

[Press release: International Trade Minister joins Stoke ceramics firm to keep Great British industry firing](#)

Promoting British exports and protecting industries from unfair global trading practices are high on the government's agenda as we leave the European Union.

Trade Policy Minister, George Hollingbery, hosted a roundtable discussion for ceramics firms in Stoke-on-Trent this week (Monday 7 January), alongside local MP, Jack Brereton.

The roundtable discussed the industry's trade priorities, including those measures the government is taking to ensure British ceramics are protected from dumping, which involves overseas firms selling their goods at below cost price to undermine the British market. Dumping is against World Trade Organization (WTO) rules and measures to combat it are currently being taken by the EU. After leaving the EU, the UK will have its own powers to address these practices.

The government is committed to ensuring that UK industry can continue to compete on a level playing field when we leave the EU, as well as helping them to realise opportunities to trade freely with new markets around the world.

Minister Hollingbery also visited Heraldic Pottery for a tour of their production facility and discussed their priorities to continue their exporting successes as the UK leaves the EU.

For example, a future free trade agreement with the USA could potentially remove significant tariffs on British ceramic catering ware, making them more competitive and helping to boost exports.

The government is also setting up the UK Trade Remedies Authority (TRA), which will investigate unfair trading practices and unforeseen surges in imports. The TRA will be up and running before exit day to ensure that vital British industries are protected by the global trade rules.

Trade Policy Minister, George Hollingbery said:

It was a pleasure to meet ceramics businesses in Stoke today, who are already having great success in exporting to markets around the world.

It is one of my top priorities to ensure that fantastic businesses like Heraldic Pottery are able to continue expanding into new and established markets. They should rest assured that, as we take control of our independent trade policy, we will act in the

interest of vital British industries to ensure that British jobs are not undermined by unfair trading practices.