activity. This includes encouraging greater year-round and regional spread of visitors.

“At a strategic level, it is really encouraging to see the prominence of the visitor economy within Edinburgh & South East Scotland’s new Regional Prosperity Framework Delivery Plan. This, coupled with Edinburgh’s new visitor economy action plan offer us a real opportunity to work together to help grow, develop and add value to the capital and wider region’s visitor economy in a responsible way.

“Yes, there are still challenges, there always will be, but there is good reason for optimism too. There remains significant investment in quality tourism in the region

– the Scotch Whisky Experience, the opening of the W hotel and other hotel investment in the capital city, Scotland’s first inland wave destination, Wavegarden, to name just a few.

“As we approach the summer season, I would like to take the opportunity to remind those working in tourism and events of the resources and support that we can provide to support ongoing recovery. Our industry website is a useful resource for advice and information www.visitscotland.org. We’ve recently launched a climate action guide to help tourism businesses in their journey to net zero and there is also advice on making the most of cycling tourism as we get set to host the UCI Cycling World Championships in August.

“I want to remind those in tourism and events of how far we have come, what we have achieved over these difficult few years and what opportunities lie ahead.”



The importance of wealth planning for farming families

As the cost of living crisis continues to have a profound impact on the daily operations of agricultural businesses, succession and wealth planning for farming families has never been more important.

Partner at WJM, Kathleen McArthur, said: "The pandemic and its concurrent lockdowns have changed how many services are delivered and have also impacted how people view their priorities. Many now wish to see a greater work-life balance and older generations in family-run businesses such as farming are inevitably taking a step back and allowing younger generations to take the reins.

"This often requires a change in how businesses are structured which comes with its own legal considerations and implications. With over 20 years of experience advising clients in the agricultural and rural sectors, I have seen first-hand the impact of succession planning on the long-term viability of a farm.

"Family businesses now more than ever require sound, competent legal advice, and guidance upon which they can trust. Many family businesses may now wish to see their wealth being distributed differently rather than being tied up in the business. This



Kathleen McArthur
Partner at WJM

requires the combined services of wealth planning and family business advice. The pandemic has also made us aware of the need to have our personal and financial affairs sufficiently planned for by having wills,

powers of attorneys, and trusts, all securely in place so that estates can be dealt with efficiently to carry out our wishes.

"Ensuring that both business and personal lives are structured appropriately provides security of mind and finances. At WJM, we can provide an all-encompassing service to businesses and individuals alike to aid in managing and structuring their assets so that they work for them.

"We take pride in helping farming families navigate the complexities of their business and are at the ready to provide legal counsel on all aspects of the industry."

WJM is sponsoring the Young Masters Show Jumping Series at this year's Royal Highland Show from Thursday 22 – Sunday 25 June. Members of the team will be on hand throughout the event to speak to guests about the ways in which they can advise on the future of your farm.

For more information on WJM go to www.wjm.co.uk.



The Growing Value of Project Delivery as a Service (PDaaS)

Project Delivery as a Service (PDaaS) allows businesses to outsource their project or programme management and delivery requirements to a third-party service provider. The provider is responsible for the entire project lifecycle, from planning and design to execution and delivery.

When referring to projects or programmes we mean any "Change" activities that require project planning, management and expertise to deliver the required results, such as Technology, Business or Digital change, or any combination of these.

In recent years, PDaaS has become increasingly popular among businesses of all sizes because it offers a range of substantial benefits:

1. Improved Project Outcomes

High quality Project Delivery is critical to business performance, organisational success and business growth. However, many organisations struggle with Project Delivery, resulting in project delays, cost overruns, and poor-quality deliverables. PDaaS provides expertise in the latest project management methodologies, tools, and techniques. These help organisations optimize their project delivery processes, reduce risks, and deliver projects on time, within budget, and with higher quality.



John Allan,
Head of
Services at
Agenor

2. Cost Savings

In-house Project Management practices can be expensive. By outsourcing not only can organisations avoid cost overruns and delays, but they can save on recruitment and training costs, technology investments and administrative overheads. Experts have shown that outsourcing project delivery can sometimes result in cost savings of up to 40%.

3. Scalability and Flexibility

Whether it is a small project or a large-scale initiative, PDaaS provides the resources and expertise needed to deliver successful outcomes for any size of organisation. Moreover, PDaaS offers flexible engagement models, which enables organisations to scale their project management services up or

down as needed, depending on their project pipeline and budget.

4. Access to Expertise

PDaaS gives access to experienced project managers with expertise in different industries, technologies, and project management methodologies. It allows organisations to benefit from best practices, lessons learned, and industry insights in areas like data analytics, agile methodology, or change management. This helps organisations to deliver complex projects that require a diverse set of skills and expertise.

Overall, PDaaS is a highly valuable service that can help any organisation improve their project outcomes, save costs, and access expertise while they focus on their core competencies.

Since 2006, Agenor has successfully delivered major technology and infrastructure change programmes in some of the world's largest organisations. To learn more about how our Project Delivery as a Service can help your business succeed, contact john.allan@agenor.com.





Chamber Training Calendar

June/July/August 2023

June

Wednesday 7th

Advanced Instagram Sales Strategies: Optimising Funnels for B2B & B2C, with a focus on Instagram Stories

Thursday 15th

Mastering B2B Lead Generation on LinkedIn

Friday 16th

Building Personal Resilience and Self-Confidence workshop

Monday 19th

Finance for Non-Financial Managers

Tuesday 20th

Understanding Export and Export Documentation

Wednesday 21st

Advanced Facebook Strategies to Increase Sales - Creating more Dynamic Facebook Ads, Groups Messenger & Live

Thursday 22nd

Driving Business Growth with LinkedIn Ads: Mastering the Art of Lead Generation

Tuesday 27th

Accelerating Your Business Growth with AI and Automation

July

Tuesday 4th

Becoming a Successful Leader

Wednesday 5th

TikTok Marketing Course: Harnessing the Power of Video for Business Growth

Monday 10th

Focus on: IPAFFS (Import of Plant Products, Animal Food and Feed Systems)

Wednesday 12th

Imports: Inward & Outward Processing

Tuesday 25th

A Beginner's Practical Guide to Exporting

August

Thursday 3rd

Project Management

Friday 18th

Beginners Guide to Export Licensing Controls

Thursday 24th

Search Engine Optimisation (SEO)- A Strategic Masterclass That Drives Results

Thursday 31st

Promoting Wellbeing and Engagement within hybrid teams: an overview

Visit our website to find out more and book your place.

edinburghchamber.co.uk/training-events/





In 2010 Exporter Services began its life. As an accomplished, qualified Shipping Manager, Sue Wright recognised the need in industry for support and knowledge around Importing and Exporting goods with all their inherent twists and turns. Getting paid also proving a challenge at times. Letters of Credit can be incredibly complex.

Sue Wright

**Director,
Exporter Services**



Training became the initial path to sharing that information which has expanded significantly. Exporter Services now has a team of trainers who are managed by our Training and Consultancy Manager Sue Grewcock. Delivering up to date and relevant training is key and critical for businesses who are moving goods. Our Training is delivered through Edinburgh Chamber of Commerce and many others across the United Kingdom. The elements delivered are Incoterms, Rules of Origin, Commodity Codes, Export Documentation and Processes, Import Processes and associated documentation, Customs Procedures and Letters of Credit. This is not an exhaustive list. Exporter Services also deliver bespoke training which can be online or face to face.

As Exporter Services has developed, so too has the scope of services being supplied. There was a realisation that one size does not fit all. Businesses require different levels of assistance at different times.

Exporter Services have an Operations Team managed by our Operations Manager Sarah Cutts. She ensures that the highest levels of customer service are always maintained.

There are several services that can be utilised. There is a "Helpdesk" support service which gives the ability to get in touch at any time. It may be for issues around a shipment, documentation queries or occasional Commodity Codes, in short anything that causes concern.

Exporter Services offer an outsourced Shipping Department service too. Some businesses find it easier to outsource this function just as they might with IT or HR. Businesses do this because they have total cover throughout the year with no need to think about covering holidays or sickness. Exporter Services have up to date knowledge of changes that are happening enabling this to be shared with customers. Shipping departments can be large with multiple

people on an account or small where a quarter of a person is required – services are built to suit business requirements.

Letters of Credit can be a bit of a minefield and while most businesses cringe at the thought of them ultimately, they are a guarantee of payment. Trading around the world means that there must be consideration of other countries finance rules and monetary regulations.

Understanding the rules is a key part of Letters of Credit. The rules are UCP600, and they do take a little deciphering. At Exporter Services there is a comprehensive service from beginning to end of the process. This ensures that businesses receive their payments in a timely manner giving the ability to manage their cashflow.

Exporter Services has been built on excellent customer service and knowledge. There is a pride in the reputation that is in the market place.

The Chamber's International Trade training courses can be found online here: www.edinburghchamber.co.uk/events/?type=Training



A busy Spring for Chamber events

Over the last few months we have hosted a variety of events for our members across a number of the city's top venues and eateries. From our staple networking lunches and breakfasts, to the return of our popular President's dinners.

One major highlight from our last few weeks of events has been the return of our Chamber President's dinners, which bring our members together for an evening of senior level networking. On this occasion we were delighted to have Martha Lane Fox, a renowned entrepreneur and philanthropist, as our keynote speaker. During the event Martha shared a range of fascinating stories from her impressive career, from her time in business and her experiences during the .com boom. Sustainability, purpose and diversity were pillars of the discussion, along with her perspectives on the role of technology in shaping our future and the perks and pitfalls which may come with it.

However, our keynote discussions did not end there. Our chamber footie fans were

delighted to get the opportunity to head along to Easter Road Stadium to hear directly from Ben Kensell, CEO of Hibernian FC. Attendees got a behind the scenes update on the team, hearing Ben's vision and aspirations for the team, along with a pitch-side stadium tour. On the other side of the city our members joined us at Le Monde to hear directly from Nick Peel, Managing Director of St James Quarter, to commemorate the Quarters second anniversary. Nick discussed the performance over the last two years, including its successes, challenges, and plans for the future. I'm sure our members can all join us to wish Nick well on his future endeavors as he passes the baton over to his successor after a more than successful two years with St James Quarter.

In addition, our popular speed networking event returned to this year after a long hiatus due to COVID-19. During the pandemic, we delivered this event virtually, and will continue to occasionally do so, but we were thrilled to welcome attendees back for its in-person return. This event is a proven way to make lots of valuable new connections and deliver your best elevator pitch – with the added buzz in the room and the notorious chamber bell!

As always our members descended a host of Edinburgh's favourite eateries, with our staple lunches taking us to 63rd +1st and The Barologist in Leith for a delicious two-course meal with ample time dedicated to networking. What better way to make new connections than over some good food!

Keep an eye out on our events calendar over the next few weeks as we will be heading to the Alchemist, and Rico's for our staple lunches, and Marie Owen from LS Productions joining us for our next Inspiring Women in Business Lunch. We will also see the return of our much loved Chamber Summer Party and Scavenger Hunt which are always a sell-out so grab your tickets while you can!

This event is a proven way to make lots of valuable new connections and deliver your best elevator pitch – with the added buzz in the room and the notorious chamber bell!



Welcome onboard our most important journey yet

LNER has a responsibility as a train company to make it even easier for people to make more sustainable travel choices.

Travel habits are changing as we all think more about our impact on the environment. This shift in mindset and priority is great news for LNER customers; if you take one of our Azuma trains between Edinburgh and London your emissions will be 97 per cent less than if you took a plane. In early 2023 LNER returned to pre-pandemic passenger levels, largely thanks to strong demand for leisure travel, and secured our place as the primary travel option between Edinburgh and London (we continue to service around 50 per cent of the travel market). Our plan is to build on this success encouraging more people to experience the benefits of traveling by train.

Our world-class Azuma trains (which run in full electric mode between Edinburgh and London) are famous for being one of the most environmentally friendly modes of public transport but our commitment to being a truly responsible business does not end there. We have a vision to be the most loved, progressive, and responsible way to travel for generations to come and at the heart of this is championing rail travel as an efficient and clean way to travel long distances within the UK.

Our first Responsible Business strategy, which was published in 2022, outlines the objectives that will benefit our environment and help us deliver our vision. Reducing emissions at every level, improving energy efficiencies in stations, and challenging what we produce and how we dispose of it, are just some of the key aspects of our environmental strategy. However, we understand that for people to make rail travel the default option, particularly on long distance routes when other options are available to them, we need to challenge the negatives stigmas and consistently deliver dependable and efficient services. Once

addressed this will naturally lead to more of us taking the train, more often, and reducing travel emissions.

A focus on simplicity

We continue to lead the way when it comes to innovation and much of our work is driven by our ambition to enable customers to make smarter, more sustainable travel choices. After trialling Single Leg Pricing from 2019 we have now extended this approach to give customers more transparency and flexibility when booking train tickets. From June 2023, all fares will be priced on a single journey basis, enabling customers to mix and match their fares and unlock great value. Earlier this year we also introduced the Deal Finder feature on our app, offering our customers the opportunity to set their own budget and see a list of destinations available for them with the lowest available fares. Once a customer has selected the station they wish to travel from, they can either choose from the range of dates and times offered or add their own preferences.

Pioneering industry-leading technologies

We are not afraid of being bold and trying new things. Our annual FutureLabs innovation acceleration programme gives start-ups the opportunity to trial innovative 'proof of concept' solutions that will transform the rail experience and make a real difference for our customers, people, and communities.

Initiatives borne from the FutureLabs programme include 'Let's Eat at Your Seat', allowing customers to order food from the onboard Cafe Bar through the simple scan of a QR code, which is then delivered to their seat. Another is the contained growth

of algae in our station locations to capture carbon and improve air quality, starting with Berwick-upon-Tweed station.

This year's FutureLab participants include a data business that can help us better understand the modes used in customers' end-to-end journeys so we can reward green travel, and a solution which takes plastic waste and recycles it into other items via a 3D printing vending machine. This would allow LNER to process its own waste and benefit from the value of this by creating another item – a circular economy in action. We are also using machine learning to improve operations and the customer experience by building machine learning capabilities into the areas that matter most – getting customers to their destination on time, providing timely and clear information, managing onboard catering, and reducing LNER's waste and environmental impact.

Championing accessibility

Accessibility is key for us attracting new demographics into stations and on to our trains. Following the introduction of our Family Lounge at London King's Cross we are looking to open the same at Edinburgh Waverley which will improve the experience for families at either end of our route. This, combined with us proactively supporting low-carbon connections to stations (such as bikes, public transport links and electric vehicles), demonstrates our unwavering commitment to providing a service that will help everyone make the most sustainable travel choices every day.



Appointedd blazing a global trail

Appointedd – the award-winning online booking and scheduling solution provider founded and based in Edinburgh – is rapidly turning into an international phenomenon.

And the software company, founded in 2011 by Leah Hutcheon, was most recently recognized for its spectacular export growth by winning the International Business category at the Edinburgh Chamber Annual Business Awards earlier this year.

Depending on what source you use, there are between 195 and around 300 different countries in the world – but with their product now being used in 167 nations Appointedd are definitely serious global players.

Yet Leah, who founded the company after spotting a need for more sophisticated scheduling software, remains modest about their success to date. Asked if there were any tips she wanted to share, she preferred to talk up the efforts of others:

"I think we've been lucky, in the sense that we have a software product, and one that

was launched and began its export journey at a time when it was much easier to trade internationally for UK-based companies. I really admire those businesses who have physical products, with all of the administrative and logistical complications that brings, who are now growing into new international markets despite a far less supportive and friendly environment.

"We've certainly had to navigate some changes in recent years, in particular the challenges posed by Brexit and we have been living through global events, most recently the war in Ukraine."

Leah is happy to acknowledge that the success of the company owes everything to its market-leading, cutting edge technology which is trusted by some of the world's biggest brands. The company says their



Leah Hutcheon
Founder of Appointedd

software will help businesses save valuable time, increase revenue, and truly engage with their customers through frictionless booking experiences. "Founded in 2011 with flexibility at its core, Appointedd empowers customers around the world and across multiple industries to easily schedule anything, anywhere in just two taps.

Appointedd handles bookings in 167 countries for companies small and large, including Harrods, EDF Energy, M&S, Victoria's Secret, G4S, Mamas & Papas, Frasers Group, Charlotte Tilbury, SpaceNK, Markel and two of the Big Four accounting firms.

The business was founded when Leah identified a need amongst advertisers in the homes and interiors magazine she edited for better scheduling software to "help manage some of the heavy lifting." Redundancy provided an initial investment – both in time and money, and expertise and imagination were both brought to bear in the steady progress that was made.

A native of Blackpool who came to study at university in the city, she is grateful she began her business journey in Edinburgh.



"There was such a buzz at that time around technology, and here in Edinburgh in particular. There was a strong support infrastructure – and we have received help from the Scottish Investment Bank and from investors. We were involved with Entrepreneurial Spark in the earlier days, and there was a real support network establishing. I think we benefited from the success of earlier city technology businesses, in particular SkyScanner and Fanduel, and they continue to support emerging businesses today."

From April 2020 to April 2022 the company has grown its number of users by over 125%, and grown its enterprise clients by over 225%. In terms of revenue, the company has seen a revenue growth of 74% year on year to February 2022, and is projected to keep growing.

In the last year, Appointeddd introduced nineteen new languages to the product. This means users can use the product in English, French, Spanish, Italian, German, Japanese, Swedish, Finnish, or Hindi.

Currently, 45% of its enterprise clients operate in more than one country, or in a country outside of the UK.

The quality of the product continues to be its core strength. Leah said: "I remember when a senior executive from one of the Big Four (accountancy) firms called me from the US and said 'I hear you provide the best scheduling software in the world. We need to talk' and just thinking Wow! They could have called businesses anywhere, in Silicon Valley, but they called us.

"Our software is the best, particularly for businesses who operate across time zones. That may be operating in multiple countries, or in one country that has multiple time zones – such as the US or Australia. That is huge for our major, enterprise clients."

www.appointeddd.com

I remember when a senior executive from one of the Big Four (accountancy) firms called me from the US and said 'I hear you provide the best scheduling software in the world. We need to talk' and just thinking Wow! They could have called businesses anywhere, in Silicon Valley, but they called us.



The Edinburgh International Festival – Championing International Connections

International connections are the key to the enduring success of Scotland's leading arts festival, explains Jenny Howard-Coombes, Edinburgh International Festival's Head of Partnerships.

The Edinburgh International Festival was created to bring performances from the world's leading artists to the widest possible audience. Every August, we are proud to offer affordable international culture to audiences from Scotland, the rest of the UK and the world. International collaboration is at the very heart of what we do, as it has been since the festival was founded in 1947 by the renowned opera impresario, Sir Rudolf Bing, who fled Nazi Germany in 1934. He was inspired to create The Festival in the hope that bringing world cultures together would

help them heal through cultural collaboration after the horrors of WWII.

We've stayed true to this principle every year since. This August, we celebrate our 76th anniversary of bringing world cultures together and recognise that this would not be possible without cross sector collaboration with our corporate partners, who all fail from multiple sectors. We work with our partners all year-round to ensure that Edinburgh remains a vital international platform for the world's most innovative artistic work. We know that

through collaboration we can harness the innovation that we strive for and increase our positive contribution to the social, cultural and economic well-being of both people and place. discovery, democratisation, monetisation and commercialisation of data. This promotes ethical data exchange between entities while maintaining compliance with the privacy, trust, risk, legal, and technical aspects of enterprise data, and can also improve transparency by providing access to data for public and private bodies.

An example of this for 2023 is our partnership with The Ministry of Culture, Sports and Tourism, Republic of Korea; which has been named Focus on Korea. This partnership was created to present some of the country's finest artists to audiences in Edinburgh. These artists include the award-winning KBS Symphony Orchestra, the classical pianist, Yeol Eum Son and the National Changgeuk Company of Korea, who seamlessly blend Greek tragedy with Pansori, an ancient Korean form of musical storytelling in Trojan Women, directed by renowned Korean director, Ong Keng Sen. We are so excited to debut this partnership and are looking forward to their performances in August.

A Home for International Artists

Every year, thousands of performers come to Scotland's capital to take part in



Nicola Benedetti
Edinburgh International
Festival Director

Picture Credit: Jassy Earl



Picture Credit: Andrew Perry



Picture Credit: Ryan Buchanan



Picture Credit: Ryan Buchanan



Picture Credit: Peter Dibdin



Picture Credit: Jassy Earl

the festivals across August. In 2022, the Edinburgh International Festival was home to over 2,400 artists of over 45 nationalities; and 650 of those were Scottish artists. This is fantastic achievement and is only made possible by ongoing collaboration and co-working relationships with people around the UK and the world. It's by creating and nurturing these relationships that we can continue to create such a far-reaching programme every year.

The 2022 Festival also featured a special one-off performance from the Ukrainian Freedom Orchestra. The concert comprised all-Ukrainian musicians and included recent refugees and musicians still based in Ukraine who had been allowed special exemption from military activities to perform. The concert was free to attend, and audiences were invited to donate to the Scottish Refugee Council as they continue to play a leading role in welcoming displaced Ukrainians to

Scotland. We are grateful to the Scottish Government for providing the necessary support to allow us to the present this incredibly important orchestra in our programme. Edinburgh is twinned with Kyiv, Ukraine's capital city, and this concert, represented a powerful moment of solidarity with all those impacted by the invasion of Ukraine.

Driving Forward Edinburgh's Economy

The Edinburgh International Festival is also a major contributor to the Edinburgh economy and cultural network, as well as being a huge asset to the people of Edinburgh because of the wide array of performances we bring to the city.

In 2022, we spent over £650k on programming performers, artists and speakers from Edinburgh and over £1.2m on businesses and providers within the city

to help us stage the festival. The economic benefits also apply to visitors for the festival, too, as those who attend our events spent an estimated £6.7m in the Edinburgh economy.

In terms of employment, Festival FTE jobs last year totalled 393, and for this year's festival, we will spend nearly £1m (£934,176) on venue hire in the city. When it comes to ticketing in 2022, we also gave away more than 34,000 free tickets to the people of Edinburgh, schools, young people and key workers, making the festival more accessible to all.

Our impact also extends beyond the annual Festival programme: our learning and engagement and professional development programmes take place all year-round ensuring that the work of our artists reaches the widest possible audiences and contributes to the cultural and social life of Edinburgh and Scotland.

In 2022, we worked in all 17 council wards in the city, and held over 16,000 engagements with children, families and communities.

We couldn't be an international Festival without collaboration and international connections. It's been the backbone of our work for over 70 years and because of this, we will continue our unparalleled celebration of the performing arts and an annual meeting point for people of all nations.

To find out more about the Edinburgh International Festival, please visit: www.eif.co.uk

Our learning and engagement and professional development programmes take place all year-round ensuring that the work of our artists reaches the widest possible audiences and contributes to the cultural and social life of Edinburgh and Scotland.

60 Seconds

Name: Kieran Smith

Company Name: Horizontally - Your Luxury Travel Concierge

Website: www.horizontally.co.uk

Q In five words or less, what do you do?

A: I'm your luxury travel concierge.

Q How long have you been a Chamber member?

A: Oh, perhaps close to 20 years, mostly in corporate hotel sales roles. When I decided to launch my own business, the Chamber was an absolute must.

Q Why did you join?

A: I joined the Chamber to grow my connections within the business community and professional development opportunities, but also due to the level of support offered over the previous tough years to the travel and hospitality sector. Raising a personal and business profile in a different sector is hard, a network like the Chamber is a fabulous resource.

Q What services do you use?

A: In the main, the busy events calendar. The events and opportunities to meet fellow members in educational and enjoyable surroundings are gold dust for someone like me - I must admit to neglecting the other business benefits but do plan to readdress this in 2023.

Q What's the best business/benefit you have won through the Chamber?

A: Connections, without a doubt connections! Some of my larger corporate and leisure wins have come from a conversation at a Chamber event, as I book leisure holidays and trips for successful company directors I find fellow members take quite an interest in my new business and are intrigued as to what a luxury travel concierge gets up to day after day.

Q Are there any additional services or information you'd be particularly interested in?

A: Excited for a resurgence of the Leith Chamber and enhanced access to my local community, a standalone calendar of events focused in Leith perhaps?

Q If you were telling another business person about the Chamber, what's the first thing you would say?

A: Looking to grow your business, with supportive like-minded folk? Join, it's a no-brainer. Take your time with networking, connect with the right people, offer support and your services. Rash scatter gun networking is unlikely to land - prove your worth and the benefits will come.

Q Where do you read your copy of Business Comment?

A: Usually the Sunday after it hits my inbox, whilst the kids are at rugby... and always with great coffee!



Kieran Smith

GET WITH IT

By Bill Magee

Scottish Business Technology
Writer of the Year



One-hundred-and-fifty techies representing umpteen nationalities rapidly signed up to the long-anticipated revival of Edinburgh Tech Meetup.

The key networking event is back after a long break and signifies a new international era of technological innovation emanating from the city.

The Capital is at the epicentre of a Scotland on the cusp of establishing this small but smart nation into a fully-fledged north European based commercial hub fit for the Digital Age.

Edinburgh already attracts significant overseas investment and engaged in a free flow of high levels of business activity.

Clever ideas reinforcing our enduring reputation for sheer ingenuity combined with business opportunity.

Castle Terrace is a key city address in this ongoing digitally-driven global pursuit.

There Codebase and Codeclan each attract international attention in equal measures.

The UK's largest technology incubator, Codebase has been awarded a £3 million contract through the UK Ministry of Justice.

The Lawtech grant will support the legal sector's digital transformation plans alongside LegalGeek.

One of the fastest growing incubators in Europe, Codebase's unique techscaler programme aims to help people build better tech innovations and make "startup life" accessible to everyone.

Codeclan is Scotland's first and only not-for-profit SQA-accredited digital skills academy.

Its bootcamp education centre has involved thousands of students and is key towards bridging the skills gap in Scotland's burgeoning tech industry.

Codeclan reports 96 per cent course completion and 84 per cent job placement rates from its "life-changers" software development and data analysis training.

Back at Edinburgh Tech Meetup, fuelled by stacks of pizza its return to the IT networking circuit is timely.

Especially acting as a catalyst for international enthusiasm for all things digital and significantly underpinning Scotland's economic boosting plans.

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Michael Stachura | 07977392463 | michael.stachura@macklinmotors.co.uk



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It's been another busy and eventful few months for the Policy team at the Chamber. In brief: Scotland's new First Minister and Cabinet have been announced, and have published their vision for the next 3 years of Government.



We've seen some welcome movement on policies including the Deposit Return Scheme, alcohol advertising restrictions, and Retained EU Law Bill, following extensive engagement with policymakers. We've engaged on strategies and plans across local, Scottish and UK policymaking, spoken to key stakeholders, met with international delegations, and hosted a briefing session with Edinburgh's elected representatives from all levels of policymaking. Looking ahead, we are also looking to engage with party manifestos as the next UK General Election draws nearer.

As part of their 3 year vision, the Scottish Government have promised to give local authorities the power to implement a Local Visitor Levy, or 'tourist tax', by 2026. The City of Edinburgh Council are keen to bring this in as soon as possible, and so the Chamber will be making use of the international chamber network to see what lessons we can learn from cities with similar policies.

A recent Chamber event also looked at the importance of our international links, hosted with the Airspace Change Organising Group (ACOG) on the programme of work they are undertaking to review UK airspace

to 7000 ft. Chamber members were able to contribute views related to the importance of airspace connectivity for Edinburgh and the wider region. Another event, this time with Britain Remade, discussed what changes needs to happen, particularly around transport, energy infrastructure, and planning, to cut down the barriers to growth for Britain's business. Meanwhile, the British Chambers network has been encouraging the UK Government to ensure our producers and manufacturers are supported to compete on the international stage, given some of the policy interventions taking place in the US in particular.

Looking domestically, our new First Minister and his Cabinet have made some encouraging statements around their intentions to work more closely and productively with business, promising a "re-set" of the relationship with business. Whilst we wait to see how this translates into action, we do welcome the recent creation of a Government-led forum to develop a 'New Deal' with business. This forum aims to involve businesses at an early stage of policy development, something that Edinburgh Chamber has explicitly asked for in our recent

advocacy work. We will be represented on the forum by the Scottish Chambers of Commerce.

Other welcome announcements from the First Minister included a delay to the controversial Deposit Return Scheme, which is now set to launch in March 2024. We will use the delay to engage with Government to ensure that the policy is fit for purpose. Meanwhile, the proposed restrictions on alcohol advertising (which the Chamber had previously objected to) have been sent back to the drawing board, with Humza Yousaf acknowledging that the proposals would have been damaging to business.

Finally, at a local level we have been engaging with the City Council on the action plans for their City Mobility Plan, which are currently out for consultation. The City Mobility Plan looks at how people, goods and services move into and around Edinburgh, and we will be making sure the business voice is included in discussions on how this is delivered.

As ever, if you'd like to discuss these or any other issues, please contact the Policy Team at policy@edinburghchamber.co.uk.

Energize Electrical: First-Class Electrical Solutions

Energize Electrical is dedicated to providing first-class electrical solutions. We are trusted and reliable Edinburgh Electricians working throughout the City of Edinburgh and the Lothians. We are passionate about delivering a high quality of service from start to finish and our customers value our professionalism, work ethic and our competitive prices.

Established to provide comprehensive services to all domestic, commercial & industrial sectors. We have extensive experience in residential & business electrical installations and offer a range of electrical work from full/partial rewire, fuse board upgrades, EICR, exterior lighting, lighting solutions, smoke alarms, EV charge point installations and so much more. We offer a 1-year warranty and all our estimates are free of charge.

Most importantly for your safety, all Energize Electrical work is carried out to the highest standard and complies with BS 7671 (IET 18th Edition) wiring regulation standards. As NICEIC approved contractors, we always aim to put their high standards into everything we do & adhere to the prescribed levels of safety to perform the best quality of work possible. Our work is regularly assessed to meet current regulations as well as industry standards, which gives our customers reassurance and guarantees that if for any reason work does not meet the correct standard it will be corrected under the terms of the scheme.

Our team has the know-how to install your EV charge point quickly and efficiently — we've got the accreditation to prove it, too. Our trusted electricians are City & Guilds qualified for EV charging home

TRUSTED & ACCREDITED

- City & Guilds 2391-52 QUALIFIED** and **City & Guilds 2019-01 QUALIFIED**
- Periodic & Initial Inspection & Testing, EV Charging Equipment & Installation.**
- Providing customers with assurance that the electrical work being carried out is safe, reliable, and compliant with the latest regulations.
- NICEIC APPROVED CONTRACTOR**
- IET 18TH EDITION COMPLIANT**
- IET 18th edition compliance ensures electrical safety, reduces the risk of electrical faults, and helps prevent accidents, protecting both the customer and property.
- Approved to install or maintain EV charging infrastructure ensuring safe, compliant, and future-proofed charging solutions.
- OZEV**
- AICO FIRE PRODUCTS INSTALLER**
- As an Aico trained installer we have the necessary expertise to install and maintain Aico products. This means that customers can be confident that their fire and CO alarms will be installed correctly and will function as intended.

and workplace installation. Plus, Energize Electrical is accredited by The Energy Savings Trust (EST) and approved by the Office for Zero Emission Vehicles (OZEV) meaning we can install home EV charging points under the Electric Vehicle Homecharge Scheme (EVHS) and Workplace Charging Scheme (WCS).

We are focused on sustaining our reputation as both Edinburgh electricians as well as a recognised Edinburgh Trusted Trader. This is reflected in our portfolio of work carried out.

For more detailed information, please visit our website www.energizeelectrical.co.uk or contact us on **07456 495 320** or email ecc@energizeelectrical.co.uk



Our goal is to become a recognised **leader** in the electrical service industry
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Edinburgh



Welcome

Rico's Ristorante

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Energize Electrical (Scot) Ltd

JOIN THE CHAMBER TODAY

WELCOME TO OUR MEMBERS



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Street Assist
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Welcome

Flanders Investment
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Headland Archaeology	OneSpan	Trinity Decorating Services
Inigo Business Centres Ltd	QSE Ltd	Wellbeing Insight and Co Ltd.

Would you like more information on joining the Chamber?

Membership prices start at only £23.00 per month. Please contact us for more information.

Richard Ellis Head of Membership, Richard.ellis@edinburghchamber.co.uk



Taking Pioneering Research to the Next Level

Early-stage companies are a major driver of innovation and job creation in the UK. In 2021, investors pumped £2.54 billion into UK university spin-out companies, a record high figure.

Last year, Scotland's universities produced the highest number of investor-backed spinouts in the UK. Data from the Spotlight on Spinouts report suggests this trend will continue in the coming years as breakthrough innovations make our researchers and students future business leaders. Collaboration and commercialisation are vital in building a prosperous economy which will fuel further investments. Along with learning academic theory, researchers are keen to turn their ideas into commercial products and services with real-world impact.

At Heriot-Watt University's Global Research Innovation and Discovery facility (GRID) in Edinburgh, we're facilitating greater cohesion between academic research, business enterprise, and entrepreneurial talent. GRID has taken Heriot-Watt's heritage in pioneering research to the next level by bringing together leading talent and the brightest minds to tackle industry challenges.

Solving real world problems

As we look to respond to various issues in our economy and society we must facilitate the journey from laboratory-to-market in an efficient manner. Take ProstaPalp, a device that can potentially revolutionise prostate cancer screening for men. The device can provide accurate and objective testing at an early stage by only sending those who are likely to have cancer for an MRI scan and biopsy, thus preventing all men from a full prostate screening when they don't need it.

Another innovation is the K-Briq - a revolutionary circular economy brick created by Heriot-Watt spinout company Kenoteq. The pioneering design turns construction waste into new building materials, challenging the brick manufacturing industry that has changed little in 500 years. K-Briq is a great example

of the cutting-edge research universities are helping take from lab to market.

Globally connected research

Ground-breaking research must be made available to the wider public, whether at a business-to-business level or directly to consumers. The best early-stage companies must always seek to build industry relationships but it's easier said than done. Traditionally, university companies are spun-out close to home. The best would grow and

international players in the UAE and beyond, creating opportunities for our students, academics and spin-out companies.

Many of our academics are conducting research in fields relevant to societies in the Middle East and Southeast Asia. This gives us the ability to deliver impact-led research on an international scale in the built environment, energy, logistics, human health, net zero and many more.

The metaverse, for example, marks the next step of the internet evolution and within it lies plenty of potential for different industries to be incorporated. New research conducted by academics in Dubai has found that the metaverse can be deployed across all three stages of construction: design, development, and build.

We are not far from the possibility where an architect could design a building in Scotland, while the client reviews the CADs in Dubai, transforming the pre-build phase into a multisensory experience. Virtual representations of buildings can also demonstrate new and innovative ideas all without the added cost and environmental impact of transport costs.

We are building bridges between Scotland and the innovation ecosystems of the Middle East and Southeast Asia, and over time we hope our early relationships will grow and build-out, benefiting all of Scotland and the UK.

We are only just scratching the surface, as researchers and students on our campuses tackle pressing societal challenges and shape the economies of the future across the globe. The opportunities are both exciting and endless, and I'm eager to work with brilliant people across disciplines, sectors, and geographies to bring these to the world.

www.hw.ac.uk/uk/business/enterprise.htm



Grant Wheeler
Head of commercialisation
at Heriot-Watt University.

eventually go international. With campuses in Dubai and Malaysia, Heriot Watt is able to launch its spin-out companies internationally.

Dubai is an incredible business 'melting pot' with a huge number of experienced and talented people, including an increasing number of Heriot-Watt alumni. The campus in Dubai is right next door to the offices of blue-chip companies - Cisco, Google, HP, Microsoft and many more. We intend to build our networks amongst those big

We thank our Partners for their continued support of the Chamber.

STRATEGIC PARTNERS



ENTERPRISE PARTNERS





Capital College continues to develop its extensive international connections

With international connections remaining at the heart of its strategy, Edinburgh College continues to develop and strengthen its extensive international networks. Year on year, an increasing number of College staff and students are participating in a variety of international projects, allowing them to see the world from a vantage point beyond their own, and reap the benefits of a comparative perspective.

In recent times, Edinburgh College Vice Principal, Jon Buglass joined English Language lecturers in Hainan, China, for the in-country launch of one of the College's flagship international programmes – an intensive Business English course for Hainan University's College of International Studies' undergraduate Business English students. Since being launched online in 2020, more than 140 students have enrolled on the course, and its positive impact is now beginning to be seen, with 48 students from the original 2020-2021 cohort recently passing the internationally recognised Cambridge B2 Business Vantage exam, providing evidence of students' improved proficiency and confidence using English in a Business setting.

As well as helping students professionally develop abroad, the College has also established various study programmes for international students in Edinburgh. In collaboration with a small group of colleges

across the UK, Edinburgh College recently hosted a small group of state-sponsored students from Brazil as part of the Conexão Mundo ("World Connection") programme, conceived and funded by the government of Paraíba, in North Eastern Brazil. The programme aimed to improve participants' English language skills and give them an insight into various vocational sectors in the UK. Furthermore, the College recently renewed its partnership with the Immaculate Heart College in Kagoshima, welcoming back students from the Japanese institution for the first time since 2019 for a bespoke English and Airline Operations course that will support their aspirations of forging careers in the airline industry.

With each student spending time with lecturers and fellow students on each of these programmes, the College and the capital have been further internationalised, as have the regions the international students hail from, as each party has been

able to develop their global knowledge and professional skillset through one another.

In the year ahead, the College aspires to grow its existing international networks and reach. Having recently been on Business development trips to Thailand, Vietnam and Turkey, and having had visits from various international delegations such as the High Commissioners of Kenya and Rwanda, the College is already working to develop new international partnerships and projects. As a result, the College looks forward to deepening its international connections through supporting more students and partners from around the globe, and hopes it can continue to contribute to the world, whilst also being shaped by it.





Sustainability and social impact across Scotland

A hot topic over the past decade, ESG has grown in both popularity and understanding. Budgets for ESG improvements have increased, subject knowledge has grown, and sustainability is starting to be prioritised. But with every country following a slightly different rule book, there is some disparity between advice given; ESG consultant Calum Mackenzie from real estate consultancy Hollis tells us how to navigate the ESG real estate market in Scotland.

ESG in Scotland

Whilst there are certainly similarities in advice and trends, Scotland does mandate different legislation to that of England and Wales. For example, the Scottish Government have set a target of becoming net zero carbon by 2045, five years sooner than that of the rest of the UK. To reach this ambitious target, the country as a whole will need to progress quickly to cut emissions.

To do so, Scotland is already seeing an increasing proportion of low-carbon electricity supplied to the national grid; this is reflected in a recent update to Section 6 (2022) of the Scottish Building Standards. Effective as of 01 February 2023, the carbon factor used for grid-supplied electricity has changed, resulting in the same buildings receiving lower EPC ratings. Even if a potentially improved EPC, owners should still undertake energy efficiency improvements to comply with more stringent regulations expected in 2025 and to reduce emissions in line with the net zero target.

Whilst an important measure of energy efficiency, the environmental impact of a property is more than just an EPC, and this is reflected in the market shifting towards using other certifications in addition to Government targets.

Assessing ESG

There are multiple accreditations to quantify

the environmental impact of a building, with the most relevant to commercial property owners in Scotland being the BREEAM certification. BREEAM measures not only the energy efficiency of a building, but also a range of sustainability and wellbeing factors.

Another certification to be aware of, which is starting to grow in popularity in Scotland's office sector, is NABERS. NABERS measures a property's operational energy consumption (regulated and unregulated) and provides a rating comparing it with other similar buildings. It then requires regular reassessment with the aim of reducing real energy use over time.

Moving beyond the E

The market has focused heavily on improving a property's environmental impact which, whilst still incredibly important, is not the only contributing factor of ESG. Delivering the social elements, or the 'S', is what occupiers are now looking for to impact the market.

Demand has grown for certifications such as Well and Fitwel that focus on the health and wellbeing of the occupier, considering factors such as daylight and occupier comfort. A higher Well or Fitwel score translates to a higher productivity and occupier satisfaction.

In Scotland, we are noticing increased investments into social value following the pandemic, especially into the workplace.

To attract occupiers and employees back to the office, tenants are focusing on amenities and outdoor space to improve the social elements and wellness factors of the property. This in turn increases the attractiveness of the property leading to increased rental prices for occupiers, often referred to as green premiums.

Green premiums are the higher prices that occupiers and owners alike are willing to pay when renting or purchasing properties that hold higher sustainability credentials. So, whilst owners may carry concerns over the initial expenditure of undertaking ESG improvements, or the time needed to complete further accreditations, the green premiums that the building may present over the long term will likely exceed costs.

There are both subtle similarities and differences between countries on ESG market trends and Government regulations, but with a joint effort to becoming net zero, real estate can start to make real strides in decreasing its global carbon emissions. If you would like to hear more about the ESG regulations across Scotland, get in touch with ESG consultant Calum Mackenzie.

hollisglobal.com

HOLLIS

31 countries flock to Scotland this summer to compete in Golden Shears sheep shearing world championships

The 2023 Golden Shears hosted by RHASS will take place at Scotland's Royal Highland Show, Edinburgh.



Shearing teams from 31 nations around the world will flock to Edinburgh this summer to take part in the 2023 Golden Shears Sheep Shearing & Woolhandling World Championships.

Countries including Japan, South Africa and New Zealand will send their top shearing and woolhandling talent to compete at the event, which is held in a different location around the globe every three years.

Taking place during the Royal Highland Show (22-25 June 2023), the Golden Shears is the world's premier sheep shearing and woolhandling competition. The 2023 competition was secured in 2019 following an intense bidding process, ultimately won by the Royal Highland & Agricultural Society of Scotland, Scotland's leading agricultural charity. As well as a huge investment financially and logistical support by the Society this year, Golden Shears is also sponsored by Lister Shearing, British and Ulster Wool, Elanco, The MacRobert Trust, Hogg's of Fife and Taylors Snacks Ltd.

With more than 200,000 visitors expected to pass through the gates of the Royal Highland Show, the Golden Shears stage will be watched by a huge in person audience, in addition to tens of thousands of online viewers on the Show's streaming platform, RHS TV.

This is only the second time that Scotland has hosted the Golden Shears since its launch in 1977, the first being in 2003 again hosted by the Royal Highland & Agricultural Society of Scotland.

More information on the Golden Shears 2023 can be found on the Royal Highland Show website: royalhighlandshow.org

Jim Warnock, Chairman of the Royal Highland and Agricultural Society of Scotland (RHASS), commented:

"Scotland is the perfect stage for the Golden Shears and we are delighted to be welcoming shearing teams from over 30 countries to the Royal Highland Show this June.

"The Golden Shears is an exciting addition to what is already Scotland's best day out – if you've never experienced the thrill of the shearing tent before, make sure to pay it a visit this year as the world's top talent will be on display."

Veronica Baena Fraca is competing at the Golden Shears as part of Spain's national team. She commented:

"I'm really looking forward to reconnecting with the people and friends I've met at the Golden Shears over the years. I'll be happy just to do my best, have a good time and enjoy spending time with my teammates.

"Back in 2019 I was working as a wool handler at the Royal Highland Show and I had the chance to see my friends compete, so I got to look around the site. I loved it! Seeing so many different breeds of sheep, cows, agricultural machinery, craftworkers, food... it blew my mind and was very cool!"

Gareth Jones, Head of Member Engagement at British Wool, said:

"British Wool are very proud to be supporting the 2023 World Shearing & Woolhandling Championships. This event not only allows us to showcase the high standard of shearing and wool handling here in the UK but also on a global stage.

"The event also gives us an excellent opportunity to promote the unique

characteristics and benefits of British wool and the range of quality products that are produced. We look forward to welcoming all competing nations and visitors to the event."

Rear Admiral Christopher Hockley CBE, Chief Executive Officer at The MacRobert Trust, commented:

"The MacRobert Trust has a long and close relationship with RHASS. Until recently, epitomised by the MacRobert Pavilion which stood proud until 2020, as well as, of course, by the trophies bearing its name. The MacRobert Theatre is the centre for sheep shearing activity during show week. The Society also nominates a Director to the Board of the Trust, currently under the Chairmanship of Jon Strickland, known to many alongside his wife Queenie for the multi-award winning Cladich Fold of Highland cattle.

"The venue for the Golden Shears championship is, appropriately, to be the MacRobert Theatre. The Trust is delighted not only have played its part in upgrading the facilities for competitors and organisers of the event, but also to have helped improve the audience experience whilst they are watching and being entertained by this World Championship competition."

Matt Colston, Elanco ruminant technical consultant, added:

"Elanco Animal Health recognises the importance of sheep sustainability and is thrilled to be a key sponsor of the 2023 Golden Shears competition, as the event shares our values of enhancing animal health, productivity and welfare."

Martin Booth, Head of Sales & Commercial at Lister Shearing Equipment Ltd, said:

"Lister is proud to be the official equipment and clothing sponsor of Golden Shears World Shearing and Woolhandling Championships, an event which Lister has proudly sponsored for over 50 years.

"Lister's continued support for such an iconic and spectacular event is a testament to our values of putting the industry and users at the heart of what we do. Supporting the industry has always been a key strategic goal for Lister and will continue to be for many more years to come.

"Lister would like to take this opportunity to wish the hosts, the Royal Highland Show, and all of the competitors the very best of luck!"

www.royalhighlandshow.org



Edinburgh Innovations' annual showcase & dinner

Over 200 academics and industry partners came together at the National Museum of Scotland in May for Edinburgh Innovations' annual showcase and dinner, this year on the theme of Digital Frontiers: data and digital technologies.

Academics presented their ground-breaking research on quantum technology, natural language processing and bioinspired robotics, for example, and discussed how it is being applied, through partnerships with private and public sectors, to address challenges in healthcare, ethics and sustainability.

Discussions hosted by Professor Michael Rovatsos, Personal Chair of Artificial Intelligence and Director of the Bayes Centre, and Professor Miguel Bernabeu, Personal Chair in Computational Medicine at the Usher Institute, ranged from how quantum is likely to change our lives (by revolutionising cryptography and enabling secure data sharing, for example); why robots are sometimes better modelled on squid and octopi than humans (it depends on the purpose) and how new medical technologies succeed (by bringing in social scientists early on!).

Dinner was hosted by Professor Iain Gordon, Head of the College of Science and Engineering, and celebrated event funders the Engineering and Physical Sciences Research Council (EPSRC)'s Impact Acceleration Account, which funds the translation of research into impact.

Dr George Baxter, CEO of Edinburgh Innovations, the University's commercialisation service, said:

"The Digital Frontiers Showcase has again highlighted the centrality of innovation to the University of Edinburgh's mission and vision.

The academic-industry collaborations

demonstrated today, facilitated by Edinburgh Innovations, have provided many opportunities for cutting-edge research to have impact. By forging new partnerships, research at the frontiers of data and artificial intelligence can be stretched to find solutions to the world's biggest challenges."

Professor Elham Kashefi (main picture and above) is Personal Chair in Quantum Computing in the School of Informatics and Chief Scientist of the UK's new National Quantum Computing Centre. As a panel member, she was asked how businesses should think about quantum and replied:

"Come and talk to us now in the Quantum Software Lab! It's hard to imagine what we will need in 20 years' time, but artificial intelligence is going to reach the limits of what's possible and sustainable, and quantum is going to be the solution to that. But it won't be 'here's a quantum computer, plug it in'. Start your journey now with us, get a quantum expert in your R&D department, start getting used to it. It's not 'if' you'll need quantum, it's 'when'."

At the drinks reception, Andrew Bissell, CEO of thermal energy storage company Sunamp wasn't thinking about quantum, but he was celebrating 12 years of working in collaboration with the University of Edinburgh's School of Chemistry. He said: "Working with the University has been foundational to the success of our company. We started out with a problem: how do we take materials with promise for thermal energy storage and turn them from unstable into stable compounds, and the

School of Chemistry helped us solve that.

"We started out through Interface, we had an EPSRC studentship, with Edinburgh Innovations we established intellectual property and collaboration agreements we still rely on today. As an SME we couldn't have done it on our own. Last year we won the Royal Society of Chemistry's Industry-Academic Collaboration prize, which we are immensely proud of."

If you have an industry problem, why not send a question in advance and get suggestions on how to solve it from academics in different disciplines during our Digital Frontiers AIMDay on September 6, 2023.

Edinburgh Innovations is the University of Edinburgh's commercialisation service. Edinburgh Innovations brings University of Edinburgh research to industry, working to identify ideas with value, and facilitating the process of bringing them to life in real-world applications – making ideas work for a better world.

Get in touch with Edinburgh Innovations to find out how they can support your business:

[edinburgh-innovations.ed.ac.uk/contact us](https://edinburgh-innovations.ed.ac.uk/contact-us)

This article was originally published on Edinburgh Innovations' website.

Pictures by Maverick Photography



THE UNIVERSITY
of EDINBURGH



Cameron Henderson

Cameron Henderson

Delighted to have joined National World as Business Development Consultant working within the commercial team both using our flagship news brand, The Scotsman and our local brands, such as Edinburgh Evening News.

My main aim is to work closely with clients to gain an understanding of what their marketing goals are and to help businesses reach new audiences from across Scotland and the UK through digital and print platforms. It's exciting to be part of such an established but evolving company that provides endless promotional opportunities to customers and clients through its UK wide brands and world wide audience.

I look forward to meeting other members of The Chamber at one of the upcoming events and hope to be able to get you involved in one of our many upcoming exciting opportunities.

Changes at Gillespie Macandrew

Scottish law firm, Gillespie Macandrew announces the appointment of three new Partners and seven further promotions across its legal team. Andrew Leslie from the firm's Housebuilder team, Ross MacRae in Banking & Finance and Sharon Murray in Family Law have all been promoted to Partner.

Andrew Leslie and Ross MacRae began their legal careers as trainees at the firm and have gone on to become well respected experts in their fields. Sharon Murray, a highly experienced and accredited Family Law specialist joined Gillespie Macandrew in early 2022 and leads the Family Law team.

Furthermore, Lindsay Bryce Mackay, Victoria Curren and Rae Gilchrist are promoted to Legal Director, Gillian Hyams is promoted to Associate, and Ross Baron, Katie Brown and Jamie Seath are promoted to Senior Solicitor.

These latest promotions recognise the depth of talent across the firm's Banking & Finance, Commercial Property, Energy & Strategic Land, Family Law, Housebuilder, Land & Rural Business, and Private Client teams.

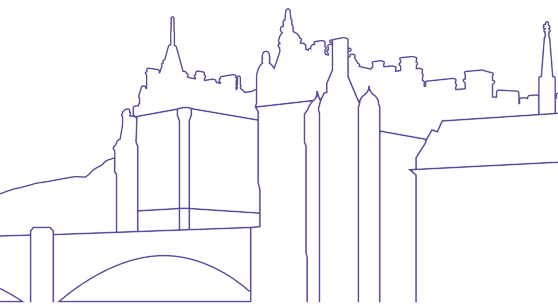
Chief Executive Officer, Robert Graham-Campbell commented:

"I am delighted to be able to announce so many internal promotions within Gillespie Macandrew this year, demonstrating the strength and depth of our legal team across the breadth of our practice teams. These internal promotions demonstrate the continued success of our training academy and our commitment to investing in and developing our people throughout their careers."

The firm advises clients across Scotland and the UK, with offices in Edinburgh, Glasgow and Perth on all areas of land and rural business, private client, commercial real estate, energy, tax and disputes, combining a personal approach with industry-leading expertise.



Gillespie Macandrew



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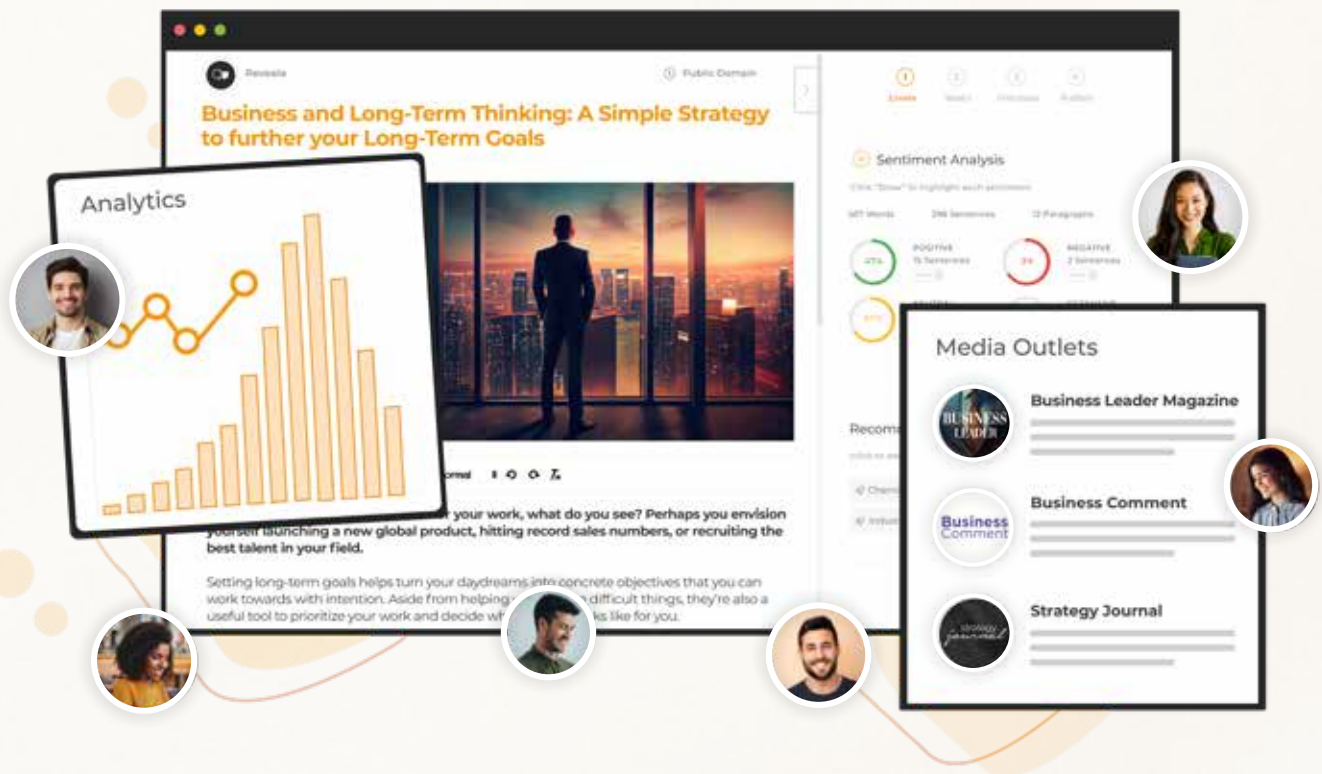
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