

GREAT campaign drives growth across the four corners of the UK

- The Great Britain & Northern Ireland Campaign (GREAT) is the UK's flagship international marketing programme.
- GREAT's 'Study UK' campaign is set to generate £407m of investment right across the UK, from international students registered in 2021/22.
- Students from 121 countries around the world have been attracted to UK universities by the campaign; driving impressive growth for local economies.

International students attracted to UK universities by the GREAT 'Study UK' campaign and enrolled in 2021/22 will generate £407m for the economy during the course of their degrees.

The campaign, delivered in partnership with the British Council, uses a combination of marketing channels and scholarship opportunities to promote the quality and opportunities of UK higher education to students worldwide; highlighting reasons why the UK is a first-choice study destination.

Across the four nations, the estimated economic benefit of international students attracted to the UK by the GREAT campaign is:

- England £339.1m
- Scotland £44.4m
- Wales £18.4m
- Northern Ireland £5.1m

The campaign supports the government's levelling up ambition, with many parts of the UK benefiting economically and culturally from international students.

Projected economic benefit across cities in the UK include:

- Greater Manchester £13.3m
- Liverpool £4.7m
- Newcastle £6.0 m
- Leeds £7.7m
- Sheffield £7.1m
- Birmingham £11.6m
- Bristol £4.0m
- Edinburgh £8.5m
- Glasgow £9.1m
- Cardiff £5.0m
- Belfast £1.6m

The success of the GREAT 'Study UK' campaign is well evidenced, for example Teesside University experienced a 40% increase on 2020/21 international student enrolments from markets where GREAT scholarships were offered.

Cabinet Office Minister Jake Berry said:

“The GREAT ‘Study UK’ campaign attracts and supports international students to study in the UK. International students drive growth in local economies across the country, they also enrich the university experience, bringing greater diversity and an international viewpoint for all students.”

Higher education is a significant export for the UK. The 2018/2019 cohort of international students generated £28.8 billion for the UK economy according to a report by the Higher Education Policy Institute .

Maddalaine Ansell, Director Education, British Council said:

“International students not only make our universities vibrant and cosmopolitan but also, through getting to know and understand us, can become life long ambassadors for not only UK Education but our values and way of life.

“Many international graduates go on to play important roles in the political, economic, scientific and cultural life of their own countries and their knowledge of, and affection for, the UK means we have friends in many places.”

Minister for Skills Andrea Jenkyns said:

“Attracting the brightest students from around the world is good for our universities and delivers growth at home, as well as supporting the creation of more places for UK students.

“We’ve already smashed the target set in our International Education Strategy to attract 600,000 international students per year to study here – hitting it for the first time almost ten years early – and we are now focusing on bringing in £35bn from our education exports by 2030.”

Doug W Pearce, International Recruitment, University of Leeds

“The wider UK HE sector sees great value in the British Council’s efforts including the GREAT campaign to continue to build a strong brand profile of the UK as one of the top study destinations worldwide.”

Shonagh Maak, International Recruitment Manager, University of Glasgow

“Our international students enhance the learning environment of our campus, contribute to research output and add immense value to the cultural vibrancy of our campus and the wider community in Glasgow.”

ENDS

Notes for Editors

About the GREAT Britain and Northern Ireland campaign

- The GREAT Britain and Northern Ireland campaign (GREAT) is the

government's flagship international communications programme. The objective is to drive economic growth across the entire nation by encouraging an international audience to visit, study, trade, invest, live and work in the UK.

- Established in 2011, GREAT promotes the best of the UK and has been used in 149 countries worldwide, and by 22 government departments and ALBs, providing HMG's international network with a high-quality, impactful and consistent communications brand.

GREAT Study UK

- The Study UK campaign was first launched in 2016, when the British Council and GREAT introduced a new overarching campaign to unify and focus the UK's international marketing efforts.
- Study UK has generated a total of £407 million return on investment (ROI) for the UK from international student enrolments in the academic year 2021/22.
 - This represents 1.14% of the total net impact generated from international enrolments in this period, and is equivalent to a total of 4,316 individual enrolments as a result of Study UK.
 - Approximately £1,190 of each international student's spend in the UK can be attributed to Study UK.
- The methodology combines published data with self-reported data from an annual survey. Published data allows us to produce:
 - An estimate for the number of new international students enrolled at UK HEIs in 2021/22
 - The average net economic impact for each of these students over the duration of their studies The annual survey of newly enrolled international students studying with UK HEIs generates data from which we derive:
 - The number of new international students whose decision to study in the UK was influenced to any degree by Study UK
 - The average extent to which students' ultimate decisions were influenced by Study UK, in the context of other sources used. The calculation assumes that self-reported estimates of the overall influence of Study UK in their decision are over-estimated by students and adjusts for that.
- It also makes a number of adjustments based on the context of students' decision making journeys, namely:
 - when students first encountered Study UK in their decision-making journey (the earlier a student encounters it, the more effect it can have),
 - the number of information sources used and the relative influence of each,
 - the extent to which Study UK delivered information and reassurance on the factors of greatest importance in students' decisions of where to study.

Quotes

Hathaichanok, Thailand, master's in Real Estate, Nottingham Trent University

"I chose to study in the UK because it's so international. It is home to many global, top-ranking universities and a dynamic job market."

Prof Judith Lamie, Pro-Vice-Chancellor, Swansea University

"We are a deeply proud Welsh University with staff, students, partnerships, and research links that stretch across the globe. By taking our passion for Swansea to the world, we also bring the world to Swansea, fostering a diverse and vibrant community for students and staff alike."

Maya, USA, master's in International Relations, Swansea University.

"There's something special about Wales. There's a culture of openness and welcome here that I had never experienced before. There's this term in Welsh, 'cwtch', which is often painted on the walls. It doesn't have a direct translation to English, but people have explained it as a positive, safe feeling and sense of togetherness and community. Since living here, I have really felt it."

Stella, France, master's in Music Business Management, University of Westminster

"As someone who wants to go into the music industry, I know that just being in the UK offers many opportunities. There are so many more music labels, music publishing companies and music management companies in the UK than anywhere else. Without doing my master's and having the exposure I've had to relevant professionals, I would have found it much harder to take my first steps within the industry."

Chrislyn, Malaysia, master's in Intellectual Property and the Digital Economy, University of Glasgow

"The University of Glasgow is home to one of the leading research centres for intellectual property matters in the EU – the UK Copyright and Creative Economy Centre (CREATE). It is one of the best universities to study my specialism in intellectual property and the digital economy. I knew that if I was to pursue a postgraduate degree, I wanted to do it somewhere at the top of its game. "

Hannah, USA, master's in Transitional Justice and Human Rights Law, Ulster University.

"I decided to come and study in Northern Ireland because of the historical and political context. Living and studying here has already given me so much perspective into how to shape-shift old versions of peace processes into new cultural contexts. I received a John J Sweeney Scholarship to study in Northern Ireland and haven't looked back."

European Commission Decision Reliance Procedure (EC DRP) extension

News story

European Commission Decision Reliance Procedure (ECDRP) now continues to be available until 31 December 2023.



European Commission Decision Reliance Procedure has been extended by 12 months to apply across Great Britain until 31 December 2023, to ensure British people continue to have timely access to medicines while MHRA develop proposals for a new international reliance framework.

The launch of new medicines has long lead times and regulatory strategies are planned months or years in advance. To provide suitable timeframe for the right strategies to be developed that capitalise on the opportunities of being a sovereign regulator, the European Commission Decision Reliance Procedure (ECDRP) will be extended until 31 December 2023. This essential mitigation reduces the risk of companies deprioritising GB for medicines authorisation and therefore ensures patients continue to have timely access to medicines.

The European Commission Decision Reliance Procedure (EC DRP) allows a company to submit a product that has received approval from the EMA to the Medicines and Healthcare products Regulatory Agency (MHRA). The MHRA can grant a licence with a lighter touch review than they would normally conduct for that medicinal product, relying on the EMA's decision.

The Medicines and Healthcare products Regulatory Agency (MHRA) has extended the EC DRP to apply until 31 December 2023, in order to ensure GB patients continue to access the latest innovative medicines that meet high standards of safety as soon as possible.

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[TRA recommends extending anti-dumping measures on Rebar steel from China](#)

News story

In a change to its interim conclusions, the TRA proposes that measures on imports of Rebar steel from China be kept



- In a [change to its interim conclusions](#), the UK's Trade Remedies Authority proposes that measures on imports of High Fatigue Performance Steel Concrete Reinforcement Bars from China be kept.
- Although the TRA's initial findings in its [Statement of Essential Facts](#) indicated that keeping the measure could result in supply issues for HFP Rebar, the TRA has considered import data and economic forecasts which have become available since the publication of the SEF, and responses to the SEF received from case participants, and now proposes to change its recommendation.

The Trade Remedies Authority plans to recommend that existing measures that have been in place since 2016 on imports of High Fatigue Performance Steel Concrete Reinforcement Bars (HFP Rebar) from China be extended. A [summary of its reasons for this decision](#) has been shared on the public file.

HFP Rebar, also known as reinforcement steel and reinforcing steel, is typically used in the construction industry to reinforce concrete and masonry structures to strengthen and hold the concrete in tension. The predominant use of HFP Rebar is in construction, which employs an estimated 1.4 to 2.2 million employees and is worth over £108 billion to the UK economy.

Investigation findings

As part of its transition review into anti-dumping measures on HFP Rebar, the TRA conducted an Economic Interest Test which considered a range of factors, including the impact of maintaining or revoking the measure on UK producers and consumers. The TRA's investigation analysis indicated that falling

imports from Russia and Belarus could cause significant issues to the supply chain and have a damaging effect on the UK's construction industry. Therefore the TRA concluded that extending the measure would not be in the overall economic interest of the UK.

Following publication of its interim findings, the TRA considered additional submissions from case parties and new import data. This indicated that the falling levels of imports from Russia and Belarus were being compensated for by rising imports from other countries. In addition, forecasts for the UK economy have declined since the SEF analysis was conducted so the TRA expect demand from the UK construction industry to grow less rapidly. Taking this additional data into account, the TRA now recommends extending the measure on HFP Rebar imports.

Following today's publication, interested parties can comment via the [Trade Remedies Service website](#) before 14 October 2022. The TRA will then produce a Final Recommendation, which will be sent to the Secretary of State for International Trade, who will make the final decision on whether to uphold the TRA's recommendation.

Background information

[Read more about how an EIT is conducted.](#)

- The Trade Remedies Authority (TRA) is the independent UK body, established in June 2021, as the first non-departmental public body of the Department for International Trade, that investigates whether trade remedy measures are needed to counter unfair import practices and unforeseen surges of imports.
- Trade remedy investigations were carried out by the EU Commission on the UK's behalf until the UK left the EU. Forty-four EU trade remedy measures of interest to UK producers were carried across into UK law when the UK left the EU and the TRA is currently reviewing each one to assess whether it is suitable for UK needs.
- Anti-dumping duties allow a country or union to take action against goods sold at less than their normal value, which is defined as the price for 'like goods' sold in the exporter's home market.
- The European Commission imposed anti-dumping duties on imports of HFP Rebar from China in July 2016. This is the measure that the TRA is currently reviewing. The Commission allowed the EU measure to expire on 29 July 2021 without review.
- Read more about the TRA's mission in its [Business Plan](#).

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Southampton director banned for seven years

Marian Daniel Clipici, aged 35, has been disqualified as a director for 7 years after failing to keep adequate accounts while his business was trading.

Marian Clipici, a Romanian national, was the sole director of Dahliat Limited, which operated a construction business from November 2017 according to documents filed at Companies House. However, its trading address was also home to Dahlia Restaurant, a Romanian restaurant in Southampton, which recently closed. In addition, until July 2021 he was also a director of Dani-Deea Ltd, which operates a Romanian food shop in Southampton.

The company ceased trading in September 2021 and went into liquidation. The liquidator identified a number of concerns, triggering a subsequent investigation by the Insolvency Service.

Investigators found that Marian Clipici was unable to account for more than £530,000 paid into the business bank account between June 2019 and the point of liquidation, including a £40,000 Bounce Back Loan paid to the company in May 2020.

The accounts also showed a similar amount paid out over the same period, bringing the total value of transactions to over £1 million, none of which could be demonstrated to have been for legitimate company payments due to a lack of accounting records and documentation.

Businesses were only eligible for support through the Bounce Back Loan scheme if the money was to be used to benefit the business. Marian Clipici, however, was unable to prove that the Bounce Back Loan was either validly obtained or used to support his business during the Covid pandemic.

The Bounce Back Loan was paid into the company's bank account in May 2020 and over the next four months Marian Clipici withdrew £30,000. He claimed the payments were for subcontractors and business expenses, but was unable to demonstrate to investigators that these transactions were legitimate company payments.

Marian Clipici made a claim of £12,600 in the liquidation of the company, but due to his inadequate company records, the liquidator was unable to establish whether this was a valid claim.

The liquidators found that the company owed £60,396, including the £40,000 Bounce Back Loan owed to the bank and more than £7,000 to the tax authorities.

The Secretary of State for Business, Energy and Industrial Strategy accepted a disqualification undertaking from Marian Daniel Clipici after he did not dispute he had failed to ensure that Dahliat Limited had kept adequate books and accounting records, or had failed to provide the Liquidator with such

records that had been kept.

His disqualification is effective for 7 years and begins on 20 September 2022. The disqualification undertaking prevents Clipici from directly, or indirectly, becoming involved in the promotion, formation or management of a company, without the permission of the court.

Lawrence Zussman Deputy Head of Insolvent Investigation, said

Maintaining adequate company accounting records is a statutory requirement for all directors, and is vital to ensure company transactions are legitimate.

Marian Daniel Clipici has justifiably been removed from the business environment for a period of 7 years and his disqualification should serve as a warning to other directors that if you do not take your responsibilities as a director seriously, you run the risk of being disqualified.

Notes to editors

Marian-Daniel Clipici date of birth is June 1987.

Dahlial Limited (Company Reg no. 11064390).

A disqualification order has the effect that without specific permission of a court, a person with a disqualification cannot:

- act as a director of a company
- take part, directly or indirectly, in the promotion, formation or management of a company or limited liability partnership
- be a receiver of a company's property

Disqualification undertakings are the administrative equivalent of a disqualification order but do not involve court proceedings.

Persons subject to a disqualification order are bound by a [range of other restrictions](#).

Further information about the work of the Insolvency Service, and how to complain about financial misconduct, is [available](#).

You can also follow the Insolvency Service on:

Security Council must not be distracted by tactics designed to protect the Syrian regime from accountability

Thank you, Mr. President.

I'd like to thank the High Representative for her very clear briefing once again and all the efforts of the UN team.

Month after month, we hear the same story.

Syria is refusing to make any progress on its obligations under the Chemical Weapons Convention and under Resolution 2118.

This is a crystal clear reminder of Assad's disregard of international norms and of the threat his regime poses. This is not a dormant issue. This is an active refusal to implement this Council's resolutions.

We've heard countless excuses for Syria's noncompliance. None stand up to scrutiny. We must all be clear that given Syria's behaviour and the many inconsistencies in its declarations to the OPCW, there is a real and ongoing risk from its chemical weapons programme to international peace and security.

We also all know that Syria's failings are only part of the story. The actions of Russia in continuing to protect the Assad regime in its use and stockpile of chemical weapons show that they have no genuine interest in implementing the Chemical Weapons Convention or protecting international security.

We've just sat through another assault on the integrity of the OPCW. But this is not just about disinformation and distraction in the Security Council. Russia has also systematically blocked or attempted to block mechanisms related to the investigation of chemical weapons use in Syria over many years.

- They blocked the Joint Investigative Mechanism from operating 2017 and 2018.
- They tried to block the creation of the IIT in 2018.
- They tried to block the OPCW budget that funded the IIT.
- And in 2018, they blocked the adoption of the outcome document at the

OPCW RevCon over references to the Joint Investigative Mechanism and the IIT.

- They tried to block the OPCW budget again in 2019.
- They voted against an Executive Council decision on Syria in 2020.
- They tried to block the OPCW budget again in 2020.
- They voted against the Conference of States Parties decision on Syria in 2021.
- They tried to block the OPCW annual report that mentioned the IIT in 2021.

This Council must not be distracted by tactics designed to undermine the international system and to protect the Syrian regime from accountability for their crimes. We must not accept any erosion of the rules. We have all agreed. We must continue to work together to push Syria to meet its obligations in full.

Thank you.