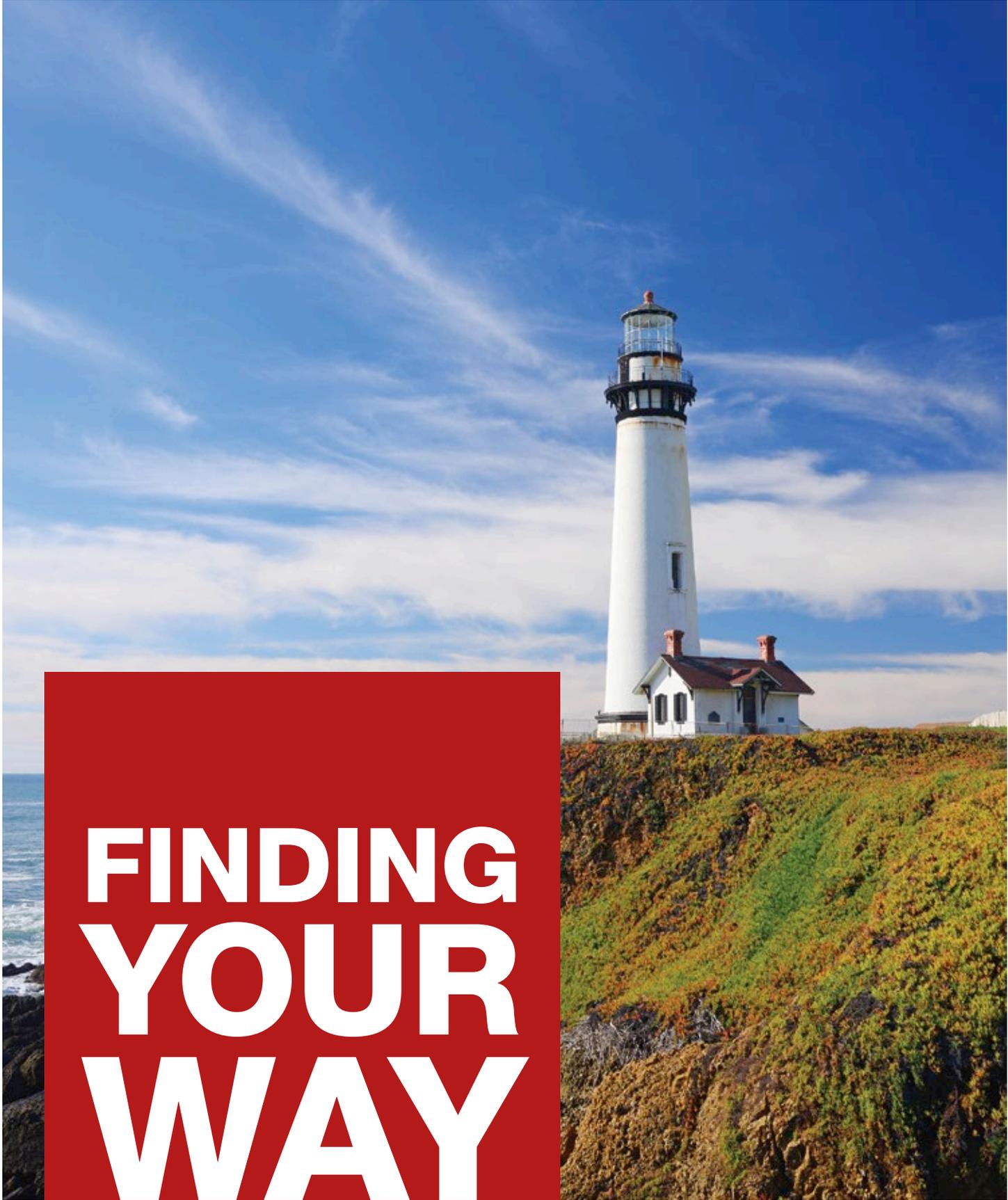




Department for
International Trade



BritishAmericanBusiness



FINDING YOUR WAY

The Trade and Investment
Guide to the UK

2019/20

HELPING YOU GROW



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WELCOME



Introduction

In early 2019, we had the chance to meet with Grant Fraser, EMEA Chief Financial Officer at Dexcom in Edinburgh, Scotland. Not long before, the San Diego, California-based medical device company had chosen Edinburgh as the location for its European headquarters. Since the decision to call the United Kingdom (UK) home, the company has gone from strength to strength, with prospects of increasing its investment and headcount in the UK further.

What we learned was a story about how innovation and technology drive a company's success. But we also learned how expansion to the UK was key to Dexcom's global growth story; like the tens of thousands of other American firms who chose to do business in, or with the UK.

We are not surprised. The UK is the world's fifth-largest economy, world-renowned for its business and innovation-friendly environment, with plenty of talent, a robust legal system, and last but not least, an economic, cultural and political relationship with the United States (US) that runs deeper than with any other country in the world.

Yet, as is the case with developing a solid business plan, it is important for those planning to expand operations or export a product to the UK to know what to expect, and what to consider to make your expansion a success. Whether it be understanding export and shipping procedures, unlocking sources of funding and support, navigating visa processes for your employees, finding a location or distributor for your firm, or knowing whether your products are protected, we recognize the challenges that expanding businesses face – particularly those who are just getting started.

'Finding Your Way' is our way of offering a point of reference for all those who want to make the step across the Atlantic and into the UK, as well as supporting the growth of those who are already there. Here, you will learn about what, how and where your business can enjoy what the UK has to offer, from guidance to its leading industries and growth regions, to practical advice on issues to consider when expanding across the pond.

As BritishAmerican Business (BAB), together with our partners from business, government and the chapters of the BAB Network, promoting transatlantic trade and investment is one of the key things we are tasked to do. We are here to help you and your business find your way.



Duncan Edwards
Chief Executive Officer
BritishAmerican Business



Tamra Eker
Executive Director, New York
BritishAmerican Business



Emanuel Adam
Executive Director, London
Director of Policy & Trade
BritishAmerican Business

Why the UK? Six Reasons

1. Vast market opportunity

The second largest economy in Europe, fifth largest in the world, and per capita, the largest global market for e-and m-commerce.

2. FDI Hotspot

The UK is highly globalised, attracting more foreign investment than any other European country.



3. Favourable business environment

Enterprise zones, ease of set-up and operation, stable business environment and a reliable legal system.

4. High quality of life

High standard of living that is appreciated by relocating international executives, with a rich cultural heritage and a language that is the standard for international business.

5. Easy access to talent

The UK boasts four of Europe's top five universities, a strong research base, and an educated and flexible workforce that drives global innovation.

6. Attractive tax regime

The UK Government encourages investment, with a reduction of corporation tax to 17% by 2020, the most competitive tax regime in the G20, research and development tax credits, and a Patent Box tax regime for intellectual property revenues.



Welcome from the UK

The world we live in is evolving fast, and the long-standing trade and investment partnership between the UK and the US is more vital than ever to our future prosperity. Our nations have more than £1 trillion invested in each other's economies, the US is our biggest single country export market and we are the US's fourth largest export market, and the largest in Europe.

Both the UK and US governments have made clear that we are determined to deepen and strengthen our economic relationship still further. In July 2017 we established a UK/US Trade and Investment Working Group to shape this agenda and it has met six times since then. Its focus includes exploratory discussions for an ambitious free trade agreement which we aim to begin negotiating as soon as we have left the EU. Alongside the Working Group we have set up an SME Dialogue to provide practical advice on doing business in the UK and the US focusing on issues like IP protection and e-commerce.

In 2019, for the second year in a row, the UK took the top spot in Forbes' ranking of business destinations based on technology readiness, size and education of workforce, and ease of doing business. This guide offers a wealth of information for US companies looking to take advantage of these strengths and set up, or expand, in the UK.

Our engagement with the UK and US business communities, and especially our partnership with BritishAmerican Business (BAB), is a priority for our teams across the US. All of us are committed to delivering enhanced trade and investment between the UK and US and greater prosperity for us all.



Antony Phillipson

Her Majesty's Trade Commissioner,
North America and Consul General in
New York, British Consulate General

Welcome from the US

The economic relationship between the United States and the United Kingdom is one of the strongest in the world. This special relationship is a model of bilateral trade, generating \$1.4 trillion in cross-border investment and millions of jobs on both sides of the Atlantic. The United Kingdom is the single-largest source of foreign direct investment (FDI) in the United States, investing nearly \$615 billion in the US economy. The UK is also the leading destination of American exports to Europe, totaling over \$66 billion in 2018. As key trading partners, the US and the UK work together to ensure a rules-based, level playing field that allows our respective companies to succeed.

The United Kingdom's economic diversity and maturity means that American exporters in almost any industry can thrive. Exporters from the United States have already found great success in the UK. This success spans various sectors, including aerospace, advanced manufacturing, healthcare, information and computer technology, and cyber security. The UK's cyber security market alone is valued at over \$30 billion, making it the largest in Europe and a key export market for US-manufactured medical equipment in telemedicine, electronic monitoring equipment, and home care technologies.

The International Trade Administration believes that the trade relationship between the US and the UK will continue to be a model of bilateral trade and is striving to provide opportunities to British and American businesses in every sector. On behalf of the United States and Foreign Commercial Service, I would like to express appreciation and gratitude to BritishAmerican Business for publishing its updated guide to doing business in the United Kingdom. Our team looks forward to working with you.



Dale Tasharski

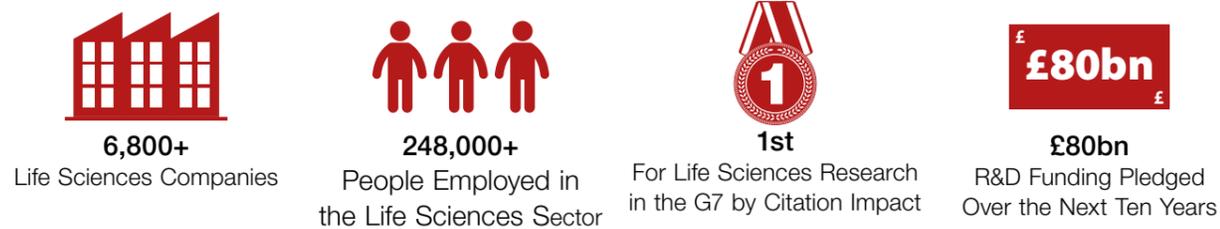
Deputy Director General of Global
Markets and the United States Foreign
Commercial Service

The Industries of the UK



Health & Life Sciences

The UK is the home of Life Sciences and Healthcare innovation, with world-leading products, technologies, services and solutions. It's home to three of the top five universities in the world for preclinical, clinical and health subjects, and two of the top three for Life Sciences. There are more products in preclinical and clinical development in the UK than in any other country in Europe.



Automotive

The UK has the highest productivity of major European car producers, a world-leading motorsport sector, and a huge range of specialist engineering consultancies, putting it at the cutting edge of the automotive industry. Annual turnover of this industry is valued at £78bn, supporting 823,000 jobs. The UK is also the largest manufacturer of electric vehicles in Europe, with The National Automotive Innovation Centre in Warwick boasting the largest research center of its kind in Europe.



FinTech

FinTech companies in the UK are changing the world of finance day-by-day in areas such as peer-to-peer lending, software for asset management and data analytics for insurance. Government support for innovation and growth is extensive, including tax relief, innovation sandboxes and accelerators, and up to £50bn available to support finance and insurance for supplies from within the UK to buyers outside the UK. There is even a government-backed specialist network for female Fintech entrepreneurs.



Technology

Technology businesses underpin the strength and innovation of the UK economy, leading the world in areas that could change our world such as green technologies, healthcare solutions, Artificial Intelligence and the future of mobility. With the third largest technology ecosystem in the world and an entrepreneurial culture, tech companies have the foundation to thrive in the UK. In addition, the UK is a hotbed of tech investment, with £28bn being invested into the sector between 2011-2016.



The Industries of the UK



Financial Services

The UK is home to one of the largest financial sectors in the world, in which companies from start-ups, to unicorns, to long-established banks are encouraged to find fertile ground to thrive. Supported by world-leading infrastructure and a robust and innovation-friendly regulatory and legal framework, the UK has cemented itself as the world's leading net-exporter of financial services, with a trade surplus of £68bn (2017) – equal to the next three countries combined (the USA, Luxembourg, and Switzerland).



6.5%

Contribution of Financial Services to UK Economic Output in 2017



2.3m

People Employed in UK Financial Services



\$10.8tr

UK Banking Sector Assets (2017)



£51bn

Surplus of UK Financial Services Trade



Food & Drink

The UK boasts a world-famous food & drink industry, with a high commitment to quality standards from farm to table. In addition, with strong consumer demand for new products in supermarkets, the UK is an excellent testbed for new products. The UK's innovative culture, competitive pricing and tax environment, and stable supply chains has also sparked a thriving agritech sector, with specialties in GM production, plant health, and improving production.



£110bn

Annual Total Worth of UK's Agriculture Supply Chain



£230bn

Spent on Food and Drink in the UK Each Year



33%

Intended Growth Rate for Branded Food and Non-Alcoholic Drink by 2020



#1

Biggest Manufacturing Industry in the UK – Larger than Automotive and Aerospace Combined



Creative Industries

The UK's creative industries are growing at nearly twice the rate of the rest of the economy, boosted by a talented workforce, technology partnerships and large-scale growth opportunities. The UK Government provides a range of support for Creative Industries companies in the UK, from generous tax relief, to investment as part of the new Creative Industries Sector Deal, which will see £150m invested across the lifecycle of creative businesses, including locations, technologies and future skills.



2,300

Games Companies, Supporting 20,400 Jobs



44,000

People Employed by UK Creative Industries



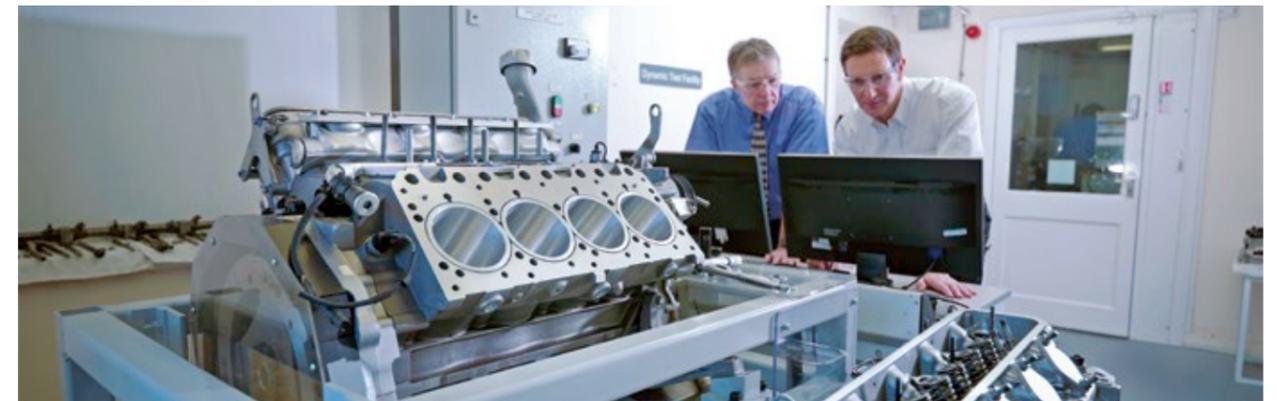
27%

Gross Value Added of Digital Tech between 2010-2014



£1.9bn

Spent on Film Production in the UK in 2018



Advanced Manufacturing

The UK's advanced manufacturing industry is formed of thousands of supply chain companies delivering precision products and specialist services to businesses across the world. The UK's world-class manufacturing industry is leading the charge in automation, supported by public and private investment, which could add an extra £275bn to the economy each year. These new technologies are set to transform productivity, and usher in the 4th Industrial Revolution, or Industry 4.0



100,000+

Advanced Manufacturing Companies in the UK



£275bn

in Value Added to the UK Economy Annually



#2

in New Technologies that are Set to Transform Productivity



2.4%

of GDP to be Invested in Advanced Manufacturing by 2027



Make the UK Your Next Home

Boasting a global outlook, culture of innovation, and supported by a robust legal system and regulatory framework, it's no wonder the UK is the top destination for Foreign Direct Investment (FDI) in Europe, and third globally.

The UK is the world's most global and outward looking hub for financial and professional services. Welcoming and open, with a diverse culture and workforce, internationally oriented markets, and outstanding digital, physical and market connectivity, London alone is home to 250 foreign banks. There is nowhere better connected.

The depth and breadth of the UK's financial and professional services industry offers unparalleled opportunities to grow. Be a part of the world's biggest cluster of major financial and professional services firms – alongside start-ups and scale-ups.

Locate within easy reach of your clients, access the right source of funding for your firm, wherever you are in your growth, and recruit the talent you need to thrive. The UK offers you the support of the world's most forward-thinking regulators, a legal system that is trusted worldwide and an unmatched range of products and services.

From a future looking fintech sector to world-leading cyber security capabilities – the UK is a leading center of expertise for the industries inspiring the future of business: innovation is what we do.

The City of London Corporation works with the Department for International Trade and London & Partners to:

- Retain and grow existing financial and related professional services investment within London and the UK
- Attract new financial and professional services investment into London and the UK
- Increase UK financial and professional services exports

We offer free and independent specialist support to grow your business in the UK and worldwide.

- The UK is the world leading net exporter in financial services (FS) with an FS and insurance trade surplus of £60.9bn in 2017.
- The UK and US have a strong trade in financial services – with the UK exporting £16bn in financial services to the US in 2017 – an increase of almost £1bn on the previous year.



The City of London Corporation

www.theglobalcity.uk

TradeAndInvestment@cityoflondon.gov.uk

Success Stories

Nectar Sleep

Nectar Sleep is a US-based mattress and bed frame manufacturer and direct-to-consumer retailer. It was launched in the US in 2016 and headquartered in San Mateo, California. Nectar Sleep launched in the UK in 2018, and has since achieved an annual turnover of over £1.3 million.

Nectar Sleep manufactures in the UK at its facility in Derbyshire, and maintains a commitment to climate-neutral production, holding certification with ClimatePartner as a recognised partner in climate protection.

In 2019, Nectar Sleep announced the launch of its umbrella company Resident. A whole host of homeware brands including Dreamcloud, a premium hybrid mattress, and Wovenly, high quality, traditional and contemporary rugs, will now fall under the Resident name, with the brand poised to introduce its brands to the UK market.

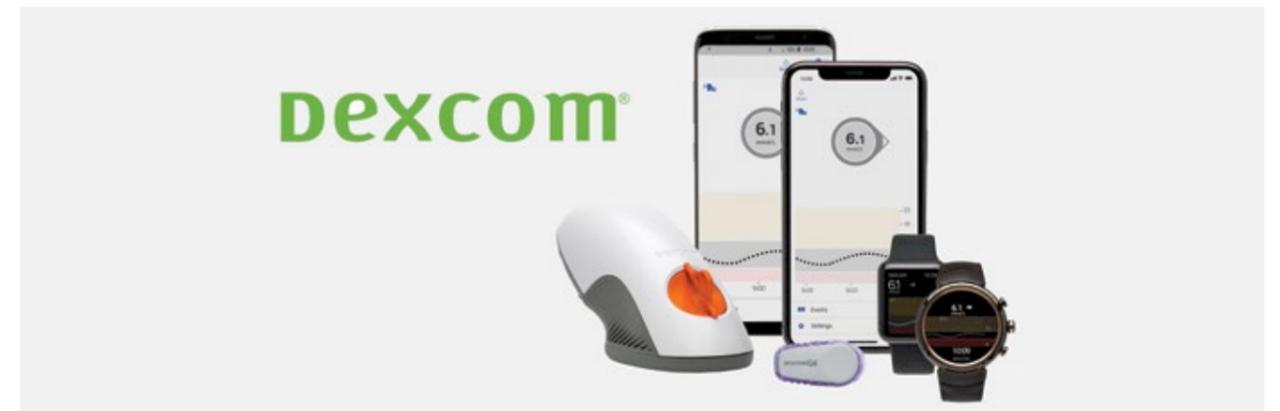


HydraForce

HydraForce is the global market leader in the design and manufacture of high-performance hydraulic fluid power cartridge valves, custom manifolds and electro-hydraulic controls. With corporate headquarters based in Lincolnshire, IL., the UK facility based in Aston, Birmingham, which celebrated its 30th anniversary last year, is the organization's European HQ.

HydraForce engineers work with customers from concept design, encompassing technical requirements and engineering support through to production. The business has created thousands of custom control solutions for a variety of off-highway industries, including agriculture, construction, power train, aerial machines, marine, material handling, mining and forestry.

With almost 700 employees in Birmingham, Europe and India, the company produced 4.5 million valves and 500,000 manifolds from Birmingham for export throughout Europe, Asia and Brazil, achieving sales of £100m in 2018.



Dexcom

Dexcom is the leader in transforming diabetes care and management by providing Continuous Glucose Monitoring (CGM) technology to help patients and Healthcare Professionals (HCPs) better manage diabetes. The global HQ for the medical devices manufacturer is in San Diego, but in November 2016, Dexcom opened an EMEA HQ in Edinburgh.

The Dexcom CGM system consists of a 10-day small sensor that is inserted just beneath the skin, that sends data wirelessly to a display device through a transmitter. The display device is an Apple or Android phone, or Dexcom touch-screen receiver. These glucose measurements are taken at regular intervals, 24 hours a day. This data is then delivered to people living with type-1 diabetes or HCPs, to help empower people to take control of their diabetes. The company continues to expand the number of staff in Edinburgh and now has five offices throughout Europe, including in Germany, Switzerland, Austria and in Camberley, UK.



WHAT TO KNOW



Your partner for international expansion

- International tax structuring
- Setting up in the U.K. and beyond
- Entering new markets in Europe and Asia

Corporation tax | Transfer pricing | Audit and accounting | VAT | Payroll | Global mobility | Outsourced accounting

For more information please contact:

James Dolan
Partner
james.dolan@blickrothenberg.com
+44 (0)20 7544 8972

Tax and Accountancy



Taxation has been crucial to business expansion in the UK since the Napoleonic era when William Pitt the Younger introduced a tax on income over £60 at 0.8%. While taxes have certainly increased since then, the UK is not known for a particularly complex and burdensome taxation system. Nevertheless, businesses operating with or in the UK must ensure they are compliant with local tax and accountancy obligations.

Despite US tax reform, we continue to see US groups looking to expand their operation into the UK and to formalize their presence through a UK limited company or branch. The UK operations will be subject to UK corporation tax at 19% (reducing to 17% from April 2020) if a UK permanent establishment exists.

In addition to checking what you must pay, it is worth exploring whether your company can

benefit from various tax relief schemes. These include a favorable intellectual property regime and other incentives for innovative businesses (e.g., the Patent Box) or for the creative industries (e.g., film and high-end television tax credits).

In order to get further guidance on UK tax and regulations, and the intersection between US and UK obligations, check the information the UK Government provides and/or consult with an experienced tax and accountancy firm that can offer consultations on managing UK tax regulations, improving business efficiency and reducing costs, and auditing, as well as assisting with the US reporting of overseas business. Learn more in the following section, kindly provided by Blick Rothenberg.

Successive governments have made reforms to the UK Corporation Tax regime making it more attractive to international businesses. These include:

- Reductions to the headline rate of Corporation Tax (19% falling to 17% from April 2020)
- Introduction of a number of innovation incentives (Patent Box, R&D tax credits and creative tax reliefs)
- Reforms to make the UK an attractive European “hub” jurisdiction and holding company location

Taxable Presence

The steps from an accounting and tax perspective to establish a UK presence are not overly complex or burdensome. Typically, the first question to consider is whether the proposed operations in the UK create a taxable presence or “permanent establishment” in the UK. If so, the form of legal presence in the UK should be considered i.e., whether to operate through an establishment (a branch) or a separate UK limited company.

Entity Formation and Financial Statement Disclosure

The two most common types of entity registration that we see are:

1. A UK limited company
2. A registered establishment (a branch) of the overseas entity

A UK limited company has some advantages such as limited liability and the perception that a UK company is a local business with a greater sense of permanence than an establishment of an overseas entity. A UK company is required to file a set of financial statements each year with UK Companies House.

An establishment of an overseas entity is required to file and publicly disclose the financial statements of that overseas entity in the UK. This

can come as a surprise to groups not accustomed to publicly disclosing financial statements in the US. For these reasons we often see US groups establish a UK limited company as opposed to an establishment, however, this should be reviewed in detail with your advisors to ensure the most appropriate form of entity is established.

Business Model

The choice of business model will influence the UK tax and accounting reporting obligations. If the UK entity contracts directly with customers then revenue will be recognised in the UK entity and there may need to be a transaction with the US parent company (e.g. a license). Alternatively, some groups prefer that the UK entity provides services to the US parent company in the early years of operation while the group establishes itself in the UK.

Key Taxes to Consider

Once established, the key UK taxes to consider are as follows:

Corporation Tax – The current rate of corporation tax in the UK is 19% (reducing to 17% from 1 April 2020). This applies to the tax adjusted profits of the UK business.

Payroll Taxes – Income tax and National Insurance (social security) are deducted from an employee’s salary on a monthly basis. Both employers and employees are subject to National Insurance as a percentage of the gross salary paid to an employee. There is also a requirement to operate a workplace pension.

Value Added Tax (VAT) – VAT is a consumption tax on goods and services and should be considered even if the group does not have a UK presence. If the annual VAT-taxable revenue of your UK business exceeds (or is expected to exceed) £85,000 per year you are required to register with HMRC and charge your customers VAT at 20% on your sales.



Incentives

R&D – R&D tax incentives are available to companies undertaking innovative scientific or technological research work. Under the SME regime companies can claim a deduction of 230% of qualifying R&D expenditure or claim a cash credit if loss making. Large companies are eligible to claim an R&D Expenditure Credit, which provides tax relief equal to 9.72% of qualifying R&D spend.

Patent Box – Development work undertaken in the UK leading to a qualifying patent may allow a company to benefit from the UK Patent Box regime and elect to apply a 10% Corporation Tax rate to profits attributable to qualifying patents.

IP Amortization – The UK has an established tax regime associated with the taxation of intellectual property. In some cases tax deductions for amortization of certain acquired intangible assets are available.

Share Incentive Plans – Share incentive arrangements, including tax efficient HMRC approved schemes, can be implemented as part of an individual’s total remuneration package.

Expats – Reliefs are potentially available for expats on secondment to the UK business and should be considered in advance of employees moving internationally.

UK as a Holding Company or “Hub”

The UK is an attractive location for a European HQ or holding company. This also supports the use of a UK entity in M&A transactions. This has been driven by a number of changes to the UK tax regime, in particular:

- Broad based exemption for dividends and gains on disposal of shares
- No outbound withholding tax on dividends
- Reformed Controlled Foreign Company regime
- Extensive double taxation treaty network
- Favorable intellectual property regime



Blick Rothenberg

www.blickrothenberg.com

James Dolan, Partner, Blick Rothenberg

james.dolan@blickrothenberg.com

16 Great Queen Street
London, WC2B 5AH

Doing Business in the UK and Worldwide

We are the largest, multi award-winning, full-service UK law firm supporting businesses, individuals and their families.

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Our international network also enables us to look after our clients across the globe. We have an established track record of experience with US-based clients.

Visit irwinmitchell.com to learn how our legal experts can help you, your business and your family.

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Intellectual Property (IP)



Intellectual Property (IP) rights, whether for patents, trademarks, designs or copyright are among a business' most valuable assets, and a full understanding of how to safeguard your creative work is essential, especially when expanding abroad. Although in most cases IP rights automatically arise as 'national rights', businesses must be aware of differences in the protection of your IP rights in the UK versus the US.

There exist various means of IP protection in the UK to suit different circumstances. Patents, for example, must be filed for by the IP owner, and are targeted at inventions, with most patents granted for improvements in known technology. Copyrights, on the other hand, are automatically in place in the UK, granting the right to prevent the copying of original work.

Finally, trademarks and designs are also ways to prevent unauthorized usage of your ideas. A trademark distinguishes goods and services from others, whether through a word, phrase, logo, or

other identifier. Represented by the ® symbol, US trademark registered goods may use the symbol before UK trademark application. Designs of products can also be protected in the UK, with automatic protection existing for up to 10 years subject to requirements, and with protection up to 25 years for registered designs.

The UK offers a vast quantity of IP support for SME businesses operating in and with the UK. The best example of it is a guide on IP developed particularly for US SMEs. You can find the guide on the internet by searching for 'Protecting Intellectual Property in the United Kingdom' on the GOV.UK website. In addition, regional advice centers and IP mediation services are available as a helping hand and can assist in valuing your IP or offer assistance in IP disputes. If things get really complicated or complex, or if you prefer a helping hand right from the start, consider the services of an experienced law firm. Learn more in the following section, kindly provided by our partners from Irwin Mitchell.

Intellectual Property (IP)

Coming to the UK: Intellectual Property Rights

The key steps to consider before and after launching your business, taking your products or services to the UK.

Your Essential Toolkit

Rule number 1

Clear your rights. Just because you have secured registered protection (whether for a patent, trade mark or design) in the US, does not mean you can either use or register it in the UK. Do not set up a corporate structure and register a company name without having first checked if the name is free from third party rights – just because it's available to register, does not mean it is free to use (let alone be capable of registered protection).

Rule number 2

Protect your rights. Layer your rights. Don't just rely on a single right, whether that be a patent, trade mark or copyright. Understand the different IP rights, how they protect distinct aspects of your products/services and how combining them can build a ring of steel around your business and what you do.

Rule number 3

Police your rights. Use professional watching services in relation to your registered rights and maybe in relation to the activities of your competitors. Watching services are your eyes and ears and typically identify any potential unauthorized use of your rights at a very early stage which can mean a swifter and more amicable resolution. In relation to your valuable unregistrable rights, such as confidential information and database rights, consider how you can track any misuse, for example seeding your databases/customer lists.

Rule Number 4

Have an enforcement/defense strategy as part of your overall IP, risk and reputation management



strategy. Don't be surprised by conflict. Be clear as to what is a red line for your business and necessitates legal intervention and to what extent.

The Value of IP Rights

The International IP Index, published in February 2019 by the US Chamber of the Global Innovation Policy Centre, found that companies with improved IP protections are twice as likely to produce and export complex, knowledge-intensive products, and 39% more likely to attract foreign investment. IP rights are often the most valuable asset a business can have and it is imperative they are treated as such when considering a transatlantic move from the US to the UK market.

Indeed, although the UK ranks a close second to the US in the International IP Index, meaning it is possible to achieve similar levels of protection, it does not follow that just because you have attained protection in the US you will be able to acquire the equivalent protection in the UK. Instead, there are a number of fundamental issues to consider.

IP rights exist in many forms and can protect a wide range of business assets including corporate identity, names, logos, products, services and processes.

Key UK IP Rights and How These Compare to the US

UK IP rights	Comparison with US
Copyright Protects original literary, dramatic, musical and artistic works, software, web content, sound and music recordings, film and television recordings and broadcasts. Unregistered right, arises automatically on creation, no requirement for registration.	Comparable protection. Main practical difference is requirement of registration in the US if you need to enforce your copyright.
Database Rights Extremely valuable, unregistered IP right of application across all businesses. Protects collections of data or other information which are structurally organized, this would include databases such as customer lists.	No equivalent right in the US.
Design Rights There are different types of design rights, both capable of registration and/or arising on creation so subsist as unregistered rights. Protection can extend to protecting shapes or objects, product appearance, packaging, design, color combinations and surface decoration. and the aesthetic look and appearance of products as well as functionality.	US design patents are not a direct equivalent. The cost for securing an EU or UK registered is relatively low compared to the US and the procedure is quick as there is no examination of the application.
Patents Protection extends to novel inventions, processes and products.	The US and the UK are both members of the Patent Co-operation Treaty allowing for a "bundle" of patent rights to be obtained through the filing of one application. The prosecution of patents in the UK and at the EUIPO is far less adversarial compared to the US.
Trade Marks Protection can extend to names, logos, sounds, colors, smells and sometimes slogans.	It is generally easier and much quicker to secure registration in the UK, assuming an application is smooth running a registration can typically be achieved in 4-6 months. The UK Intellectual Property Office does not examine applications in the same way as the USPTO, it is far less interventionist and any trade mark prosecution proceedings are far less adversarial when compared to the US. Unlike in the US, you do not have to prove use in the UK in order to secure registration.

Given the significant value that IP rights can add to a business and its balance sheet, it is imperative that they are one of the crucial considerations of any business moving into the UK. Care must be taken to review business assets and ascertain where protection can be obtained and strengthened and how your business can be put in the strongest position, in the most cost effective way. It is often best to seek advice and work with a partner who understands the UK market and can ensure that your business is not only protected in the UK, but also has the opportunities to grow and expand further.



Irwin Mitchell

Georgie Collins
 Partner – IP, Media and Reputation Management
 and Head of Business Legal Services, London
 T: +44 (0)20 7421 3997
 M: +44 (0)7889 289795
 E: georgie.collins@irwinmitchell.com
 www.irwinmitchell.com
 40 Holborn Viaduct, London, EC1N 2PZ



Education



For children, the news that their parents will be moving to the UK to grow a business can certainly sound like a big adventure, conjuring up images of the great halls and flying broomsticks of Hogwarts. For parents however, in addition to the excitement, the question will come up how to ensure that their children receive the best, but also a consistent education in a new environment that matches the previous educational journey. For families, identifying the right school ranks among the biggest priorities when organizing the move abroad.

Depending on your personal preferences, various options exist for school-age children seeking education in the UK. As a resident in the UK, foreign families can enroll their children in the British school system, which includes different public and private options. It is important to know that many schools may require a number of criteria be met, for example religious background or the area that you live in to be able to apply for registration, and that these criteria can differ greatly between schools and regions.

The UK is known for its international workforce, and you will find a number of American and international schools, particularly in the Greater London region, but also in other leading cities. Some of these institutions offer multiple curricular choices including the American system, but also UK based curricula such as the International Baccalaureate (IB).

Key to finding the right pathway for your children is exploring the various options available which best suit your family's needs, such as your location and education history, as well as a child's learning style. Finding an institution which offers strong support for international students can open up doors to a uniquely enriching, international-minded education, providing the foundation needed for future success. Learn more about pathways for education in the UK in the following section, provided by our partners from TASIS – The American International School in England.

Educating the Global Leaders of Tomorrow

The opportunity to live overseas can offer an exciting and rewarding experience, but employers find that family concerns are often critical to both the acceptance, and the eventual success, of employee assignments. For families, identifying the right school for their children ranks high among the practical considerations.

Consistency of curriculum and familiarity with an education system may be paramount for some, while families with teenagers might focus on the impact of their move on the university application process. Non-academic reasons also influence choice. International schools often support transitioning families through settling-in programs, and children and parents alike may feel less “foreign” among other expatriates. Interaction with students from many nations also enhances the educational experience.

American and International Schools

A number of American and international schools are located in London and the surrounding counties. Some offer more than one curricular choice, e.g., the American system and the International Baccalaureate (IB). Exploring the curriculum will help to determine which might best suit a family’s needs and a student’s learning style. A truly international school is not defined by the number of nationalities or languages represented in its community, but rather by the way it encourages students to become internationally minded by giving them opportunities to explore and understand global cultures, attitudes, and values.

“International-mindedness” can be defined as the ability to interpret and analyze issues from different perspectives through the lens of intercultural understanding and a respect

for others. To excel in a “VUCA” world – full of volatility, uncertainty, complexity, and ambiguity – future global leaders must be equipped to understand the connections and interrelationships of diverse ideas and actions.

Our alumni regularly affirm that their TASIS England experience opened their minds to different points of view, opened their eyes to the importance of mutual respect and collaboration, and opened their hearts to an understanding of those they previously thought of as “other.”

The British System

Americans who consider enrolling their children in British schools may be surprised by a number of factors. The top independent (private) schools have a well-deserved reputation for excellence, however many require registration years before a student’s start date, entrance exams are common, and limited attrition means there are few places available. Confusingly for Americans, fee-paying independent senior (i.e., high) schools are often called public schools or colleges.

It can also be difficult to secure places at desirable state schools and academies (funded by the local authority or central government, respectively) which may have long waiting lists. Usually families must have an address within the school’s catchment area before applying and availability of places is not guaranteed. In London demand is fierce for the most popular schools; a 2018 survey found a third of pupils did not get into their first-choice secondary school.

In England, year groups are strictly based on the student’s age on September 1. Children start formal school with structured learning in the term in which they turn five and, by age six, are expected to be able to read and to know math facts. There is a common misconception that,



as a result, American/international schools lag behind UK schools in math and literacy, but the evidence shows otherwise. The variation between individual students is greater than that between the two systems, so the key is to ensure that the school provides appropriate support for students at both ends of the spectrum.

High school students often have difficulty transferring into the British system at age 15 or 17, which is mid-way through the two-year programs of extensive course work and preparation for GCSEs or A-levels (standardized examinations). A-levels are academically renowned, but have less global emphasis than the IB Diploma Program and could potentially encourage students to specialize too early by limiting them to as few as three subjects.

Choosing the right pathway can be difficult and confusing, but one thing is certain: a relocation abroad gives your children an unparalleled opportunity to develop international-mindedness, an attribute that will serve them well in the complex and interconnected world of their future.

By Mary Mitchell, Associate Director of Marketing and Communications at TASIS The American School in England

TASIS The American School in England offers a challenging American curriculum with Advanced Placement courses and the International Baccalaureate Diploma Programme to day (ages 3-18) and boarding (ages 13-18) students. On its beautiful Surrey campus, students from more than 50 nations are emboldened to flourish as principled, open-minded, and compassionate members of a global community.

Find out more at www.tasisengland.org or contact ukadmissions@tasisengland.org



THE AMERICAN SCHOOL IN ENGLAND

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#possibilities

Logistics



In many cases, when a business expands abroad it often starts with the export of a key product into a new market, either directly or via a distributor. If the product is successful, opening a branch is the next step to manage growth locally. In any case, if your expansion includes bringing any product into the UK you will have to consider how to get the product there in a cost-effective, sustainable and compliant way. The good news: exporting a product from the US to the UK is not necessarily complicated. But you will need to look into a number of customs-related issues, such as providing the right documentation, an assessment of transportation costs, and regulatory compliance to make sure you can actually ship the product to the UK. Check the International Trade Administration website ([EXPORT.GOV](https://www.export.gov)) to see whether you fulfil UK-specific labelling requirements.

It is also worth noting that the UK has a number of import prohibitions and restrictions that apply no matter whether the UK is the final destination or a used in transit. Logistics providers will be unable to ship your product if it is on the list.

For an updated list, search for 'UK Trade Tariff: import prohibitions and restrictions' on the UK Government website ([GOV.UK](https://www.gov.uk)).

One of the fastest growing ways of trading with the US is via 'E-commerce,' which involves buying or selling products or services over the internet. This can include an online marketplace, selling via social media or your company website. The advantages of e-commerce are that your products can be found 24/7, it is generally a quick process, and you can link your shipping processes straight into the selling process. The U.S. Small Business Administration regularly offers seminars across the US for businesses interested in building an e-commerce strategy. Furthermore, the International Trade Administration offers a UK-specific E-commerce guide on its website ([EXPORT.GOV](https://www.export.gov)). Finally, see whether you want to work through a well-established logistics provider right from the start who often offer detailed information and services that reflect the aforementioned requirements. Learn more in the following section, kindly provided by Fedex.



Trevor Hoyle
Senior Vice President
Operations
Northern Europe,
FedEx Express

Something wonderful happens when you connect people and possibilities. Every day, all across the globe, our connections enable possibilities for people, communities, small businesses and global enterprises.

We believe that connections make the world a better place by enabling US businesses to prosper, communities to flourish and people to thrive. We strongly believe in helping US companies strengthen their relationship with the UK and Europe as a whole and if looking to grow your business in these regions, feel we are the logistics partner to help.

Small and medium sized enterprises (SMEs) thrive in the US and its SME community is diverse and ambitious. At FedEx, we work with lots of US SMEs and are always struck by the scale of their ambition to take the world on, whether to the UK or beyond.

The US and Europe have historically held a strong trading relationship. Nearly 935 billion euros¹ is traded annually between the EU and the US with a recent growth in exports in the last three years². A positive relationship between these two markets continues and one that provides a huge amount of opportunity for companies and particularly SMEs to explore.

The UK remains a critical market for US exports of goods and services and a key destination of US foreign direct investment. In fact, the UK remains one of the United States' top 10 trading partners which also include Germany, France and Italy³.

We're keen to help strengthen this transatlantic relationship and help more US SMEs capitalise upon the possibilities the UK landscape has to offer.

And for FedEx, the word "possibilities" sums up the UK perfectly. As a market, it is quite simply full of possibilities and opportunities and one that US companies should prioritise.

Connectivity is a huge reason for this. FedEx Express has a very strong presence in both the UK and US. We have more than 45 years of operational experience and 35 years of experience in international, cross-border logistics, often in complex and evolving trade environments.

The UK has incredible infrastructure which connects it to Europe and the world. It is for that exact reason logistics companies like FedEx and TNT have major hubs here. Indeed, from our UK hubs, FedEx has 40+ flights running between the EU and US each week, and an extensive European road network reaching far across the continent⁴.

As the world's largest cargo airline, FedEx connects 99% of global GDP, with extensive US coverage, with a vast amount of customs expertise while also providing automated shipping and tracking tools. Supported by over 450,000 team members who handle more than 15 million parcels daily, we also offer industry specific solutions, tailored to individual business needs.

If you're interested in exploring the possibilities the UK has to offer, then connect with FedEx. Count on the world's largest cargo airline to import, export and grow your business globally with fast transit times, extensive worldwide coverage and parcel shipping expertise.

Please contact the FedEx team at www.fedex.com/gb #possibilities.

¹ FedEx – US Infographic, 2019
² Business Insider - 2018
³ FedEx – US Infographic, 2019
⁴ FedEx – US Infographic, 2019



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Immigration



As a business expanding to the UK, whether it is to explore the market for future exports, or to grow locally through investment, at some point, it will be necessary to think about how to get yourself or someone else over the Atlantic, short- or long-term.

Whether or not you need a specific visa for your stay depends on the kind of activity you want to pursue and the length of stay. In short, you will not need a visa if you come to the UK for less than six months for academic or business-related activities, such as attending conferences, meeting business partners or doing academic research. But you will need a visa if you plan to work properly for a specific period of time (even less than six months; with a few exceptions) or if you are planning to stay and work longer than six months.

The UK migration system offers several routes for a work visa, which includes temporary

options and long-term options. The main route available to Americans seeking to work in the UK is through Work Permits (Tier 2) – general or via intra-company transfer, which enables employers to sponsor skilled workers from non-European Economic Area (EEA) countries. Other immigration pathways exist for investors and entrepreneurs seeking UK residency. In all cases above, individuals may apply for permanent residency after five years in the UK.

To check whether you need a visa, the type of visa and your eligibility, search for 'Visit the UK on a Business Trip' on the GOV.UK website. For immigration assistance, particularly for long-term visa processing and insight on changes to the immigration system, consider the services of an experienced immigration firm, such as Magrath Sheldrick LLP, who kindly provided the feature on the next two pages.

Is Britain open for business from America?

Over the last few years the United Kingdom has been engulfed in political uncertainty; the 2017 election produced a hung parliament and the House of Commons has rejected the Withdrawal Agreement from the EU three times and in spectacular fashion. As we enter a new phase of political leadership, and with 31 October presenting itself as the definitive Brexit day, deal or no deal, it is time to consider the options for US businesses sending talent to the UK and to reflect on whether Brexit may present an opportunity as well as a challenge for US companies establishing themselves here.

An overview of the UK's immigration regime

UK immigration policy is to attract the “brightest and the best” talent from overseas whilst at the same time protecting the resident labor market, preserving the integrity of the immigration system and reducing strain on the public sector.

The focus is on “skilled” migrants and on sponsorship. US companies in the UK must obtain a sponsor license in order to bring in key talent from overseas. There are very few routes available for individuals to “self-sponsor” as the Government ended the Tier 1 (General), highly skilled migrant program, a few years ago.

The sponsor license brings with it a myriad of duties and responsibilities. These include obligations to ensure comprehensive and transparent legal right to work checking processes as well as record-keeping and reporting mechanisms for sponsored workers and the risk of unannounced audits from Home Office inspectors.

However, the sponsor license system (known as Tier 2 of the Points Based System) also brings great benefits. These include:

Tier 2 (General) – the ability to assign Certificates of Sponsorship (COS) to key talent. The sponsored migrant can enter the UK and work for up to six years in this category. Moreover, he or she can obtain permanent residence here after

five years' employment and British citizenship one year later. Family members (spouse/ partner and children under the age of 18) also benefit as part of the family unit.

US citizens are able to hold dual nationality and therefore may choose to have two passports in due course.

Tier 2 (Intra-Company Transfer) – enables multi-national companies to send existing key workers to the UK for up to five years (or nine if the person receives a salary of at least £120k) on assignment. As long as the person has been employed by the company overseas for at least twelve months prior to transferring to the UK, there is no requirement to test the resident labor market by way of external advertising prior to assigning the COS.

The only downside to the intra-company transfer route is that it doesn't lead to permanent residence and employees are required to leave after five years. Employees on high salaries (defined as at least £159,600 per annum) can be exempted from this requirement.

One of the great benefits of the UK sponsorship scheme is that spouses and partners are permitted to work generally, so that they can take any form of lawful employment and are not constrained by the sponsorship of one named employer.

Entrepreneurs and Investors

US citizens wishing to set up a new business in the UK, or obtain residence by investment, can do so in the following ways:

Start-Up and Innovator Schemes – these schemes are very new to the UK system (March 2019) and enable entrepreneurs with “innovative, viable and scalable” business plans to obtain approval from an endorsing body to come to the UK to establish a business. The schemes are undergoing some teething problems and at present are disproportionately focused on the tech sector, however hopefully they will present a valuable route of entry for US entrepreneurs in the near future.

Arrivals



Investors – wealthy individuals can obtain long term UK residence by investing in active and trading UK companies. The minimum investment amount is set at £2 million.

Post-Brexit mobility

There are two reasons for optimism in respect of future transatlantic mobility of talent.

Firstly, Theresa May was committed to a restrictive immigration regime, both as Home Secretary and Prime Minister, with a clear focus on reducing net migration to the UK regardless of the impact on business. Many of the restrictions she brought in have made it much harder for businesses to navigate the schemes and to secure the talent they need. The new Prime Minister is likely to be more open to a liberal immigration system that provides flexibility for businesses with a focus on enabling the movement of talent that enhances UK economic growth rather than acts as a constraint against it.

Secondly, stepping outside the EU single market and its “four freedoms” (including the freedom of movement of people) enables the UK to develop a “one world” immigration policy and a level playing field for all nations. EU nationals will no longer have preferential access to the UK labor market and will therefore have to compete with US citizens for jobs and opportunities. Coupled

with a more liberal immigration framework, this creates scope for US businesses to transfer talent to the UK more easily without having to “stand in line” behind EU citizens. The potential for a UK/ US free trade agreement also suggests that enhanced transatlantic mobility of talent will be a positive outcome to this exhausting process.

The signs are positive. Proposals in the recent government White Paper on “The UK's future skills-based immigration system” include removing the current cap on the number of skilled workers eligible to enter the UK under Tier 2 and removing a requirement to advertise in the resident labor market before assigning a COS under Tier 2 (General).

The US has also recently been included in the list of countries eligible to use e-gates at the border making entry to the UK fast and pain-free. Hopefully this is a small sign of a positive future for transatlantic mobility of talent.

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Together we thrive

Finance



Considering how to finance your expansion to the UK can be broken down broadly into two main areas: First, when growing abroad, having a financial foundation is crucial to turn your company's ambition into reality. The question is, where do you get your capital from? There are several ways to fund your growth, including government-backed funding schemes, banking loans, venture capital from investors, and crowdfunding.

How you choose to get the funding you need can affect the future of your business. Therefore, as a first step, identify how much funding you will need. Then, figure out how to get it and what options you feel most comfortable exploring first. At the same time, get as much advice as possible, for example via the U.S. Small Business Administration's (SBA) website, under 'Business Guide – Plan Your Business – Fund Your Business,' and from peers in the business community. To note: there are a number of government-backed loans and support schemes for smaller businesses, as well as private

investment funds overseen by public bodies that you may want to consider, especially if you are a very small business.

Second, when looking at 'Finance', you will naturally be thinking of banking services. Unfortunately, things like opening a bank account are not as straight forward as you might think, as some banks have limits in terms of offering such a service to organizations registered in the US or entities with no physical presence in the UK. It is worth speaking to your home bank to see whether it has a UK presence, 'international' accounts, or a correspondent banking relationship with a British partner bank. In addition, it may be worth exploring whether your bank of choice has a special offering for companies keen to expand abroad. Leading institutions, like our partners from HSBC for example, provide country-specific business guides and specific market advice that can prove to be very useful. Learn more in the following section, kindly provided by HSBC UK.

First Class Banking in the UK – With HSBC

Internationally active businesses operating in the UK can gain a vital strategic advantage, in the knowledge that HSBC's full suite of banking services is on hand to meet their needs.

Developed over more than 200 years, the trading and investment relationship between the UK and the US is in good health.

Investment is at the heart of that relationship. Indeed, American firms have invested nearly US\$750bn in the UK market, accounting for more than 12% of all US FDI worldwide and supporting more than 1.5 million jobs here.

From a trade perspective, the UK is the United States' seventh largest trading partner and the fourth largest export destination for American goods and services. In 2017, the US exported \$125.9bn of goods and services to the UK, making it the UK's 2nd largest source of imports.

Banking on the UK's Credentials

For US businesses, the attraction of the UK as a place to do business has the potential to become a core part of their strategy. Not only is the country strategically located – giving it a leading role in world finance via the City of London – but its competitive, simplified corporate tax regime and skilled, flexible labor market help relieve a significant amount of the administration involved in operating in or setting up a subsidiary in the UK.

And despite being a relatively small island nation, its highly developed infrastructure and hub status for some of the world's important trade corridors makes the UK the ideal bridge to many wider opportunities in Europe and further east.

A Broad Suite of Support

With HSBC, corporates with growth ambitions in the UK can open the door to a range and variety of support that is difficult to find anywhere else.



We opened our first office in London over 150 years ago and the UK is very much a home market for HSBC so we can support client needs with a full product suite. That might be complex treasury solutions, increasing operational efficiencies or putting in place growth facilities such as trade, term lending or corporate cards.

HSBC's own history, mission and values sit very well with the highly connected nature of growth through cross-border trade. And when it comes to trade finance, we have a broad range of solutions to meet the needs of businesses trading with or from the UK. That might be traditional trade services such as documentary credits and guarantees or more complex, structured trade solutions such as receivables finance and supply chain finance to help optimize your working capital.

A Unique Service for Subsidiary Clients

For our US-headquartered clients looking to set up a subsidiary in the UK, our International Subsidiary Banking (ISB) service is ideally set up to ensure those clients can receive an unparalleled level of support in the process.

Corporates that open subsidiaries here typically arrive with a set of very nuanced requirements that reflect the cross-border complexities of their business. And it is our job to prove that



our connections with the client in their country of origin, can lead to the same high standard of delivery here.

Global Presence, Local Expertise

The holistic principles behind ISB are very important. When clients walk through the door, our ISB team here is already well briefed on their business following conversations with colleagues in their home market. We have the pre-existing connection with the parent company, and when they talk to us they appreciate how we are able to link the global with the local.

Having the right team on the ground is key to HSBC putting its money where its mouth is. ISB support for incoming subsidiaries can be found across the UK, with London in particular offering high-end capabilities across anything from debt, capital markets and equity to M&A opportunities.

For all intents and purposes, we are a UK bank, but our key differentiator is that we can put solutions in place unlike other UK banks because

to us, the client is global. The result is that we can offer competitive pricing that would normally only be available to their parent company in its own country.

Even beyond the ISB service, we can call upon a truly worldwide network of highly experienced professionals that connect business to the opportunities wherever they occur. With our Global Headquarters here in the UK, we can support US businesses whatever their size and needs.

To find out more about establishing your presence operating in the UK, contact your relationship manager or email cmb_isbuk@hsbc.co.uk



HSBC

www.business.hsbc.co.uk

www.business.us.hsbc.com



WHERE TO GO



From Stonehenge to Big Ben, Windsor Castle to the White Cliffs of Dover, the world-renowned sights of England need no introduction. The largest region in the UK and base for many of the nation's largest economic centers, England is known for its rich cultural and historical background from the Tudors to the Beatles. Millions of tourists flock to England each year, cementing its position as a top destination for tourism, which generates £106 billion a year and employs over 2 million people.

At the heart of the English economy is London, the UK's capital and one of the world's most important global cities. Making up a quarter of the UK's GDP, London tops the world rankings as a leading financial center, home to 1.1 million businesses, more than in any other region or country in the UK. London is also internationally renowned as a cultural hotspot, with millions of tourists every year making London the most visited city in the world.

As the largest economy in the United Kingdom, England relies on business powerhouses

across the nation, not just in the capital, as key contributors to economic growth. Service industries are the predominant sector, employing 80% of the working population, with leading financial centers based in Leeds and Manchester shifting the economic geography of the UK towards the North. These 'Northern Powerhouses' boast some of the most competitive business environments, with investment-hub cities such as Sheffield attracting businesses through its modern infrastructure, a central location, and world-class research.

The English economy continues to invest in development and growth, spearheaded by 38 Local Enterprise Partnerships (LEPs) in every English locality, focused on growing the economy and creating jobs through partnerships between local authorities and businesses. LEPs, in setting out models for future national and local collaboration, have leveraged over £7.6bn in private investment to date, supporting over 196,000 businesses.

ENGLAND



Sheffield City Region

With areas of outstanding natural beauty, vibrant towns and cities and world-class universities and research, the Sheffield City Region is attracting global companies to join the thousands of small and medium sized businesses that already call us home.

Our People, Our Potential and the Way We Do Things Sets Us Apart

Tough, resilient and creative, our people are our strongest asset. Our region was at the heart of the first industrial revolution and these same qualities are now driving our 21st-century advanced manufacturing and engineering story.

Committed to delivering economic growth that creates prosperity for all, the Sheffield City Region is a partner you can trust. We want to do business with people, places and businesses that share our ambition of lasting, long term and mutually productive relationships.

Advanced Manufacturing

The Sheffield City Region is recognized internationally for its expertise in high-precision engineering, metals and alloy production and high-quality design and manufacturing.

World-leading companies including McLaren Automotive, Boeing, Rolls-Royce, Tata Steel, Siemens and Sheffield Forgemasters already call us home.

Health and Wellbeing

Our Advanced Wellbeing Research Centre (AWRC) is set to become the most advanced research and development center for physical activity in the world.

It will be home to 70 researchers from Sheffield Hallam University and act as the research hub for the National Centre for Sports and Exercise Medicine.



Sheffield City Region also has one of the UK's largest concentrations of orthopedic and medical device companies, with exceptional access to clinical trials, research collaboration and new product development.

Advanced Manufacturing and Innovation District

Our Advanced Manufacturing Innovation District (AMID), is the UK's largest research-led advanced manufacturing cluster, and the place for leading manufacturers to go for research, technology transfer, networking and industrial collaboration.

The cluster around the Advanced Manufacturing Research Centre's Factory 2050 has recently been expanded with the addition of three new University of Sheffield facilities, specializing in infrastructure, metrology, and materials research.

With more than 110 partners ranging from global giants such as Boeing, Airbus, Rolls-Royce, McLaren Automotive and BAE Systems to local SMEs and specialist suppliers, the AMRC puts advanced manufacturing at the heart of AMID.

Digital Technologies

Sheffield City Region has an ambitious and ever-expanding digital tech sector with emerging specialisms in digital manufacturing, artificial intelligence and healthcare.

Factory 2050, part of the University of Sheffield's Advanced Manufacturing Research Centre, is a fully reconfigurable facility specializing in advanced robotics, flexible automation, next generation man-machine interfaces and new programming and training tools.

The SCR is home to Doncaster Sheffield Airport, the UK's fastest growing airport. It offers full cargo and passenger services and has one of the longest runways in the UK, catering for specialist heavy and urgent cargo. The Sheffield City Region is also less than 90 minutes away from five more airports.

Locating your business in Sheffield City Region puts you in touch with a potential labor market pool of more than 900,000 people. We can also offer:

- Access to universities and higher education centers producing around 5,000 graduates per year.
- More than 68,000 businesses, providing opportunities for new and existing firms to partner or supply.
- High quality of life and attractive housing offer
- Cultural and heritage attractions, plus the Peak District National Park – providing a great quality of life

Sheffield City Region

Sheffield City Region

Rachel Clark
Director of Trade and Investment
enquiries@scrinvest.com

www.scrinvest.com
+44 (0)77 9595 3522

11 Broad Street West, Sheffield, South Yorkshire, United Kingdom, S1 2BQ



London

London is a city where startups become scaleups, and scaleups become unicorns – in whichever sector you choose. With average early-stage funding almost double the global average, London is the obvious choice for U.S. companies looking to expand further afield.

Here are five reasons to choose London:

1. The World in One City

- A global hub for business, in which 300+ languages are spoken.
- Direct flights to 369 international destinations, including 1,029 weekly flights from North America.
- 25% of entrepreneurs throughout the world have a significant relationship with two or more entrepreneurs in London.

2. A Thriving Ecosystem

- 36 unicorns have been created in London – more than Madrid, Stockholm, and Amsterdam put together.
- 38 green companies have raised \$10bn combined in the city.
- London and its surrounding areas host 55% of the European headquarters of the world's largest 500 companies.

“When Asia is still awake, and the U.S. is starting its day, London is perfectly positioned on the world stage. It's also where The Atlantic's new global editor works – the first time this post has sat outside the U.S.”

Bob Cohn,
President, The Atlantic

3. Global Talent

- Home to more software developers than any other European city.
- Four universities in the world's top 40 (more than any other city) and seven in the top 200.
- Entrepreneurial talent flocks to the capital. American banker William Shu founded Deliveroo and Portuguese entrepreneur José Neves created Farfetch in London.

4. Accessible Investment

- Home to more than 250 foreign banks; the highest concentration in any financial center.
- London's tech companies received £1.8bn of VC funding in 2018, the highest in Europe.
- Europe's largest ever Series B funding round was secured by London-based Improbable.

5. Diverse Customers

- 93% of London citizens are broadband connected, making it the most connected city in the world.
- A diverse population makes London one of the world's best places for research and clinical trials of medicines, devices, and products.
- Londoners are active online shoppers, partaking in ecommerce retail therapy on average seven days per month.

And there's more....

6. The London Life

- With more than 857 art galleries, 215 museums, and 69 Michelin-starred restaurants, there's inspiration around every corner.
- London has a vast array of outdoor spaces to enjoy, including 151 registered parks and gardens, eight Royal Parks, and four Unesco World Heritage sites.
- Since 2007, sporting fans have embraced the NFL London Games. Europe's first MLB matches came to London in 2019.

7. Future Ready

- Google will open its new UK headquarters in London in 2020, the company's first custom-designed building outside the U.S.



- The Elizabeth Line will carry 200 million passengers per year and is one of Europe's largest engineering projects.
- London's ambition is to be the world's smartest city. The capital's street lights are fast-becoming charging points for electrical vehicles.

“We had global ambitions from day one. London was, therefore, the logical place for us to found WorldRemit – its ability to connect and bridge with other financial services hubs is unparalleled.”

Catherine Wines
Director and Co-Founder, World Remit

We're Here To Help

London & Partners are the experts on doing business in London.

With offices across the world, including four in the U.S., we open direct access to expert and experienced professionals, who advise and guide businesses through every aspect of locating and doing business in London.

Free and confidential, we can help you successfully set up, grow, and globalize from London.



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Oxford-Cambridge Arc

The UK's unique cluster of clusters: the innovation economy.

Identified as the UK's 'innovation economy', the Oxford-Cambridge Arc benefits from its strategic location between the world city of London and the Midlands and connecting the two global research cities of Oxford and Cambridge.

World-Class Research

Fueled by a high concentration of world-class research and innovation assets, the Oxford-Cambridge Arc contributes over £100bn per annum to the UK's economy. Inherently linked to the research capabilities of Oxbridge, the area is home to globally competitive clusters in high growth industries:

- Autonomous Vehicles
- Artificial Intelligence
- Biotech
- Space and Aerospace
- Information Technology
- Digital Creative
- Life Sciences and Healthcare
- High Performance Engineering
- Advanced Logistics

- Professional Services
- Innovation Ecosystem

Known as an area for science and high-value technology investment, growth is supported by a network of science parks, research institutions, incubators and accelerators. Collaboration between these assets and clusters across Arc has created an innovation ecosystem that continues to attract international investors.

As a result, the area includes three of the top five fastest-growing and highly productive UK cities, matched with some of the highest levels of entrepreneurship in the country. Linking this ambitious, enterprising culture, the area has one of the most highly skilled workforces in the country, with 40% of the workforce educated to degree level. Workforce specialisms include engineering, design, technical testing and analysis.

A Unique Cluster of Clusters

The power of the Oxford-Cambridge Arc is its collaboration. The Arc brings together world-renowned research and expertise, the

enterprising and entrepreneurial culture, with a highly skilled workforce, together with the world-class sector assets and leaders in new technologies.

This is what will lead global success. This is the focus for the Oxford-Cambridge Arc.

Recognizing this, the UK government positions the Oxford-Cambridge Arc and its growth potential as an area of strategic national importance. The Arc currently has 3.7 million residents and over two million jobs, contributing £111bn of annual Gross Value Added (GVA) to the UK economy per year, with the economic potential to contribute nearly £200bn by 2050.

Together with the UK Government, the Arc's civic and business leadership is pursuing a sustainable and inclusive growth and investment strategy to realize the economic potential of the area.

As a catalyst for transformative growth across the Arc, the UK Government is channeling investment into the area through the Industrial Strategy Sector Deals and in direct infrastructure investment to unlock further public and private sector investment in strategic economic growth. This includes a £1bn East-West rail scheme and Expressway improve east-west connectivity."

- A global research airport, the UK's exclusive post-graduate and top industry-research-intensive University at Cranfield



Millbrook Proving Ground: UK business leading testbed for 5G, autonomous vehicles, low carbon and emissions testing, defence, artificial intelligence.

- Birthplace of computing at Bletchley, with new investments planned for an Institute of Technology
- International connectivity – air, rail and road transport
- A £107bn economy
- High concentration of world-class innovation assets
- Pioneering companies – world leading strengths in technologies and high-growth, knowledge intensive industries
- Largest space cluster in Western Europe
- Europe's highest number of 'unicorn' businesses
- Two of the top 10 global universities, Oxford and Cambridge



Buckinghamshire Thames Valley Local Enterprise Partnership

www.buckstvllep.co.uk
01494 927132



Cambridgeshire and Peterborough Combined Authority

www.cambridgeshirepeterborough-ca.gov.uk
01494 927132



Oxfordshire Local Enterprise Partnership

www.oxordshirelep.com
0345 241 1196



South East Midlands Local Enterprise Partnership

www.semlep.com
01234 436 100



The Midlands Engine

The UK Government is committed to supporting businesses who wish to trade with, and invest in the UK. We have a robust economy, and shall continue to strengthen and grow future trade relationships worldwide.

A Partnership Focused on Economic Growth

Central government (the Department for International Trade), enterprise partnerships, universities and businesses have come together to form the Midlands Engine and drive economic growth in the central region of the UK.

Largest Regional Economy Outside London

A UK region with a £207bn economy, over 800,000 large and small businesses are based here, including world-renowned companies in transport innovation, clean energy, advanced manufacturing, healthcare and food technologies.

A Population of Over 10m

The Midlands region is home to over 15% of UK residents.

Centrally Positioned at the Heart of the Country's Transport Network

The region has the fastest improving rail network in Europe and by 2033 will be the hub of the country's new HS2 network. We are internationally accessible via Birmingham international Airport (13million passengers per year).

Home to High-Performing Universities

The Midlands region has over 20 universities who provide cutting-edge research and a rich talent pool for industry. Our universities have nearly twice the UK average of rated universities for teaching excellence.

Rich Heritage

The birthplace of the industrial steam engine, the first fully mechanized factory and one of the world's most prolific writers – William Shakespeare.

Welcome to the UK's Midlands Engine

Our economy is already home to cutting-edge research facilities and world-renowned brands across a broad spectrum of sectors.

Clean Energy & Energy Saving

The Midlands is well known for energy research and receives 35% of all UK Research Council Funding for the sector. The Energy Systems Catapult Centre is a market leader in energy efficiency research and system integration improvements, while the Energy Research Accelerator focuses on tackling challenges such as environmental impact. The region is also home to global energy businesses such as Alstrom, Cummins, EON, General Electric, National Grid & Rolls-Royce.

Next Generation Transport

New Energy Vehicles – World renowned automotive companies – such as JLR, Aston Martin, Morgan, JCB, Geely and Changan are based in the Midlands – most of whom are investing in electric and hybrid car design & manufacturing. The Advanced Propulsion Centre at the University of Warwick is a global leader on bringing low carbon propulsion solutions to market.

Automotive Parts – The UK's automotive industry, worth £18.9bn Gross Value Added (GVA), is highly concentrated in the Midlands. The Midlands is home to the UK's National Automotive Innovation Campus which brings together minds from JLR & Warwick Manufacturing Group to develop new parts and technologies.

Aerospace Equipment – The Midlands is the largest aerospace hub in the UK. Home to Rolls-Royce & GKN.

Biopharmaceuticals & Medical Technology

Medical Devices – The Midlands is home to 29% of medical technologies businesses in the UK, including Smiths Medical Group, Fisher Scientific and Binding Site. We bring innovative technological insights from other industries to medicine, an example being the 'RAPID' project at Birmingham Children's Hospital, which uses Formula 1 technology to measure real-time vital signs in children.

Biopharmaceutical – The Midlands brings together the best academic minds with businesses such as Novartis, 3M and Walgreens Boots Alliance, to develop new treatments.

Food Processing & Innovation

Food Processing Efficiency – Employment in the food industry has recently increased by 9% in the Midlands, due to the strong performance of our major manufacturers, including Muller, Mondelez, Pepsico, Arla and Weetabix, as well as many fast growing, high quality, fresh food producers.

Agriculture Technology & Equipment – The region has leading research centres such as the Harper Adams University and the Warwick Crop Centre, which is internationally renowned for its work on sustainable agriculture.

Advanced Materials

The Midlands is traditionally viewed as the UK's leading region to 'make things'. It's no surprise the Midlands is home to many globally significant material users such as Jaguar Land Rover, Rolls Royce, Bombardier, JCB, PepsiCo, Müller, Toyota and Alstom to name a few. These users are supported by strength and depth in the supply chain by leading materials manufacturers such as GKN, Magna International, Dynamic Materials and Morgan Advanced Materials. To stay ahead and remain globally competitive, the region is embracing new manufacturing methods and new materials.

UK Infrastructure

There are over 20 capital investment opportunities which are showcased in the Midlands Engine portfolio. A number of large infrastructure projects with strong and reliable returns within both East and West Midlands.

How Do I Pursue Opportunities with You?

The success of the Midlands Engine is being driven by private sector investment creating and securing jobs. This is a trend which both the Department for International Trade and the Midlands Engine will aim to accelerate. The Midlands is very much open for business.



The Midlands Engine

midlandsengine@trade.gov.uk

www.midlandsengine.org/library/



WALES

For the Welsh people, 'hiraeth' – a distinctive word from the Welsh language may summarize their love for their homeland, meaning a sense of longing for the green grass of home. It is no surprise Wales is the source of such deep national pride. With an ancient Celtic history tracing as far back as 500 BC, Wales is a country of unspoiled natural beauty, peppered with over 600 castles and picturesque villages.

Investing in Wales means access to a talented workforce with a diverse range of skills, from Construction, to Advanced Manufacturing, to Life Sciences. Supported by substantial road and air links to major UK and European cities, Welsh geography lends itself to international trade, with Cardiff international airport connecting to more than 150 destinations across six continents.

The Welsh Government provides a range of options for support and incentives for overseas firms looking to invest and grow in Wales. Businesses there also enjoy all the benefits of UK-wide investment schemes, from grants and incentives to a generous R&D tax credit scheme.

The birthplace of the Airbus A380 wings, Toyota Auris Hybrid engine, and the iconic Aston Martin DBX, Wales is a nation committed to growth and innovation, with the Welsh Government backing enterprise zones across Wales to create the best environment for business. As a result, companies seeking to invest will find some of the UK's highest levels of financial incentives and support packages across a diverse range of sectors.



Wales

Wales has been welcoming businesses for many years, helping them to thrive, grow and realize their potential. Companies that locate here have the advantage of easy access to the UK market, with its population of 65 million. Crucially, they can draw upon the support of the Welsh Government – offering ready access to decision makers and the ability to make things happen quickly.

Welsh Government recognizes that we live in an age of unprecedented change alongside huge opportunity. Fired by the fourth industrial revolution, the way we live, work and spend our leisure time is transforming before our eyes. We must get ahead of that change to equip our people, businesses and places to face the future with confidence. A new economic action plan seeks to do just that. At the heart of the plan is a commitment to develop a new and dynamic relationship between Government and business that is based on the principle of public investment with a social purpose.

From Bangor Mussels, whose fishermen pick the very best shellfish from the Menai Strait, to the highly skilled workers producing 1,300 engines every day at Toyota's Deeside Engine Plant, good people do their best work in Wales.

There's no shortage of ambition. Take Marine Power Systems – a Swansea company doing exactly what its name suggests. It's developing the WaveSub, a device that can turn the motion of the waves into clean, affordable energy.

"In the future, when people ask what the biggest companies in Wales are, we want to be up there," says company co-founder Dr Gareth Stockman. "We want to provide thousands of jobs which pave the way to a low-carbon future. We believe it is entirely possible."

Wales has a proud industrial heritage, centered on coal, manufacturing and heavy industry. In the 18th and 19th centuries, Swansea was the copper capital of the world, and at its height 90 per cent

of Britain's copper-smelting capacity was within 20 miles of the town known as "Copperopolis". Nearby Llanelli was known as "Tinopolis" for similar reasons – a fact commemorated by the tinsplate saucepans that still sit on top of the posts at its rugby ground, Parc y Scarlets.

The sense of innovation and drive that powered Wales' industrial expansion is still very much alive. Exports are on the up: £16.6 billion in the year to June 2018, an increase of £700 million on the previous year. Employment rates are currently at 74.2 per cent – 1.6 percentage points up on the year. Multinational companies such as Airbus, Sony and General Dynamics have all come to rely on our highly trained workforce.

Attracting and developing this talent has been a priority for Gallagher – an insurance, risk management and consultancy firm that operates across 33 countries. Its Llantrisant office has won praise (and industry awards) for its learning programs and apprenticeships, aided by a major government grant.

We have a fantastic talent pool right on our doorstep," says regional managing director Mike Jones. "Welsh Government support helps us to attract a conscientious workforce with the strong work ethic Wales has to offer, which is so compatible with our own values."

Wales has a good transport infrastructure that's getting better. Taking people from A to B is the responsibility of Transport for Wales, which is executing ambitious plans to revitalize the rail network. Smart ticketing, new lines and a 29 per cent increase in weekday services will all be in place by 2023.

The Welsh Government is proactive in supporting enterprise across all sectors. Its Economic Action Plan is based on the principle that public investment should have a social purpose – not just stimulating growth and productivity but making Wales a fairer and more competitive nation in which to do business.

Being in a small country has its advantages, too. Access to decision-makers in the government

is easier, and decisions can be made quickly. Initiatives such as the Life Sciences Hub in Cardiff Bay help to bring the right people together in one place, to the advantage of the whole sector.

"It was a real epiphany for me," says Mike Moran, CEO of Newport-based Proton Partners – a company that provides innovative cancer care. "I went to the Hub and was amazed at the number of conversations that go on around the coffee machine or just around desks. The fact that Welsh Government frequent it, operate out of there and are open to conversations just underlines that opportunity for collaboration."

Sustainability is at the heart of all this innovation, and it's even enshrined in law. Wales was the first certified Fair Trade Nation, and also the first in the world to pass legislation that acknowledged the UN's Sustainable Development Goals.

It marks Wales out as a nation ready to meet the challenges of the 21st century – and to work with every business to create a fair, inclusive and sustainable economic future

This is Wales. This is Connected.

2019 is Wales' Year of Discovery. Why not get in touch to discover what Wales has to offer your business?

The Welsh Government offices in London and across the US provide a personal response and are ready to help you with your trade and investment enquiries.



Rachel Randall,
Business Development Executive
based in London
Rachel.Randall@gov.wales

Efe Sokol,
Senior Business Representative
based in New York
Efe.Sokol@gov.wales

Tradeandinvest.wales
@WGInLondon
@WalesinNA



“My heart’s in the highlands” wrote celebrated Scottish poet Robert Burns in 1789, an ode to the unblemished natural landscape of his homeland, which even today harbors some of the largest wilderness areas remaining in Western Europe. Burns is just one example of Scotland’s many cultural exports, as wide-ranging as they are interlinked with the nation’s richly multi-layered history. Indeed, Scotland sees some 34 bottles of whisky exported every second.

Scotland is a lucrative, and highly profitable place to invest, housing the UK’s most entrepreneurial city, Edinburgh. With outstanding infrastructure as a key selling point, Scotland is home to five main international airports, that connect businesses and customers to 150 destinations worldwide, as well as seven major

ports handling international cargo, warehousing and distribution, passenger ferries, and offshore oil and gas services.

Firms seeking to invest in the region will find it is extremely welcoming to foreign investors, offering more incentive deals than any other UK region in 2017. Three of the UK’s top 10 locations for investment are Scottish, and Scotland is the number one country in the UK for attracting R&D projects.

At the forefront of innovation, Scotland has a reputation for breaking new ground across all industry sectors, supported by eight Innovation Centers which facilitate collaborations between universities and industry, delivering economic impact that is both ambitious and forward-thinking.

SCOTLAND



Scotland

Everywhere you look, Scotland has strength in numbers: did you know that Scotland is the UK's top destination for foreign direct investment outside London? That Edinburgh has the highest concentration of financial and business services companies outside London and is a growing global digital and fintech hub; Glasgow produces more satellites than anywhere else in Europe; a quarter of the UK's top 100 companies are based in Aberdeen; and that Dundee has just opened the £80m V&A Dundee?

Or how about that Scotland is home to four of the world's top 200 universities, produces 70,000 graduates a year and has half the population educated to degree level?

And on top of that, you get great connectivity, with just a 2 hour flight to most major European

destinations, and rail times of just 45 minutes between our two biggest cities – that's half the population on your doorstep.

The opportunities are vast. But don't just take our word for it...

"The confidence placed in us from Scotland enables us to expand our global footprint to attract the skills and talent we need to deliver on the next generation of weather satellites".

Peter Platzer
CEO, Spire

"With its strong history of medical innovation, the incredible talent pool in the city, and the strategic inward investment through Scottish Enterprise, Edinburgh really stood out for us as a location."

John Lister
General Manager EMEA, Dexcom

"When it comes to managing financial risk and compliance, Edinburgh, with its long history as a banking and financial centre has a global reputation for excellence. Our new base also gives us access to a top pool of talent, a pool that is being fed by Scottish universities offering dedicated degrees in risk management. These courses support our activities in financial risk, compliance risk, and operational risk."

Paul Kelly
Head of Policy, HSBC Group

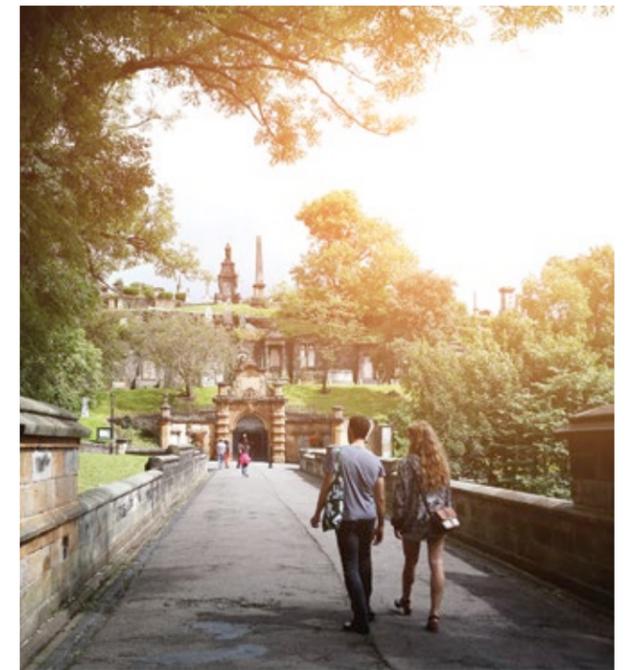
"Scotland is a phenomenal place to both visit and ultimately to live. We have some of the best universities in the world. There's no question that Scotland is one of the most connected places in the world."

Douglas Hare
Founder and CEO, Outplay

Scotland has strength in numbers, but we have depth too. We know that the progressive spirit at the heart of Scotland's vision for inclusive economic growth is increasingly synonymous with what businesses look for in an investment location – and that businesses share a strong sense that progressive values drive growth. Greater equity goes hand in hand with greater economic stability and more sustainable growth, as well as higher talent retention and productivity.

We know that our economy will grow when businesses locate here, invest here and create new jobs here. We support businesses that want to be a part of that. These values are the ones that make Scotland an attractive place to live. They are what drive us to train and educate one of the most highly skilled workforces in the world, and to support innovation. They drive us to connect people and places, and have created entrepreneurial hotbeds for AI, digital services, personalised medicine, renewable energy and advanced manufacturing – our values are what makes Scotland a nation on the move.

We are every bit as proud of this modern, thriving, innovative Scotland that we have built as we are of our heritage. And we want to share it with you. Come and be part of us. Scotland is Now.



Did You Know?

- Scotland is the UK's largest financial powerhouse after London
- 5,135 companies from outside of Scotland operate here
- Edinburgh was named best European place to start a tech business (European Business Magazine)
- Edinburgh boasts the world's best quality of life behind Wellington, NZ (Deutsche Bank report)

#SCOTLANDISNOW



Scottish Development International

www.sdi.co.uk
+44 300 013 2734



NORTHERN IRELAND

Game of Thrones fans may recognize the rugged coastlines and sprawling glens of Northern Ireland (NI) from the small screen; boasting dramatic landscapes riddled with a long history of mythology and folklore, NI is a natural fit for an epic fantasy series.

Yet perhaps lesser known is Northern Ireland's position as a competitive and innovative region with huge investing potential. This is already demonstrated through high rates of reinvestment, with 80% of new inward investors having already invested in NI.

Home to four ports: Belfast Harbour, Foyle Port, Warrenpoint Harbour and Larne Harbour, and with at least 160 ferry and freight sailings per week to Great Britain and Europe, the strong transport links on offer in Northern Ireland mean

businesses can easily access a global customer base.

In addition, Northern Ireland's advanced digital infrastructure has led to it surpassing European counterparts in Communications Technology, becoming the first European region to attain 100 per cent broadband coverage, as well as successfully operating a high-speed 100-gigabyte per second transatlantic telecommunications link between Northern Ireland, North America and Europe.

Another key draw for investment in the region is a high-skilled, cost-competitive workforce. As Europe's youngest and fastest-growing workforce, Northern Ireland is recognized for low labor turnover and an education system that is among the best in Europe.



HOW WE CAN HELP



UK Government Department for International Trade

How We Can Help

The UK's Department for International Trade (DIT) is responsible for securing UK and global prosperity by promoting and financing international trade, investment and championing free trade. We have specialist teams located in UK embassies and consulates in the USA and around the world offering high class services to investors.

In 2019 DIT's team in the USA & Canada launched 'Designing Our Future', a campaign showcasing innovative UK-North America partnerships. These are creating solutions to our shared challenges, including healthy aging, AI and the data revolution, the future of mobility, inclusive and green finance, diversity of talent, and environmental sustainability.

DIT believes an open economy and international collaboration are key ingredients for innovation to thrive. Transatlantic collaboration is central to that success, and partnerships with American companies, research communities and government are key to addressing the biggest challenges of our time.

The DIT's Top 10 Services for Investors

1. **Assessing Market Opportunity** – DIT can help international companies quantify and assess market opportunities in the UK and Europe, and work with them to identify the best channels for growth.
2. **Access and Introductions to the Right People** – DIT is at the heart of government. With connections across all UK government departments, we have access to key decision makers. We can make introductions to a network of local partners and first-class industry specialists.
3. **Setting Up in the UK** – We provide advice and support and will help you officially register your company and provide information on banking and other services you may require.

4. **Bespoke Market Research** – We offer a highly bespoke service, offering information tailored to your business needs.
5. **Helping Select the Best Market Location** – We help with site selection and can organize visits to the UK for you to assess the best location for your business needs. We can also advise on planning issues.
6. **Tax Advice** – DIT provides a comprehensive overview of the UK tax system, incentives and allowances, plus comparisons of tax rates with other countries. Through our connections we can help you establish your UK tax regime and act as your voice in government on tax related issues.
7. **Ongoing Government Support** – Once you have successfully located to the UK, we will provide ongoing support across a range of areas.
8. **Support with Applying for Visas and Entry into the UK** – We offer practical support through the entire process of visa applications.
9. **Finding Top Quality Staff** – We provide guidance on staff recruitment and signposting to reputable recruitment agencies as well as offering access to top universities and sector clusters.
10. **Tailored Assistance for Entrepreneurs** – Our Global Entrepreneurs Programme helps early stage companies accelerate into global markets from a UK base.



Contact DIT

+44 (0) 20 7000 9012
enquiries@invest-trade.uk



US Government U.S. Commercial Service

How We Can Help

Greetings from Washington! The United States Department of Commerce's U.S. Commercial Service has a global network of trade professionals with "boots-on-the-ground" expertise around the world. Services are varied and wide-ranging: trade experts can help with export planning, navigating customs and documentation issues, locating pre-screened overseas buyers, finding the best foreign export markets, trade show support, international market research, and more.

Our team at the U.S. Embassy-London promotes US exports and advocates on behalf of US business interests in the UK, while highlighting the United States as the premier destination for investment and tourism. It also helps US exporters to identify UK partners and showcase their products in the local market through a variety of customized products and services. Finally, it coordinates its trade promotion activities with other US embassies throughout Europe, providing a multi-market approach in support of US business. In the United States, the U.S. Commercial Service has a network Export Assistance Centers (USEACs) located in more than 100 US cities consisting of export and industry specialists that assist small and medium-sized US businesses export their products and services.

In Washington, international trade specialists, including a dedicated United Kingdom Desk Officer, provide broad policy guidance to US companies as they consider exporting to the

UK as well as other European markets. This includes in-depth analysis of UK and EU laws and directives that could impact US companies' operations in Europe, as well as ways in which the UK's planned exit from the European Union may affect their businesses. In addition, our Industry and Analysis unit provides guidance to companies on particular industry sectors in UK.

No matter if you interact with us through our U.S. Embassy in London, our USEACs across the United States, or at our headquarters in Washington, the Department of Commerce stands ready to promote US exporters in the UK. Please also visit us online at Export.gov, the US federal government's export assistance portal. There, you will find links to: a comprehensive Exporting Basics video series covering all aspects of the export process; a wide range of webinars on export topics, including approaching the market, market intelligence, international trade shows, and website globalization; and our Country Commercial Guides, which provide the latest market intelligence on more than 140 countries from US embassies and consulates abroad, including the United Kingdom.

The U.S. Commercial Service is "open for business" and ready to assist you!



Contact the U.S. Commercial Service
www.export.gov



How We Can Help

Whether you need to find a first 'base' in London or New York, be connected to peers, future clients, partners from government, useful services providers, or colleagues in different US States or UK Regions/Nations who can offer you a local connection; whether you want your organization's voice heard on relevant policy matters, to learn about the latest updates and opportunities in the transatlantic space; or actively participate in one of our countless platforms and events – this is what we as BritishAmerican Business (BAB) can offer.

Incorporating the American Chamber of Commerce in the UK and the British-American Chamber of Commerce in New York, we convene our members for professional and personal networking. We advocate for pro-business policies and regulations. And we promote trade and investment between the US and the UK.

Members of BritishAmerican Business enjoy a whole range of benefits, ranging from

business insights, policy engagements, and trade and investment promotion platforms, as well as access to a team excited about your growth story, and well-connected with relevant stakeholders who can help you on your company journey.

Get in touch for free advice and sign up for our monthly trade and investment update by contacting Dominic Parker at dparker@babinc.org. Learn more at www.babinc.org.

BAB is proudly part of, and serves the BAB Network, a network of 22 independent chapters spanning the UK and North America, all committed to transatlantic trade and investment. You can find contact details of all chapters on the next two pages.



BritishAmericanBusiness

www.babinc.org

BritishAmerican Business/ BAB Network



Chapters in the United Kingdom

BABC Midlands

Lauren Hunt
Manager
l.hunt@birmingham-chamber.com
75 Harborne Road, Edgbaston,
Birmingham B15 3DH

BABC North West

Lynn Shaw
Executive Director
lynn.shaw@tradenw.org
International Trade Services North West,
Lee House, 90 Great Bridgewater Street,
Manchester M1 5JW

BritishAmerican Business London

Emanuel Adam
Executive Director
eadam@babinc.org
12 Phillimore Walk, West Wing 2nd Floor,
London W8 7RX

The Scottish North America Business Council

Allan Hogarth
Executive Director
allan@snabc.org
7 St Ann's Drive, Giffnock, Glasgow G46 6JS

Chapters in the United States

BABA Washington

Patricia Karhuse M.B.E.
Executive Director
pkarhuse@babawashington.org
PO Box 16482, Washington DC 20041

BABC Chicago

Tom Stevens
President
admin@babcc.org
200 West Superior Street, Suite 410,
Chicago, IL 60654

BABC Georgia

Lindsay McCabe
Executive Director
exec@babcgga.org
1395 East Cobb Drive #72721 Marietta,
GA 30007

BABC Houston

info@babc-houston.org
P.O. Box 421234 Houston TX 77242-1234

BABC Los Angeles

Fiona Francois
President
fionababcla@gmail.com
c/o KETK, 15303 Ventura Blvd.,
Suite 1040, Sherman Oaks CA 91403

BABC Miami

Tansy Jeffries
President
president@babcmiami.com
333 SE 2nd Avenue, Suite 3200,
Miami, Florida 33131

BABC Michigan

Helen French
Executive Director
babc.michigan@gmail.com
150 West Jefferson, Suite 100, Detroit,
MI 48226

BABC New England

Urszula Wojciechowska, M.B.E.
Executive Director
business@babcne.org
Lewis Wharf, Suite 523, 28 Atlantic Avenue,
Boston, MA 02110

BABC North Carolina

Sarah Peeler
Executive Director
speeler@babcnc.com
PO Box 480661 Charlotte, NC 28269

BABC Ohio

Kathleen G. McKiernan
Executive Director
kmckiernan@baccohio.org
P.O. Box 273, Willoughby, Ohio 44096

BABC Orange County

Alison Tomko
Executive Director
alison@babcoc.org
2781 W MacArthur Blvd. Ste B #365
Santa Ana, CA 92704

BABC Northern California

Jo Healey
Executive Director
jhealey@babcsf.org
369 Pine Street, Suite 103
San Francisco, CA 94104

BABC Pacific Northwest

Catherine Filippini
Executive Director
catherine@babcpnw.org
23316 NE Redmond-Fall City Rd.,
#565, Redmond, WA 98053-8376

BABC Philadelphia

Jane Hirschhorn Rosenberg
Executive Director
jrosenberg@babcphl.com
200 South Broad Street, Suite 700,
Philadelphia, PA 19102

BABC Tampa Bay Region

Grant Petersen
Chairman
grant.petersen@ogletreedeakins.com
100 N. Tampa Street, Suite 3600,
Tampa, FL 33602

BABC Triangle North Carolina

Kathleen Clabby
Program Manager
admin@trianglebabcnc.org
P.O. Box 714, Wilson NC 27894,
3331 Heritage Trade Drive, Wake Forest,
NC 27587

BritishAmerican Business New York

Tamra Eker
Executive Director
teker@babinc.org
52 Vanderbilt Avenue, 20th Floor,
New York, NY 10017

British Canadian Chamber of Trade and Commerce

Idalia Obregon
Executive Director
idalia@bcctc.ca / info@bcctc.ca
872 Sheppard Ave West, Suite 708,
Toronto ON M3H 5V5, Canada



What's Your Success Story?

Whether you're a seasoned transatlantic exporter, or opening your first office across the Atlantic, if you have a transatlantic success story to tell – we want to celebrate it!

Every year, BritishAmerican Business recognises and rewards companies from SMEs to MNCs that have used the unique economic relationship between the UK and the US to grow their business across the Atlantic. Recognising companies at all stages of their transatlantic growth journey, from US SMEs exporting to, or investing in the UK, to UK companies dipping their toes in the US market for the first time, to established household names that have made long-term commitments to the transatlantic economy.

Decided by a panel of leading experts from the business world, and representatives from both the UK and US Governments, we will celebrate the

most inspirational and impactful success stories that underpin the ever-strengthening transatlantic trade and investment relationship.

The winning companies of each category will be invited to be publicly recognised at the Transatlantic Growth Awards (TAG) ceremony, which takes place in London, UK.

If you think you're deserving of a TAG Award, or know someone who is, get in touch with our team adoherty@babinc.org for more information on how to apply.

We look forward to celebrating the special relationship alongside you!

TAG
TRANSATLANTIC GROWTH AWARDS

Transatlantic Growth Awards
www.babinc.org/tag

8 STEPS TO CONSIDER

**EXPLORE THE
POTENTIAL OF THE
MARKET**

**DECIDE WHAT YOU
WANT TO SELL**

**DECIDE WHERE
YOU WOULD WANT
TO SELL**

**RESEARCH WHAT
YOU SHOULD THINK
ABOUT**

**GET SPECIFIC
ADVICE ON
EVERYTHING**

**CREATE A
BUSINESS PLAN**

**CHOOSE A ROUTE
TO MARKET**

GIVE IT A GO!

virgin atlantic  |  DELTA

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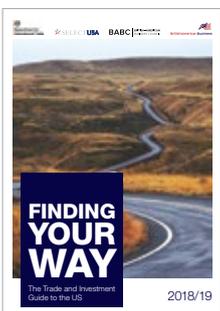
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- Over 200 connections across North America
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- Super convenient co-locations at key US hubs like JFK and Atlanta
- Sleep like a dream in your fully flat bed in Upper Class and Delta One®
- WiFi way up high, on nearly all our transatlantic routes

Book your next business trip at virginatlantic.com

*service from Glasgow operates seasonally

WHAT WILL BE YOUR SUCCESS STORY?



Interested in Expanding Your Business Stateside?
Check out Finding Your Way:
The Trade and Investment Guide to the US

www.babinc.org/Finding-Your-Way

BritishAmerican Business 2019
Dominic Parker, Communications Manager
Rita Davids Esat, Membership Manager
Emanuel Adam, Director of Policy & Trade
Lauren Marshall, Policy Assistant

www.babinc.org

Layout and print: **Colourview London**