

IMPACT REPORT

SCOTTISH CHAMBERS OF COMMERCE



Scottish
Chambers of
Commerce

2025

www.scottishchambers.org.uk

CONTENTS

- 01** Welcome
- 02** Year In Review
- 03** SCC Board of Directors
- 04** SCC Executive Team
- 05** Strategic Summary 2025
- 06** Growing Scotland's International Trade
- 08** Going Global
- 11** Influencing for Business
- 12** Influencing Policy & Government
- 13** Business Mentoring
- 14** Leading Business Research
- 16** Brand & Communications
- 17** Chamber Network Highlights
- 19** Business Partners
- 20** SCC Annual Business Address
- 21** SCC Photo Highlights

WELCOME TO IMPACT REPORT 2025



We have faced continued geopolitical uncertainty at home and abroad, but one thing has remained constant, the unwavering strength and dedication of the Scottish Chambers Network.”

Rodney Ayre

President, Scottish Chambers of Commerce

It is hard to believe it has only been eight months since I became President of the Scottish Chambers of Commerce. In that short time, we have faced continued geopolitical uncertainty at home and abroad, but one thing has remained constant, the unwavering strength and dedication of the Scottish Chambers Network.

In the face of challenge, our Network has stood resilient, supporting Scotland's business community and championing the interests of over 12,000 members across the country. We have engaged proactively with both the Scottish and UK Governments, advocating for policies that reflect the real needs of business. Through our research, we've highlighted the urgent need for government to listen especially as growth, productivity, and employment remain fragile.

Yet, even in turbulent times, there is much to be optimistic about. This year, we launched a landmark strategic partnership with the Scottish Passenger Agents' Association, uniting two of Scotland's most influential business organisations to amplify the voice of business. This bold alliance is a blueprint for how collaboration can drive national economic growth and ensure business remains at the heart of Scotland's future.

There is so much more I could reflect on, but let me close with a heartfelt thank you to the entire Chamber Network for your tireless work - your positivity, resilience, and commitment inspire me every day. My sincere thanks to the talented and dynamic SCC executive team, led by Dr Liz Cameron CBE; our voluntary Board of Directors; the Scottish Economic Advisory Group; our dedicated voluntary business mentors and international ambassadors.

This is a remarkable Impact Report and I am confident our impact will continue to increase in the years ahead. Together, we will continue to lead, to advocate, and to be the voice of business in Scotland.

Year In Review



Scotland's strengths are globally recognised and we are ready to lead, to trade, and to thrive on the international stage."

Dr Liz Cameron CBE

**Director & Chief Executive,
Scottish Chambers of Commerce**



This past year has been anything but easy for business. Yet, through it all, the Scottish Chambers of Commerce has remained a powerful and credible voice representing Scottish businesses both nationally and globally.

In a time of uncertainty, the Chamber Network has proven essential, supporting businesses on the ground and advocating for their real needs at the highest levels of both the UK and Scottish Governments. Through our Quarterly Economic Indicator and direct engagement with members, we have heard your concerns, and we have made them our priority.

Despite the headwinds of trade and tariff tensions, SCC has continued to help Scottish businesses thrive on the world stage. This year, we extended our International Trade Partnership with the Scottish Government, backed by up to £500,000 in investment. This initiative is opening new doors for Scottish exporters, and placing businesses in front of international buyers and investors. We were delighted to be the only Scottish business organisation to agree a landmark partnership with the Scotland Office to deliver overseas trade missions, supported by £100,000 funding. Our inaugural mission to Barcelona, an all-female delegation, tackled the gender export gap while promoting Scottish goods and services and attracting Spanish investment. Our Trade Mission to New York resulted in new partnerships formed establishing SCC's foothold in one of our most important export and investment markets. This exceptional work is making a difference to Scottish businesses' growth ambitions.

Our impact is made possible because of our outstanding Network and I extend my deepest thanks to the Chamber Network, business partners and voluntary business advisors. Your continued support enables us to amplify the voice of Scottish business. I would also like to express my gratitude to our growing network of international chambers and international ambassadors who are dedicated to expanding Scotland's presence around the world.

In closing, I would like to thank SCC's exceptionally hard-working Executive Team who go the extra mile to support business. To my Deputy Chief Executive, Charandeep Singh BEM; to Ros Wardley-Smith; to Shamona Yousuf; and to our talented policy, marketing & research team Colin Campbell, Mark Connolly, Mansi Dwivedi and Cameron McKendrick; to our business specialists, Janette Young, Donald Martin, Stuart Hamilton and Will Paterson; your collective expertise, commitment, energy and entrepreneurial flair ensures that SCC is supporting our Chamber Network and the Scottish business community.

We will continue to work tirelessly to ensure Scottish businesses are heard, supported and empowered to succeed as we enter an exciting period of influencing for the 2026 Scottish Parliamentary Elections.

SCC Board of Directors



Rodney Ayre

President, SCC;
Senior Department Production
Manager, Mitsubishi Electric Air
Conditioning Systems Europe Ltd



Dr Liz Cameron CBE

Director & Chief Executive,
Scottish Chambers of Commerce



Claire Baird

CEO,
Ayrshire Chamber of Commerce



Bruno Berardelli

Chief Operating Officer,
AMP Clean Energy



Stuart Broster

President, Cairngorms Business
Partnership;
Managing Director, SDPN Solutions



Joanna Campbell

Principal and CEO,
Glasgow Kelvin College



Jacqueline Dobson

President,
Barrhead Travel



Dr Poonam Gupta OBE

Chief Executive,
PG Paper Company Ltd;
Vice President, Scottish Chambers of
Commerce



Dr Hina Khan

Head of Commercial,
Craft Prospect



Chris Lynch

Trade & Supply Chain Finance
Director, Santander Corporate
Banking & Head of Commercial Trade
Finance Origination



Lindsay McGranaghan

Senior Vice President, Scotland &
Northern Ireland, CGI



Sarah Medcraf

CEO,
Moray Chamber of Commerce



Doug Smith

Vice President, SCC;
Consultant, CBRE Scotland



Mary Ann Smith

President, Dunbartonshire Chamber
of Commerce & Director, Kingsmith
Family Business Experts

SCC Executive Team



Dr Liz Cameron CBE

Director & Chief Executive



Charandeep Singh BEM

Deputy Chief Executive



Janette Young

Business Specialist (HR & Talent)



Ros Wardley-Smith

International & Operations
Executive



Colin Campbell

Communications & Research
Executive



Shamona Yousuf

Finance Executive



Donald Martin

Media & Communications Specialist



Cameron McKendrick

Marketing & Events Executive



Mansi Dwivedi

Projects Executive



Mark Connolly

Policy & Communications
Executive



Stuart Hamilton

Business Support Lead



Will Paterson

Marketing Specialist

Strategic Summary 2025

VISION

To be the most influential and commercially agile business network in Scotland, powering economic success and shaping a globally competitive Scottish economy.

Strengthening Influence & Advocacy

- SCC's policy leadership to shape the business environment, ensuring members' voices reach the highest levels of governments and agencies.
- Position SCC as the go-to expert on business growth, economic competitiveness and global trade.
- Embed a data-driven approach to business intelligence, using insights to drive evidence-based advocacy.

Transforming Business Support

- Enhance the Chamber Network's capability to deliver meaningful services and opportunities for businesses of all sizes.
- Establish SCC as the gateway for global trade, forging new international partnerships and capital / foreign direct investment routes.
- Develop cutting-edge digital platforms to connect, support, and empower members in an evolving economy.

Commercial Sustainability & Growth

- Diversify revenue streams by commercialising SCC's expertise, data assets, and international connections.
- Expand strategic partnerships to create new value for members and ensure the long-term sustainability of SCC.
- Curate nationally significant business events and high-impact engagement opportunities.

Delivering the Future

- Empower the Chamber Network by complementing & adding value to local Chambers, and enhancing Scotland-wide collaboration.
- Leverage data and insights to support members in making strategic business decisions.
- Expand global reach by securing international trade and investment opportunities.
- Champion a modern, inclusive, collaborative approach, ensuring businesses in Scotland thrive in a dynamic economy.

Growing Scotland's International Trade

The SCC Network is an internationally leading business-to-business network and part of the global Chamber brand representing 45 million companies across 100 countries and in every continent.

As an International Chambers of Commerce partner we have access to global policy decisions which impact Scottish businesses strategically and operationally.

Our powerful network identifies business connections and market opportunities, providing market research and practical advice. We know what it takes to sell, attract investment and innovate to stay ahead of the competition.

“Reflecting on my recent trip to the United States as part of Tartan Week with the Glasgow Chamber of Commerce and Scottish Chambers of Commerce, I’m left with a wealth of insights that can directly benefit our approach to business. From the lessons learned during this trip are invaluable not just for those of us engaged in international business but for anyone looking to strengthen their networks and expand their reach.”

Misty Cowan, Managing Director, Angelwax Ltd

“The International Trade Partnership has been a successful platform for new exporters to find new customers overseas. We are delighted to expand access to the scheme to enable even more Scottish companies to succeed in international markets.”

Deputy First Minister Kate Forbes



115

Trade Missions
Delivered



1,200+

Participating Businesses



£90million+

Sales in Pipeline Generated
from Network Trade Missions



Growing Scotland's International Trade

At SCC, we are committed to securing key contracts that empower the Scottish business community to realise their international export ambitions.

£500K Boost for International Trade Partnership Between Scottish Government and Business

We have extended our partnership with the Scottish Government to accelerate Scotland's export growth and help businesses reach international markets and seize new trade opportunities.

Backed by an investment of up to £500,000, this enhanced collaboration builds on previous joint efforts to drive internationalisation. It will support Scottish firms in exploring new export markets, deepening trade relationships, and promote Scotland as a dynamic and innovative nation to do business with.



UK Government funds new international trade mission push

This year we also signed a partnership agreement with the Scotland Office to kickstart a new 'Brand Scotland' Overseas Trade Missions initiative.

Up to £100,000 funding boost will support a programme of international trade missions aimed at promoting Scottish exports and attracting foreign direct investment into Scotland, by giving local firms a platform to reach new markets.



“No matter where you go in the world, when you tell people you are Scottish their eyes light up. We want to give Scotland a global platform to sell everything our brilliant country has to offer – from whisky and seafood to our world-class services.

“This partnership with the Scottish Chambers of Commerce will create valuable opportunities for Scottish firms and help kickstart economic growth.”

Secretary of State for Scotland, Ian Murray MP

GOING GLOBAL

SCC and the Network led a strategic trade mission to New York City, aligning with the globally celebrated Tartan Week an iconic tribute to Scottish heritage. With the USA as Scotland's largest trading and investment partner, the mission aimed to strengthen long-term partnerships and open new international growth opportunities.



Leveraging the global reach of the Chambers of Commerce Network, our delegates engaged in high-level conversations with industry leaders, investors and government officials, ensuring Scottish businesses are well-positioned to attract investment and expand their global footprint.

Key Highlights included:



MoU between SCC & Greater New York Chamber of Commerce



Scottish Business Reception with First Minister John Swinney



Meeting with US-UK Business Council, at the US Chamber

“Both the Scottish Chambers of Commerce and the Chambers Network are helping to increase business collaboration and extending our international reach in support of our ambitions to secure long term economic growth for Scotland.”

First Minister of Scotland, John Swinney

Building on a SCC co-operation agreement brokered during a major inward trade delegation to Scotland, the first educational trade partnership between academic institutions in Scotland and Pakistan was signed. Spearheaded by SCC Global Ambassador Dr Jeanette Forbes OBE and Robert Gordon University, with support from both governments and Pak UK Business Council, the initiative aims to strengthen international ties in education and trade.



GOING GLOBAL

SCC in partnership with the UK Government embarked on a groundbreaking trade mission to Barcelona. Notably this inaugural mission of the new partnership with the Scotland Office was an all-female delegation. This was an amazing step forward in amplifying the role of women in international trade, and part of a broader ambition to promote Scottish businesses on the global stage.



Led by Dr Liz Cameron CBE, Chief Executive of SCC, and Minister Kirsty McNeill MP, the visit included engagements with key stakeholders such as IESE Business School, Juno House, the Barcelona Chamber of Commerce, Tech Barcelona's Pier01, and BlueTechPort.



IESE Business School



**Roundtable at the British
Consulate General, Barcelona**



**Private Lunch at
Juno House**



**Barcelona Chamber of
Commerce**



Evening Reception at H10 Port Vell

“We proudly joined in this experience to represent many levels - our own business, Scottish businesses, women-led businesses and female entrepreneurs - this set the tone for the trip and led to a real sense of empowerment throughout. This is something that runs deeply in the work we do. We met some incredible people, everyone was welcoming and supportive. We had the opportunity to share, test and validate our existing and developing offerings, which has been really valuable as we continue to grow.”

Becky Hain, HCW Consulting Partners

GOING GLOBAL



A first for Scotland, SCC welcomed a major high-level delegation from the Philippines for a full week of detailed meetings, visiting ports and businesses across Inverness and Aberdeen across various sectors. With a strong focus on off-shore wind design, government policy framework, exchanges, and identifying joint business opportunities.

Led by Dr Liz Cameron CBE, the sessions over the week showcased the strong potential for UK-Philippines collaboration in renewable energy and port innovation, laying the foundation for impactful future partnerships. This visit was not just symbolic. It marked a milestone in cross-border cooperation.



“Through building strong business relationships and government engagement, we are laying the groundwork for joint innovation, shared learning, and sustainable investment that benefits both nations. Our legacy of clean energy innovation meets the Philippines’ dynamic ambitions - together, the opportunities are limitless.”

Dr Liz Cameron CBE, Chief Executive, SCC

Influencing for Business

Scottish Business Reception

The SCC and Scottish Government's Scottish Business Reception hosted at Edinburgh Castle remains as one of the most prestigious events of the year. The event brings together business leaders, politicians and notable key figures to connect and highlight the network in driving economic growth.

Last year's event welcomed First Minister of Scotland, John Swinney MSP who opened the reception with a powerful speech that reinforced the government's commitment to Scotland's economic future. Chamber members had a chance to engage directly with the First Minister to share their experiences, issues and new ideas for boosting economic growth.



Collaborating with Government

We are in constant dialogue with the UK & Scottish Government to amplify the voice of Scotland's business community.

From international trade opportunities to Scotland's high streets, SCC advocates for every business. Collaboration between business & government is essential to protect jobs and businesses and create the environment for business to thrive.

Business in The Parliament Conference

SCC delivered a workshop on Skills Shortages and Global Trade at the 2025 Business in the Parliament Conference, an essential platform bringing together Scotland's business leaders to shape a resilient and thriving economy.

With the ongoing skills challenges, these conversations are critical to find solutions and help businesses flourish.



"The BiPC highlighted the growing skills gap and underscored the importance of developing a flexible, responsive talent pipeline for emerging industries. They also emphasised the need for the education system to evolve in step with these rapid changes."

Stuart Hamilton, Business Support Lead, Scottish Chambers of Commerce

Influencing Policy & Government

SCC is actively representing the views and needs of Chamber Network members at the highest levels to influence and shape business policy at a wide range of Standing Committees & Advisory Groups.

**Taxation Advisory Group
(Scotland)**

**Non Domestic Rates Advisory
Group**

**Gender Exports
Advisory Group**

**Scottish Business Growth
Group**

**Scotland Office International
Strategy Group**

**SDS Apprenticeships
Advisory Board**

Policy Wins

Reserved Policy

- SCC were involved in a public campaign to establish the headquarters of GB Energy in Aberdeen cementing Scotland's role in the UK's energy transition.

- We helped secure funding for the Acorn carbon capture project which affirms Scotland's role in net zero as well as supporting energy sector jobs.

- SCC actively support the development of hydrogen projects in Scotland. We were delighted to see the support for the Cromarty Firth Green Freeport and Whitelee Green projects.

- SCC successfully called for the expansion of full expensing for capital assets encouraging investment in productivity and innovation.

- SCC successfully advocated for the extension of the fuel duty freeze helping manage transport costs, especially in rural and logistics-heavy sectors.

- We helped secure £750 million for Edinburgh's supercomputer strengthening Scotland's AI and data science capabilities.

Devolved Policy

- To address the skills gap, SCC assisted in securing £90 million in funding for employability programmes to support workforce development.

- SCC were involved in acquiring £300 million to support energy efficiency and clean heating helps businesses cut the costs and meet climate goals.

- SCC called for the scrapping of the Heat in Buildings Bill in order to protect manufacturers from excessive regulatory costs.

- SCC advised in the abolishing of ScotRail peak fares to boost consumer demand and improve access to work and services.

- We successfully advocated for non-domestic rates relief to help Scottish businesses manage costs and stay competitive.

- SCC assisted in securing £768 million funding for affordable housing supporting construction jobs and improving access for workers.

Business Mentoring

SCC and the Network are recognised industry leaders in delivering private sector B2B support.

With a diverse range of experienced mentors drawn from all sectors, regions, and business sizes, we are well-equipped to help businesses realise their full potential.



Burns Gym: Age with Vitality



“Business participants in Chamber missions know first-hand the value these missions bring to prospective exporters to create warm leads and open doors to the right contacts.”

“Having someone like Matt in our corner - someone with real-world experience in scaling and sustaining a successful business - has been invaluable. He challenges us, asks the right questions, and helps us think more strategically. The mentoring experience has reinforced the importance of having a clear vision, but also the need for a structured, actionable plan to achieve it.”

5,000

**Hours of Mentoring Support
provided to matched Businesses**

Leading Business Research

Scottish Chambers of Commerce shares the views of members to decision makers at Holyrood, Westminster and beyond.

Quarterly Economic Indicator

We place insight and intelligence at the heart of our messages to government. Factual, timely data is collated, analysed and presented to influence policy design and decisions. Our research is conducted in partnership with the Fraser of Allander Institute, enhanced by the expertise of our Business Advisory Group.

Working closely with our colleagues at the British Chambers of Commerce, Scotland continues to be – on average – the third highest contributing part of the UK to the BCC QES, the UK's largest business survey.



4

QEI SURVEYS

1.3k

**BUSINESS
RESPONSES**

100+

MEDIA HITS

QEI Coverage

We continue to receive extensive coverage in national media, including The Times, The Scotsman, The Daily Mail, The BBC, The Herald, The Courier, The Press & Journal & STV among others.

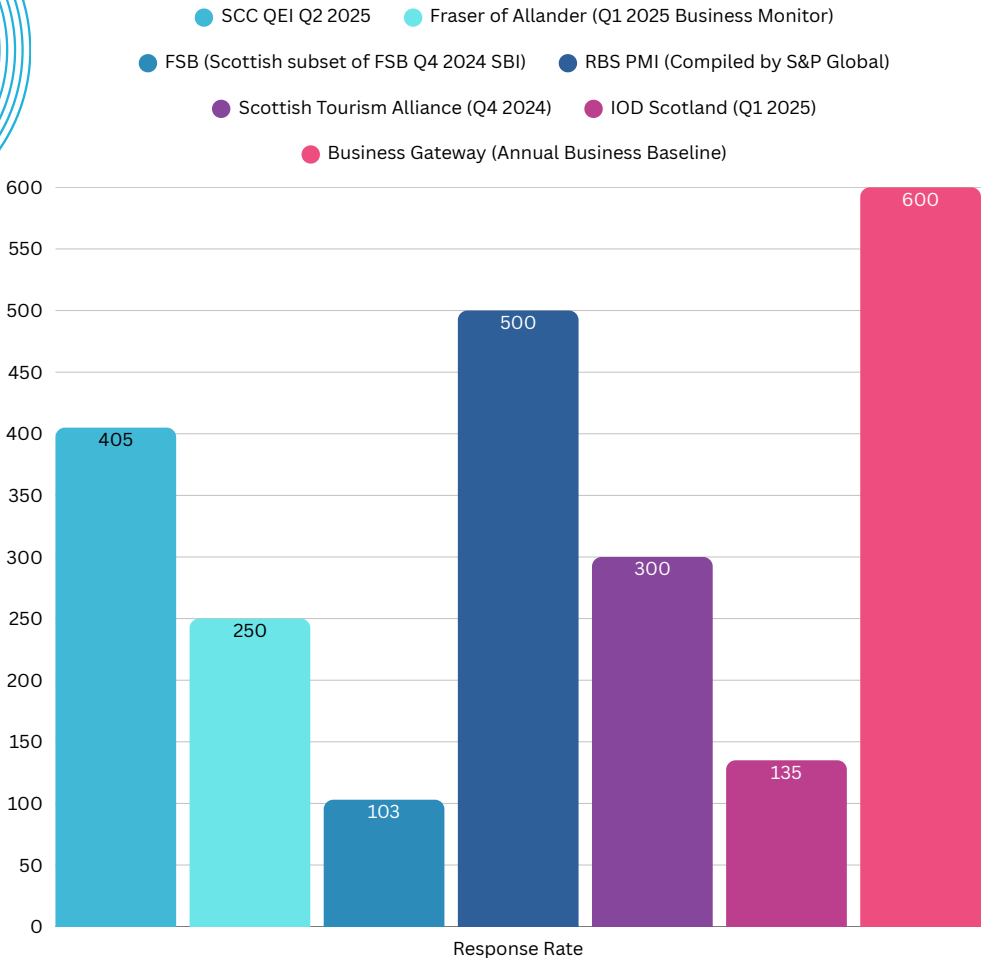
Policy Influence

The results of the QEI have directly influenced major business policy such as business rates reliefs for hospitality venues in Scotland, the continuation of the freeze on fuel duty, and increasing the employment allowance from £5,000 to £10,000 as well as additional funding to promote Brand Scotland.

Leading Business Research

The SCC Quarterly Economic Indicator (QEI) survey continues to perform strongly within Scotland's research landscape. With around 400 responses in Q2 2025, it ranks third overall behind only Business Gateway and the RBS PMI and leads among business membership organisations. This reflects SCC's strong engagement and reach within its network.

SCC conducts its research independently, ensuring relevance to the Scottish business environment. SCC also contributes 8-10% of responses to the British Chambers of Commerce's national survey, a higher share than FSB Scotland's 7%. These figures highlight SCC's consistent role in shaping both local and national business insight.



Brand & Communications

SCC continues to enhance its communications to deliver high-quality, real-time updates to the Network, keeping members informed on the latest policy developments and key news from Scotland's business landscape.

The SCC Briefing

This year, we proudly launched our new weekly newsletter, The SCC Briefing, a one-stop read for the most important business news, policy updates, and upcoming events.

Since its launch in March 2025, subscriptions have steadily grown, with the newsletter being read over 9,000 times to date.



Business Scotland Magazine

Business Scotland Magazine remains one of Scotland's most impactful business publications, offering readers a vibrant mix of topical features, news, expert advice, and business intelligence.

With a readership of over 30,000 and receiving more than 110,000 page views annually, the magazine connects key business leaders, companies, and decision-makers across Scotland and beyond.



Active Users of
SCC Website

5,500+

LinkedIn
Impressions

144,000+

SCC Social &
Digital Media
Followers

34,000+

Sign up to
'The SCC Briefing'



Chamber Network Highlights



Aberdeen & Grampian Chamber of Commerce



Cairngorms Business Partnership
Your Local Chamber of Commerce Working for You



DUMFRIES & GALLOWAY CHAMBER OF COMMERCE



Dundee & Angus CHAMBER OF COMMERCE



Edinburgh Chamber of Commerce



FORTH VALLEY CHAMBER OF COMMERCE



Chamber Network Highlights



Business Partners

Raising the profile of businesses locally, nationally, and internationally with the Scottish Chambers of Commerce Network.

Through our strong, long-standing partnerships with business and government, we open doors to influential platforms and audiences. Whether it's through speaking opportunities at high-profile events, strategic sponsorships, or involvement in key policy discussions, we put our members on the stage, literally and figuratively, alongside business leaders and decision-makers across Scotland, the UK, and the world.



'We're proud of our longstanding partnership with the Scottish Chambers of Commerce. We have recently worked closely with them on building a better understanding of Scottish exporters. We're always keen to champion exporting businesses through our communication channels, and SCC has been a great help in connecting us to innovative exporters across Scotland. We're also a long standing sponsor of the Annual Business Address, which is a wonderful evening of networking and insightful speeches. It's always a pleasure working with the team at the Scottish Chambers of Commerce'

Sarah Ralphs, External Affairs Lead, Heathrow



Strategic Alliances

SCC brings together influential organisations to form strategic partnerships that amplify the collective voice of Scottish industry. By combining expertise, networks, and influence, we champion key economic sectors and create stronger platforms for advocacy and impact. For example, our Brand Alliance with the Scottish Passenger Agents' Association (SPAA) exemplifies our collaborative approach to strengthening the voice of Scottish businesses across the travel and tourism sector.



SCC Annual Business Address

The Scottish Chambers of Commerce's flagship annual event continues to grow, bringing together a dynamic mix of influential business leaders, pioneering innovators, senior politicians, and prominent media figures from across Scotland and beyond. We are proud that this event consistently attracts high-calibre speakers and distinguished guests, a testament to the growing influence and significance of the Scottish Chambers of Commerce Network.



600+ Attendees 300+ Businesses

The 2024 Scottish Chambers of Commerce Annual Business Address was the largest ever.



100%
Speaker
Satisfaction Rate



91.7%
Value of Time
Satisfaction



91.6%
Value for Money
Satisfaction



90%+
Satisfaction across all
elements of the event

“November 2024 SCC Annual Business Address was the best yet. The networking opportunities it gave us were fantastic and we enjoyed meeting those we already knew as well as knew people and other chambers. Would highly recommend.”

Lizzy Todd, Director at Tweetiepie Media & President at Inverclyde Chamber of Commerce

“The SCC Annual Business Address is an event that stimulates my thinking for our company development and through great networking is also an excellent opportunity to share opportunities and challenges.”

Alastair Dobson, Managing Director, Taste of Arran

SCC Photo Highlights





THANK YOU!

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