

# Speech: Holocaust Memorial Day 2017

72 years ago the world learned of the liberation of Auschwitz and the full horror of the death camps.

And as we looked at the devastation wrought on the Jews of Europe, we swore that we would never let genocide happen again.

We failed.

Genocide happened in Cambodia.

It happened in Rwanda.

The 20th century ended with genocide in Bosnia.

The 21st century began with genocide in Darfur.

Faced not only with such unimaginable evil, but also with our repeated failure to learn from it, it's easy to ask "How can life go on?"

I find the answer in the words that one young victim of the Holocaust wrote in her diary.

"I still believe people are really good at heart".

Anne Frank was right.

People can be good.

We can be better.

We just need to be reminded of our failings, and not permitted to forget what happens when hatred is left to grow unchecked.

So, life can go on because life must go on.

Because we must remember.

That's why Holocaust Memorial Day is so important.

And that's why I'm so proud to be leading the work on the new [National Holocaust Memorial](#).

It's going to be built right outside Parliament, and concept designs will be unveiled at 10 Downing Street later on today.

The memorial will remind us of those who died and those who survived.

But it will also remind us that the Holocaust did not begin in the gas chambers.

It began with words.

With discrimination.

With ordinary people not standing up to hatred.

And that's a message that's as relevant today as at any time in our history.

A message that must be shared, that must be passed on to our children and our children's children.

Because in the words of Zigi Shipper, one of 112 Holocaust survivors whose testimony has been recorded for the memorial project:

"I beg the young people, whatever you do, do not hate.

"Hate will ruin your life."

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## [News story: UK Holocaust memorial design competition: tell us what you think](#)

From:

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Submit your feedback on the 10 shortlisted designs for the new UK National Holocaust Memorial.

The UK's National Holocaust Memorial and learning centre will stand in the shadow of Parliament, at the heart of our democracy, in Victoria Tower Gardens. This striking new structure will honour victims and survivors of Nazi persecution. It will also educate future generations about the dangers of prejudice and hatred, and serve as a powerful statement of our values as a nation.

The UK Holocaust Memorial Foundation launched a [memorial international design competition](#) in September 2016. It sought to identify the very best architectural talent to create an emotionally powerful and sensitively designed memorial. Ninety-two teams expressed an interest in the project, with a [shortlist of 10 invited to submit concept designs](#). These designs are being displayed publically at a number of venues across the UK as well as online.

We are consulting on the shortlist with the public, those working in the field of Holocaust remembrance and education, and technical experts. This consultation will play a crucial role in informing the jury's final decision on the memorial.

A summary of the feedback we receive will be fed into the jury. Note that we are not able to respond to individual submissions.

Thank you for sharing your views with the UK Holocaust Memorial Foundation.

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## [News story: Welsh Consular representatives are key to unlocking trade opportunities](#)

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Welsh Secretary Alun Cairns says the Consular Association for Wales can help source new trading opportunities post-Brexit

Welsh Secretary Alun Cairns will today hail the Consular Association for Wales and its members as the people who can help Wales unlock some of the trading opportunities that will help us prosper after Brexit.

Speaking at an event he will host at Gwydyr House in Whitehall, the Welsh Secretary will tell guests that as the United Kingdom enters a time of national change, the UK Government is determined to deliver a stronger, fairer, more united and outward-looking UK than ever before.

He will say that to become a Global Britain, our strong relationships with Consular Associations and foreign dignitaries has never been more important.

**Alun Cairns, Secretary of State for Wales, said:**

Wales has a growing international reputation. It is essential that we work with our friends at the Consular Association of Wales to unlock trading opportunities and promote a Wales that is confident and strong to the world.

Building on old relationships and developing new ones is vital if we are to secure trade links and explore new and emerging markets.

This will help to drive an economy that works for everyone.

**Raj Aggarwal, President of the Consular Association for Wales and Honorary Consul for India in Wales, said:**

Now more than ever the country needs the Consular Association of Wales to strengthen relationships and ties to their respective countries both in the EU and the rest of the world. The expertise, network and knowledge of the Honorary Consuls will forge stronger connections.

They represent countries with huge markets and a thriving consumer demand for quality Welsh products. Our aspiration is to bring the world to Wales and take Wales to the world.

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## **Speech: Backing the ad industry as we make a success of Brexit**

“Simplicity is the ultimate sophistication.” Leonardo Da Vinci knew some stuff didn’t he? And he knew that slogans, or as we politicians put it, soundbites, matter.

Without the help of people who know how to express the core qualities of a service, product, or plan in straightforward yet captivating language, we are sunk.

No wonder Henry Ford opined “Stopping advertising to save money is like stopping your watch to save time.”

Thank you, Stephen [Woodford, Chief Executive of the Advertising Association]. It’s very heartening to see that advertising has such an enthusiastic champion and one who’s done his research – so thank you very much.

It is a great pleasure to be here, and a very welcome chance to speak to the advertising industry.

Today I’d like to share my thoughts on why you are so special, outline some of the ways I believe you will be key to the UK’s post-Brexit success, and reassert the Government’s support for advertising.

### **Advertising: a unique industry**

UK advertising is the best in the world.

It does exactly what it says on the tin.

It has attracted some of the finest artistic talent around, such as the film director Ridley Scott and the comedy producer John Lloyd. The best adverts are not only a means to an end, but works of art in their own right.

I loved as a teenager the classy black-and-white Guinness adverts, and I'm also a huge fan of the hilarious SpecSavers ads.

Advertising is right there at the intersection of creativity and commerce, and as such, one of the most fascinating industries around.

And advertising's special status does not end there. Culture, media, sport, tourism, digital technology, heritage, the National Citizens Service, and everything else my department does is reliant upon and interacts very closely with advertising.

You are one of our major success stories. The UK has the biggest ad spend in Europe, and our advertising exports are worth billions annually. Deloitte has found that the £20 billion spent on UK advertising in 2015 generated around £120 billion in GDP, 6.4 per cent of the overall economy.

It's the real thing.

And it's Reassuringly expensive.

### **Advertising: key to the UK's success**

There can be no question, then – advertising is central to a successful UK.

You are a key player in your own right. But of course you are also a champion for other industries – every other industry – and act as a catalyst for the creation of new ones.

New models for the consumption of television, film and music would – like the Internet itself – be unsustainable without advertising and would never have come into being without it.

You will also be a major player in post-Brexit Britain.

UK advertising has a well-deserved reputation for being outward-facing, innovative, and high quality. The UK balance of payments for advertising-related services is second only to the USA – and five times that of France. Germany and Italy import much more advertising than they export.

Go Compare!

The Government is seeking a new and equal partnership with Europe, and repositioning this country as a truly Global Britain.

You can help sell this country to the rest of the world. Of course you do so already – through the GREAT campaign, by drawing attention to our amazing film and music sectors, and indeed by promoting all our goods and services.

I want to be clear that the Government has never seen you as peripheral to our plans for success. You are right there at the centre. And I want to hear from you.

Why should you make the time?

Because you're worth it.

Our Plan for Britain will be driven by some basic principles: we will provide as much certainty and clarity as we can at every stage.

And we will take this opportunity to make Britain stronger and to make Britain fairer – getting the right deal abroad while ensuring a better deal for ordinary working people here at home.

Our aim is to forge new relationships around the globe, while being open to international talent.

I'm conscious that UK advertising feels that certain aspects of EU-wide co-operation have been helpful and certain legislation harmful, so I want to hear your views on the opportunities Brexit presents as we approach negotiations.

As we engage in negotiations with the union, the advertising industry can help us make the case by providing us with data and knowledge.

I want to make use of your myriad skills as well.

You know how to sell anything – and so I am certain that you can sell as a product as fantastic as the United Kingdom!

After all, When you've got it, flaunt it.

### **Government support for advertising**

If you are to take one thing away from what I say today, please let it be that the Government is foursquare behind the advertising industry.

Credos, the advertising industry think tank, has found that there is a £5 billion gap between what people are willing to pay and the true cost of advertising-funded media they receive. I will be very conscious of that as we look at things like Internet advertising filters.

Inevitably, an industry that is so woven into the fabric of the whole economy is particularly vulnerable during times of economic difficulty, and uncertainty will make businesses reluctant to invest. A fall in ad spend was one of the first indicators of the last recession.

So it is quite right that the creative industries are highlighted in the Government's green paper Building our Industrial Strategy, which was published earlier this week.

The Industrial Strategy's overarching aim is to enable us to identify all of

the opportunities throughout our economy – so that businesses can grow, create more jobs, and spread economic success right across the country.

The purpose of the green paper is not to lay down the law, but rather to start a conversation. Before the consultation closes on 17 April, I am very eager for you to help us make the case for the creative industries in general and advertising in particular.

The Government has been clear that business is best placed to identify what companies need, and has issued an “open door” challenge to industry to come forward with proposals to transform their sectors.

Because it’s good to talk.

This industry already has a tremendous advocate in the Advertising Association.

This is not an old-fashioned “picking winners” industrial strategy. Instead, sector deals will be open for both established and emerging industries, and the Government will work with any sector that can organise behind strong leadership.

This leaves your industry – which has a long history of doing just that – in a very strong position.

Impossible is nothing.

Sector deals with government can be struck when an industry can demonstrate a strategy to transform their prospects. This could include such matters as helping to align policies on training and skills; addressing regulatory issues; helping to identify market barriers; and promoting the creation and spread of new technologies.

Moreover, there is a specific focus on creative industries in the green paper. Sir Peter Bazalgette is conducting an independent sector review, which will focus on three key themes: utilising new technologies, capitalising on intellectual property rights, and growing talent pipelines.

I look forward to working with you and Sir Peter – or Baz as he prefers!

The review will complement, rather than replace, the sector’s efforts, such as the Creative Industries Council’s work programme. Ably led by Nicola Mendelsohn, the Council has already produced extremely useful material on intellectual property and talent pipelines.

You are likewise well placed to prosper thanks to your determination to explore cutting-edge technologies such as Virtual Reality and Augmented Reality. And, once again, where the advertising industry leads, others will follow.

I wanted to say a word about the Gambling Review. I know that the fact we are looking at the advertising of gambling concerns some of you, but this is something about which people feel very strongly. I receive a lot of

correspondence on this matter and it is something that is regularly raised with me as a constituency MP.

It would be irresponsible not to explore those concerns and that is why we are carefully considering the responses to our genuinely open call for evidence. We aim to publish our findings in the Spring.

In conclusion, then, UK advertising is something about which we can all be very proud. More than that, it is one of the industries that most makes me optimistic about this country's prospects.

And this Government will be backing the advertising industry as we make a success of Brexit.

Tell Sid. In fact, tell everybody. Just do it. Thank you.

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## [News story: Energy innovation celebrated at cleantech awards](#)

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Innovate UK-supported ITM Power was the big winner at the Rushlight Awards, while another 5 organisations received accolades.

Specialist manufacturer of integrated hydrogen energy systems [ITM Power](#) walked away with the top honour at the [Rushlight Awards](#), which took place at the Royal College of Surgeons in London on 25 January.

The Rushlight Award is presented to an organisation whose contribution to addressing environmental issues has either had a significant impact in reducing the global footprint, or has the potential to do so. It recognises ITM Power's efforts to enhance and encourage the use of renewable energy and minimise unnecessary waste.

In addition to being announced as the overall winner ITM Power picked up the Clean Energy Award and the Hydrogen & Fuel Cells Award.

Other winners who have benefited from Innovate UK support include:

- the [European Marine Energy Centre](#), which won the Marine & Hydro Energy Award for harnessing energy from a marine or inland waterway environment
- Smart Separations Ltd, awarded the Rushlight Clean Environment Award for



technological developments or innovations that prevent, reduce or treat pollution, noise or other contamination

Three businesses that have received help from Innovate UK were also commended:

- [Sustainable Pipeline Systems](#) in the category of Responsible Product or Service Award
- [ULEMCo](#) for both Hydrogen & Fuel Cells and Clean Energy
- WaterGEN for Power Generation and Transmission