



# How Yorkshire and the Humber will benefit from a trade deal with Japan

## Benefits across the UK:

UK exports to Japan have been growing by an average of 7.6% year on year over the previous five years and, with this free trade deal in place, have the opportunity to grow further. Benefits from a deal include better jobs, higher wages, more choice and lower prices for all parts of the UK.

## Helping small businesses:

Removing trade barriers with Japan will deliver gains, for the 8,000 small and medium-sized enterprises (SMEs) across the UK already exporting goods to Japan and those making plans to enter the Japanese market.

## A boost to the economy:

Yorkshire and the Humber will benefit significantly from the free trade agreement. For example, exporters of clothing based in the region will benefit from reductions in Japan's apparel tariffs. Last year, Yorkshire and the Humber exported £4.8m of clothing to Japan.

## Business benefits:

One business already experiencing success in the Japanese market is the Batley-based manufacturer of luxury handcrafted cashmere and woollen cloth, Joshua Ellis. Demand in Japan for authentic British heritage products has made it one of the top markets for Joshua Ellis, with almost one third of the company's exported goods being sold there. For Joshua Ellis Japan is a crucial export market; its cashmere scarves and stoles can be found in top department stores in Tokyo. The company has found the brand resonates with the Japanese consumer who appreciates the quality and the 250-year history.

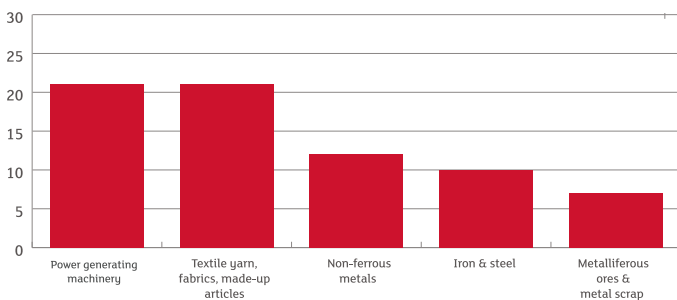
## Top three trade facts

- In 2019 there were 676 businesses in Yorkshire and the Humber exporting goods to Japan.
- Businesses in Yorkshire and the Humber exported goods worth over £165m to Japan in 2019.
- In 2019, almost half of UK's textile exports to Japan came from Yorkshire and the Humber.

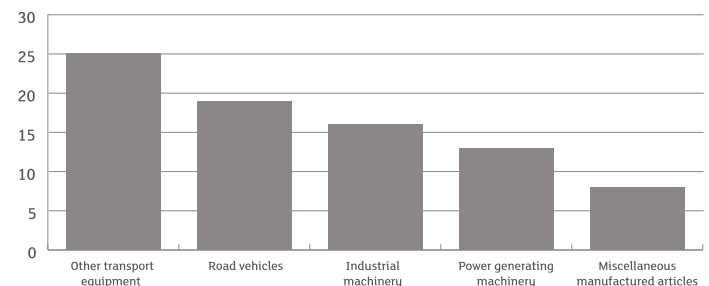
## Geographical Indications that will be protected in Japan for the first time ever:

- Yorkshire forced rhubarb
- Yorkshire Wensleydale cheese
- Grimsby smoked fish
- Swaledale ewe's cheese

**Yorkshire and the Humber top 5 goods exports to Japan (2019, £m)**



**Yorkshire and the Humber top 5 goods imports from Japan (2019, £m)**



Sources: Statistics on UK exports of goods and services are taken from ONS UK Economic Accounts, June 2020. Goods trade value and business counts refer to the period 2019, taken from HMRC Regional Trade Statistics Q1 2020 (refers to the Exporting/importing Industry). Statistics on small and medium enterprises (SMEs) refer to the period 2018, as taken from HMRC trade in goods by business characteristics November 2019.