

FINDING YOUR WAY

The Trade and Investment
Guide to the U.S.

Updated Edition

2021/22

HELPING YOU GROW



Front Cover: Bixby Creek Bridge,
Monterey, United States

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WELCOME





As we write the introduction to this *updated edition* of 'Finding Your Way' – The Trade and Investment Guide to the U.S., the world is re-emerging from the most severe crisis in recent history. As we look beyond the ambition to get our people vaccinated and safe, international trade and investment will be an indispensable part for the recovery from the COVID-19 pandemic.

The crisis has shown that trade and investment can contribute to the resilience of a company. In fact, our own evidence and experience shows: Companies who are active in the transatlantic corridor were better equipped to adapt to the crisis. We noted how many transatlantic companies continued to advance their growth plans despite closed travel corridors and home working. We were impressed by how quickly many transatlantic companies and their leaders and staff

responded to the challenges of the crisis by adjusting their products and business models. It is these efforts that may now define the success of these companies in the future. It is examples like these and the positive impact it had to their businesses, people and communities, that kept us and continue to keep us motivated throughout this challenging time. It makes us optimistic about the future of the transatlantic corridor, and about all the companies who will become part of the community of thousands of successful transatlantic businesses months and years to come.

Since the last edition of this guide was published, we have learned more about what companies need when turning transatlantic growth ambitions into reality. For example, we learned that, in addition to tangible information and advice, a useful way of understanding what it means to trade and invest abroad is to learn from peers of how to do, or not to do it. We also understood that by acknowledging size, product, audience, financial resources and type of expansion, one can streamline the use of support mechanisms. In regard to the latter, we also saw new support mechanisms emerge, with UK and U.S. governments being a strong partner and enabler for ambitious firms, more than ever before.

This guide seeks to reflect all of that. We have updated all relevant sections, whether it be on 'WHAT TO KNOW' or on 'WHO CAN HELP'. For the 'WHERE TO GO' section, we decided to put our focus this time on the criteria one should use when looking for a location across the U.S. with some examples of partners across the U.S. who could offer tangible (and personal) support on the ground.

In addition, in response to your ask following the last edition of this Guide, we increased the number of 'case studies' from companies who have done it or who are just about to get started as an inspiration for others to follow suit. We also added a 'GETTING STARTED' feature that will help you navigate the information provided in this Guide and generally help make smart decisions on which support is needed and when.



Finally, we introduce the portfolio that we at BAB, together with many partners across the community, are building around this publication. This includes BAB's popular 'Accelerate' series in the UK and the U.S., an *Annual Trade Expo* for British companies seeking to invest in the U.S. market, our individual *trade clinic* advice sessions, offered through our own BAB trade team, and the work being done around *Transatlantic Growth (TAG) Tracker*; a platform we use to track and champion investments made by American and British firms across the Atlantic.

With this edition of 'Finding Your Way', we hope to support all those who seek to enter the U.S. market from the UK, who assist those who do it and everyone who feels part of this unique community.

Thanks to our partners who support this product through their invaluable contribution and our work, the chapters of the BAB network across the UK and the U.S., the UK and U.S. governments, our team and most importantly, thanks to the companies who make the transatlantic corridor one of the most successful economic relationships on earth. Supporting your growth is our mission and ambition.



Duncan Edwards
Chief Executive Officer
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Emanuel Adam
Executive Director and
Director of Policy & Trade
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GETTING STARTED



Six Questions and Answers that Guide Your Way Through Your Expansion and this Guide

Congratulations! When you are reading this text, this means that you are most likely looking to learn more about how to successfully expand to the U.S.

We are sure that you have already done some research on the internet or spoken to someone in the field. Maybe you are all set, but we know that there is a good chance that you are still a little bit overwhelmed, wondering where best to start.

The good news, making the expansion work is possible and many British companies have been very successful in doing so across the U.S. Yet, getting started is not always straight forward, and it often involves processing and filtering a lot of information (at once).

There are lots of things that immediately jump to mind, such as taxes, visas, logistics, or bank accounts. The different section in this Guide, whether it 'WHAT TO KNOW', 'WHERE TO GO' or 'WHO CAN HELP' will offer you credible information on many of these issues.

This feature 'GETTING STARTED' is meant to help you filter which information and support you may need among everything that is available. Because both the information you need and the support you can use will largely depend on what you are and what exactly it is you are trying to do. Establishing a set of 'expansion parameters' early on will help you structure your planning and, most importantly, save you time.

Here is how we think you can get started:

1 Your Business:

What to you offer? How big is the business?
Where are you based? What is your current market?

A The answers to these questions will, for example, define whether you are eligible for UK Government support – for example, certain UK Government trade support services only apply to firms with at least 500k annual turnover – , what support you get, or which UK Government local trade office is responsible for you (to find out which local trade office is responsible for you, Click [here](#), see also the 'UK Government' section under 'WHO CAN HELP' in this Guide). For example, if you are based in Colchester your local trade office would be the DIT East of England office in Hatfield, Hertfordshire.

Your answers may also define eligibility to regional support schemes, such as the Internationalisation Fund for businesses in England (See [here](#)) or the SME Brexit Support Fund (See [here](#)). Finally, your answers will help partners understand what kind of support you need in terms of whether you are starting from scratch or whether you can build on existing trading experience in the company and support networks.

2 Your Product: Services or goods?

A A crucial point. If your company produces a good, your preparation will be different than if your produce and export a service.

If you produce a good destined for export, you will need to ensure that your product meets U.S. standards, regulations, packaging and labelling requirements, among others. The latter is often a long and complicated process, and it will most often involve an in-house regulatory team and/or external specialists.

Which criteria your product will need depends on the product and your research will involve several sources, starting from the UK Government (See [here](#)) to the respective U.S. authorities (See [here](#)). For labelling or customs questions, established shipping services can be a good partner here to navigate these processes (See the 'Logistics' under 'WHAT TO KNOW' in this Guide).

If you offer a service, you do not have to worry about customs declarations (but worth looking at regulatory requirements), but you will need to understand how you can offer the service in the U.S., or how to charge for it and where. For example, if you provide a service to a U.S. customer directly from the UK, you should be exempt from paying U.S. taxes through the existing UK-U.S. Tax Treaty, but you may still have to fill in forms with the U.S. Internal Revenue Service (IRS) to help your customers justify paying funds to you without having to withhold any tax (See also Section 'Tax and Accountancy' under 'WHAT TO KNOW' in this Guide).

What both services and products have in common is that you will have to look into whether your product is sufficiently protected, especially when it comes to bringing your product into the U.S. (Lean more in the 'Insurance' section under 'WHAT TO KNOW' in this Guide.)

3 Your Capacity: Do you have operational and financial capacity to expand?

A This question seems rather obvious. The answer, however, is crucial in deciding how fast and broad you can start your expansion process and when you should look for additional support. For example, we know lots of smaller businesses that are starting their expansion process to the U.S. because they are trying to fulfil orders from the U.S. via e-commerce (See a special section in the UK Government website for British businesses wanting to use e-commerce as a route to the U.S. (For the UK Government information on E-Commerce, See [here](#)).

Some companies worry, however, about getting sufficient finance or insurance coverage to respond to the demand from overseas. In this case, you can look at speaking to bank specialised in helping companies expand, ideally with a network in the U.S. (See also the 'Finance' session under 'WHAT TO KNOW' in this Guide) or explore what the UK Government can offer through UK Export Finance (See [here](#), See also the 'UK Government' section under 'WHO CAN HELP' in this Guide). If you are an established company with trading experience and sufficient resources, you may go straight into establishing a presence in and an exporting channel to the U.S.

4 Your Expansion Channel: How would you like to bring your product to market?

A The answer to this question is key as it classifies you as an 'exporter' and/or 'investor', both which will lead to different support by different stakeholders and different arrangements you will have to make.

For example, if you are an exporter to the U.S., you will also need to think about how to find local distributors and how to manage the sale of your product from abroad. The latter is among the most challenging elements we encounter, and often involve building personal network locally, directly or through partners in the home market or in the U.S. For example, the Nebraska Government built a database listing relevant distributors in the State (Click [here](#) to access the database and learn more in the Nebraska feature under 'WHERE TO GO' in this Guide.)

Further, as mentioned before, exported goods and services are free from U.S. taxes, however it requires for UK companies to be proactive to ensure that their U.S. customers are able to make payments for goods and services without having to add a 30% Withholding Tax (WHT). Learn more from our partners at CLA in their special U.S. Guide (See [here](#), Chapter 6, pp 18-24, and See the *Tax and Accountancy* section under 'WHAT TO KNOW' in this Guide).

If you planning to invest, meaning that you put capital (and people) on the ground, think of the Commercial team at the U.S. Embassy in London who can provide comprehensive (and free) information, including market studies (Click [here](#) and [here](#) to find relevant contacts on the U.S. Embassy in London website). In addition, check out the fantastic sources and information that the SelectUSA website provides (See [here](#)) (See also the 'SelectUSA' section under 'WHO CAN HELP' in this Guide).

Local chambers, Government offices, Chapters of the wider BAB network or Economic Development Organisations (EDOs) offer a great local support in the U.S. (See the partner contributions in the 'WHERE TO GO' section and read the special feature from 'Missouri' in the WELCOME section in this Guide) if you plan to recruit, send over staff (See also the 'Immigration' section under 'WHAT TO KNOW' in this Guide), or open a local office.

Speaking of which, whether to set up and incorporate a business in the U.S, is one of the most common questions we receive from growing UK businesses (see below). In short, as an exporter, you will probably not need to incorporate, unless your buyers prefer to deal with a local entity, or you need a U.S. bank account (See also the 'Finance' section under 'WHAT TO KNOW' in this Guide).

If you plan, however, to be active locally, through an office or through employing local staff (not independent agents), and if your expansion goes beyond shipping a small number of products to the U.S., it is advisable to consider creating a U.S. branch or representation. A good range of options are being presented by our partner CLA in their U.S. report (See [here](#), Chapter 4, page 12- 15, see also the 'Tax and Accountancy' section under 'WHAT TO KNOW' in this Guide).



For example, several major national and international companies are headquartered in Atlanta, Georgia, making it a top choice for those British firms who deliver services, such as smart payment solutions, to them. There are also U.S. States (and cities) that have particularly fast-growing populations, a particularly high number of pets, a European heritage (therefore affinity for British products), a specific outdoor culture and much more, all of which can define your choice of market entry. In that context, the East Coast or West Coast may be great options to consider, but so would be States in the mainland (Learn more under 'WHERE TO GO' in this Guide).

If you do not have an anchor partner/client or distributor, we recommend to find one before you go into market, whether it be through a trade mission, presence at trade shows or through various trade promotion initiatives, such as the U.S. Accelerator offered by the Association of British HealthTech Industries (ABHI) (See [here](#)), the International Trade Hub at the British Chambers of Commerce (See [here](#)), (virtual) trade

mission and conferences facilitated by partners such as the Transatlantic Chamber in Birmingham (See [here](#)) or the Scottish North-America Business Council (SNABC) (See [here](#)), or BAB's own Accelerator Programme. (See [here](#) and learn more under 'WHO CAN HELP' in this Guide).

In our experience, companies that have existing clients in the UK and start servicing/supplying to them in the U.S. (where they are), before expanding the client base further, are best equipped to be successful. Generally, we often hear that it makes sense for companies to start in one U.S. State, and then to expand across the country. We agree. This can be different if you sell your products or provide your services online. But even then, we hear that companies often focus on one 'part of the U.S.' first before expanding further across other parts of the country.

In any case, unless local partners are already the driving factor for your decision where to go, speaking to and working with EDOs (Learn more under 'WHERE TO GO' in this Guide) and other networks, such as the Chapters of the wider BAB Network (Learn more under WHO CAN HELP in this Guide) is worth doing once one has a rough idea about where to go. Obviously, we at BAB are happy to help you think through the process through our own free 'Trade Clinic' advice sessions.

5 Your Location: Where do you want to expand in the U.S.?

A One of the most common things one can read or hear in our space is that the U.S. is big. That comment does not help you much, but it should trigger some thinking about the question where to sell your product and/or expand to the U.S.

In fact, not thinking about where to expand and/or sell in the U.S. is one of the most common mistakes that we hear about. Why? Because the U.S. is indeed big and U.S. States differ greatly in terms of population, culture, industries, purchasing power, and, not to forget, in the way they tax and regulate.

There are several reasons that can help you define where to go in the U.S., such as existing networks or tax incentives. No matter whether you export directly or go into the U.S. through establishing a presence, logistical aspects, such as proximity to an airport or port, but more importantly, your target customer base, and ideally existing contacts there, may be key in deciding where to start.

6 Your Support System: What support system do you have already in place?

A The final question that we feel can help you filter your research is to establish which support system you already have in place. Existing links and memberships with relevant trade associations can often serve as a useful starting point; so can existing relationships with accountancy and legal partners, banks or local government or economic development agency offices. Based on your answers to the first five questions, you can speak to them or instruct in-house colleagues accordingly in an informed way. If you are starting from scratch, no worries, this Guide and our BAB team will happily walk you through these steps and connect you with all the relevant partners you need.

Good luck!



CASE STUDIES

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

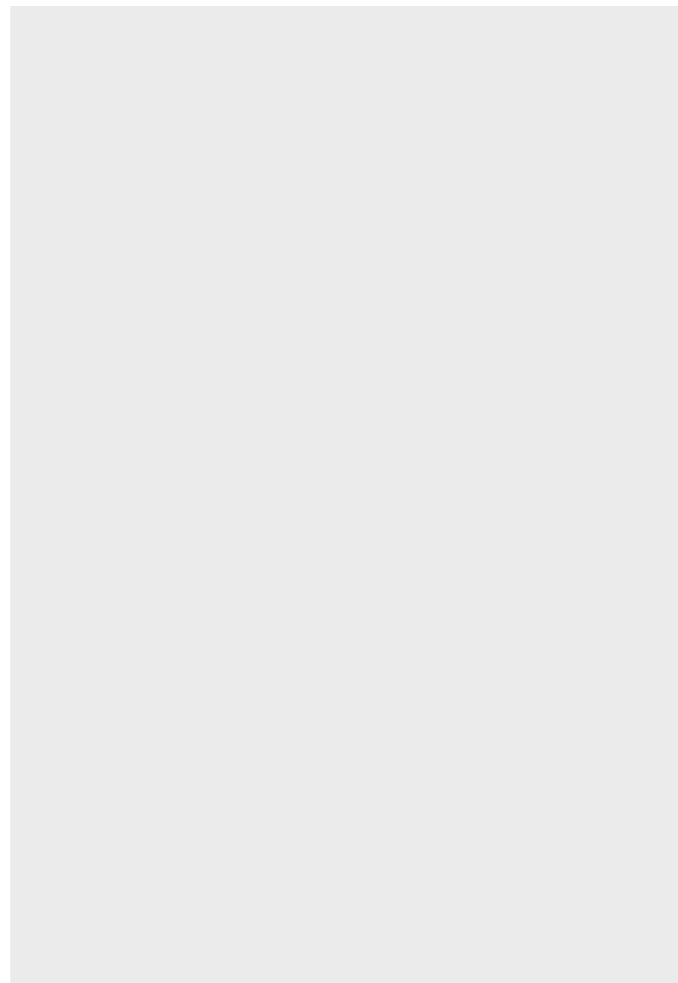
The economic partnership between the United States and the United Kingdom is a premier model of bilateral trade and investment. In 2019, the U.K. remained one of the top five sources of foreign direct investment (FDI) into the United States, with a total value of more than \$446 billion, while FDI from the United States remains the single largest source of FDI in the U.K., valued at \$851 billion. In addition, in 2019 U.S. workers employed by U.K.-owned firms totaled 1.27 million and U.K.-owned firms contributed an estimated \$6.7 billion in innovative research and development in the United States. These investments encompass top industry sectors such as Business Services, Software and IT Services, Financial Services, Communications, Industrial Equipment and Transportation.

The United States remains the top destination for FDI in the world, and we welcome your business investment. It's also the world's single-largest economy and most attractive consumer market. Investing in the United States gives companies direct access to those consumers and a global platform through which a company can grow globally. The United States provides businesses with a wide array of resources that can lead to success, from a highly educated, diverse workforce to strong intellectual property rights that protect and spur innovation.

America's pro-business climate continues to keep America competitive in investment attraction. The 2017 Tax Cuts and Jobs Act was the first major reform of the U.S. tax code in 30 years, lowering the corporate income tax rate from 39% to 21%. Coupled with fewer regulations, a simplified tax structure, and new infrastructure improvement initiatives, U.S. leaders continue to work to create an environment in which all companies operating here can flourish.

There has never been a better time to start or grow a business in the United States. In 2020, the U.S. market once again topped the A.T. Kearney Foreign Direct Investment Confidence Index for the eighth year in a row. Businesses of any size can succeed here – large automakers, steel manufacturers, small software companies, energy producers, service providers, and everything in between have found success in America.

Our SelectUSA team is here to help facilitate FDI. We are the U.S. Department of Commerce program that provides data, actionable business intelligence, and help navigating the U.S. regulatory system for firms looking to expand in the U.S. market. Another way to take advantage of our services is through the annual SelectUSA Investment Summit, the highest-profile FDI event in the United States, taking place June 7-11, 2021. For the first time, this year's Investment Summit will be virtual, but will continue to play a vital role in attracting and facilitating business investment and job creation by raising awareness about the wide range of investment opportunities in the United



States. As always, the SelectUSA Investment Summit will enable direct connections between international investors and U.S. economic development organizations from across the United States by providing to all participants the opportunity to explore investment locations and meet directly with the people who drive investment projects forward. Participants will hear about the U.S. investment climate from policymakers and business leaders, while also learning of specific investment resources and tools. The 2021 Investment Summit agenda will highlight a robust SelectUSA Tech program, Industry Spotlights, and a dynamic mobile networking app. We hope that you will make plans to participate in this year's virtual SelectUSA Investment Summit. More information about the event can be found at: www.selectusasummit.us.

On behalf of SelectUSA, I would like to express our appreciation and gratitude to the British-American Business Council for publishing its updated Guide to Investing in the USA. Now is the time to explore opportunities in the United States, and the SelectUSA team looks forward to working with you.

Learn more about our services at www.SelectUSA.gov. Follow us on Twitter @SelectUSA and @SelectUSATech, on LinkedIn at: #SelectUSA or connect with our colleagues on the ground at the U.S. Embassy in London.



David De Falco
Deputy Assistant Secretary
for Europe and Eurasia

Why the US? Nine Reasons

A thriving market

'The United States has the largest consumer market in the world, an annual GDP of \$20 trillion and the highest household spending globally. Additionally, over 20 free trade agreements with other countries provides access to millions more consumers.'

Research and development

'As a global leader in Research and development, accounting for around a quarter of the worlds total R&D spending, the US actively promotes new cutting edge innovations in science, technology and energy.'

Universities

'With one of the most advances education systems in the world, the US holds 15 of the top 20 universities in the world and produces over 50,000 recipients of doctoral degrees per year. Providing a strong foundation to the highly skilled US workforce.'

Workforce talent

'Through diverse and innovate mechanisms to ensure the workforce is able to meet the needs of the growing economy, the hardworking US workforce output is 30% higher than the OECD member country average.'

Ease of doing business

'The US has a regulatory environment that actively encourages free and equal enterprise. The country is highly ranked internationally for its transparent democracy, legal system and competitive market.'

Abundance of resources

'The US is home to vast landscapes with an abundance of natural resources. These independent and low cost energy sources include petroleum, natural gas and coal.'

Access to capital

'The US has one of the most efficient and developed financial markets in the world with a wide variety of funding sources. The banking system alone had over \$17 trillion in assets by the end of 2018 and is highly accessible to businesses for long or short term investment.'

FDI

'As the largest recipient of Foreign Direct Investment globally with \$4.34 trillion of total stock, companies around the world recognize the US as a reliable and steady market.'

High Standard of living

'With a population of 325 million people, the US has an average annual household income of \$61,000. This high standard of living allows for consumer spending of goods and services, equating to around \$13.3 trillion per annum.'



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.



6,800+

Life Sciences Companies



248,000+

People Employed in the Life Sciences Sector



1st

For Life Sciences Research in the G7 by Citation Impact



£80bn

R&D Funding Pledged Over the Next Ten Years



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.



£1.2bn

in Government Funding for Automotive R&D



179,000

People Employed in UK Automotive Manufacturing



1.24m

Cars Exported by the UK in 2018



£18.6bn

in Value Added to UK Economy Annually



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.



76,500

People Employed in the UK FinTech Sector



1,600

Estimated FinTech Firms in the UK, Expected to Double by 2030



£16bn

Invested in UK FinTech in 2018, Four Times Higher than 2017



£6.6bn

in Revenue Generated by UK FinTech Sector



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.



37%

of European Unicorns are in the UK



4th

Most Innovative Place in the World (Global Innovation Index 2018)



£7.9bn

Raised for Tech Startups in 2018



£184bn

Digital Technology Turnover (2018)

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



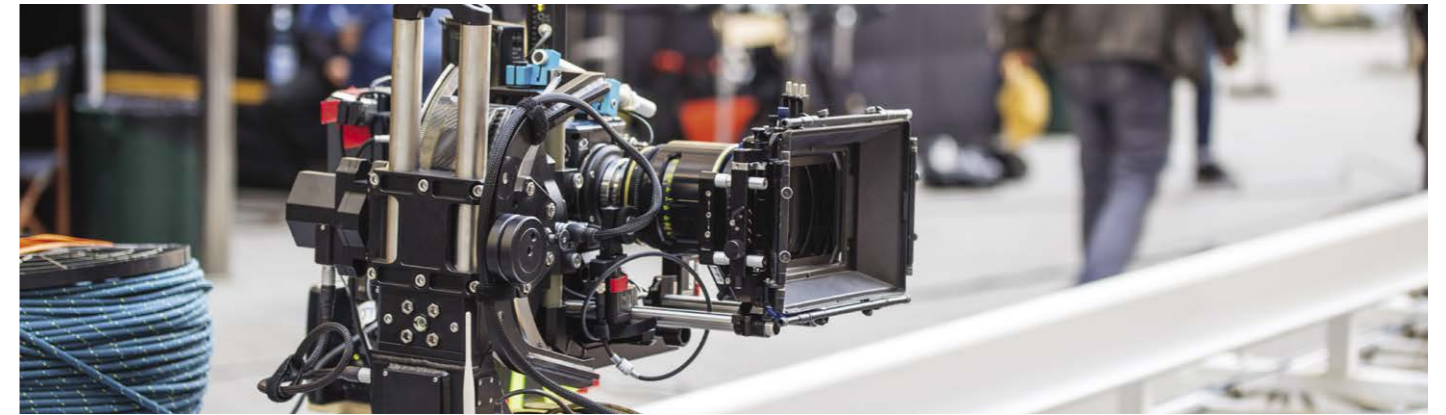
33%

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



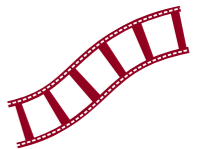
44,000

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

The US – It's Really 50 Different Economies



By Mark Sutherland
Chief Marketing Officer
Missouri Partnership

Mark Sutherland is the CMO of Missouri Partnership, the British Hon. Consul to Missouri and a published author on the topic of economic connectivity between the UK and the US. He works with Missouri and the UK to support British companies as they invest in the US. He can be reached at mark@missouripartnership.com

One of the top concepts that British companies need to understand at the beginning of an expansion or market entry process is that in the US there are 50 states and each state has its own individual economy that “trades” with all the other states and countries around the world. California, for example, has an economy comparable to the entire UK, and Missouri has an economy equal to adding up Scotland, Wales and Northern Ireland. Each state is different in taxes, regulations, insurance rules, banking rules, costs of doing business, talent availability, support structure in the communities and regionally, and in many other ways. Missouri, for example, is separated from Kansas by a street, and from Illinois by a river. But the business environments between them vary significantly.

Missouri has a corporate income tax rate of 4 percent, making it the second lowest rate in the US among states that collect corporate income tax. Other states might not have corporate income tax, while others have much higher rates. But states might also have higher costs in other areas or the infrastructure in place might be great or awful for your business.

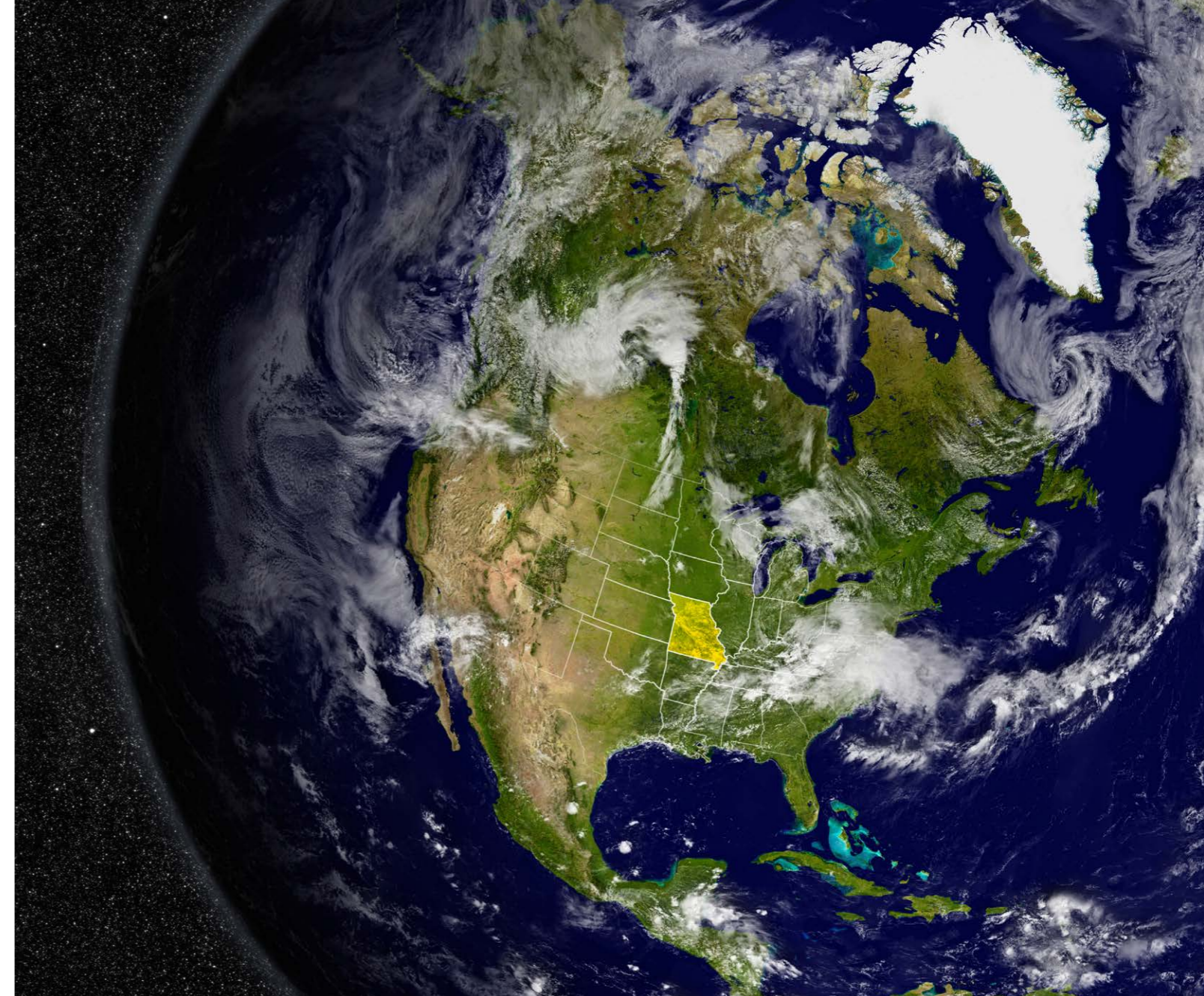
For example, Missouri has every Class 1 railroad in America coming to it, and the Mississippi River provides ice-free, lock-and-dam-free access to the

Gulf of Mexico year-round. But if you're looking for a state that is going to incentivise solar, then another state might be better unless you are looking to develop energy storage. Missouri, thanks to companies like Eagle Picher, is powering the International Space Station and every Mars mission.

Making the right choice on a location is probably the most important decision you will make if you are investing and starting up a new facility across the Pond. A friend at Scottish Development International nailed it. “Each state is different from the next,” he said. “Each government has different priorities, regulations, and laws, which in turn affect what industries and/or products will thrive in that given region.”

So where to start? Who can help?

I highly recommend meeting with both the UK's Department for International Trade and the US Embassy. They can help you connect with state level organizations and help you understand where the various industry clusters are located around the US. They will connect you with organizations like Missouri Partnership who work with companies to find the customised location, talent, and other solutions needed to ensure your US plans are successful.



The SelectUSA Investment Summit is also a great place to meet numerous state level and regional organizations over the course of a few days. At this event, you will quickly meet representatives from many US states and regions, all of whom should be able to deliver detailed insights within a couple of weeks into what investing in their part of America looks like, including cost breakdowns, available locations, and incentive information.

Amit Kothari, the British CEO of the software company Tallyfy that landed in Missouri, had some advice on, well, advice.

“We would have sought advice from great people in our space earlier,” he said when asked what he would have done differently. “Sometimes knowing what not to do as a product company is very

important,” Amit said. “It's a lesson learned early in our evolution.”

Many times, British companies underestimate the diversity of economies within the US. It's always an important lesson to learn that the US is 50 individual economies with varying policies, regulations, and political environments. Once this mental shift is made, UK companies tend to focus on priority markets and succeed at a much higher rate.

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WHAT TO KNOW: PRACTICAL ADVICE



Finance

In short:

- Having the financial foundation for your business expansion is crucial
- Look out for UK Government support schemes, particularly for exporters
- Explore support schemes geared towards helping you develop innovative, competitive products that meet the markets of the future
- Work with a bank that is experienced in the market
- Note that many banks can also provide specific and comprehensive advice on demand, market opportunities and potential partners



When thinking of 'Finance' as part of an expansion process we generally think of two things: First, does the business have the financial capacity to manage an expansion? Second, do I need a bank account and if so, how to I open one and where?

Thinking of your own financial capacity becomes crucial as soon as the orders from abroad come in larger quantities or as soon as you get the opportunity to expand directly into the new market.

As a first step, identify how much funding you need. In most cases, it is worth speaking to your trusted bank in your home market to find out what financing solutions and products they offer in terms of supporting the expansion of your production or the establishment of a new office/branch overseas. Micro businesses in particular may also want to explore what the government-backed financing options, UK Export Finance (UKEF), the UK's export credit agency, can offer (See also the 'UK Government' section under 'WHO CAN HELP' in this Guide).

Whether or not you need a U.S. bank account depends largely on whether you rely on U.S.-based financial or professional services. If the only reason you need a U.S. bank account is to collect payments from your U.S. customers, there are other convenient options.

While there are different options that you can choose from to open a bank account (See [here](#) for a good overview on the topic on the SelectUSA website). In our view, the best way to open a U.S. bank account as a UK company is via a bank in your home market with an international profile. Our partners from HSBC, for example, have a solid U.S. presence and regularly help UK-based companies to open a U.S. account, including June Medical who are featured as a case study in this Guide (Learn more in HSBC's U.S. Guide [here](#)). Learn more in the following section, kindly provided by HSBC.

UK businesses considering trade opportunities or looking to expand their presence in the US can access a range of banking solutions to support their ambitions.

The strong trading and investment relationship between the UK and the US has developed over more than 200 years and, with strengthening trade relations a focus in the post-Brexit world, looks set to be more important than ever.

The UK is one of the largest single investors in the US, with UK firms accounting for more than 15% of all foreign direct investment (FDI), equating to more than \$560m¹. That investment supports more than 1.2 million jobs across every US state. In addition, the US is the UK's largest export market – importing \$60.8bn of goods and services in 2018².

Compelling opportunities for US expansion

Despite the uncertainty of Brexit and the economic fallout of the global pandemic, the opportunities for UK businesses seeking to expand into the US remain compelling. A competitive business environment, tax incentives for FDI and a skilled, flexible labour market, make the US an attractive destination for UK companies looking to invest overseas.

With the terms of the UK/US trade deal still being fleshed out, the desire of both countries to preserve and enhance the special relationship is clear and the potential for UK businesses to grow their trade and investment activities in the US is promising.

A broad suite of support

HSBC is well-placed to support UK businesses to explore those opportunities and realise their growth ambitions in the US.

Our presence in the US stretches back 145 years and today, we have banking teams located in 14 cities across the country. That not only provides us with physical coverage, but also real-time, in-depth



knowledge of the US economy and its drivers. In the new virtual working structure that we've seen evolve in 2020, that local insight and regional presence has proved invaluable.

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 US.

One of our strengths, which is particularly appreciated by UK businesses expanding overseas, is the full connectivity, transparency and reporting efficiency at a parent level offered through the HSBCnet platform and related solutions. It's one of the reasons that our North American Global Liquidity and Cash Management team was awarded #1 Regional Cash Manager for corporates in North America in the 2020 Euromoney Cash Management Survey.

A unique service for subsidiary clients

For our UK-headquartered clients looking to open a subsidiary in the US, our International Subsidiary Banking [ISB] service is designed to ensure those clients receive an unparalleled level of support.

Corporates that open subsidiaries in the US typically arrive with a set of very nuanced requirements that reflect the cross-border complexities of their business. It is our job to prove that our connections with the client in their home country, 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 can link the global with the local.

Based in the major economic hubs and trade centres in the US, our ISB teams deliver comprehensive support and rapid response – with onboarding of new US customers taking less than three days, regardless of company size.

“As one of the largest banking and financial services organizations in the world, we have a long history of supporting multinational companies,” says Jaron Campbell, Head of ISB for HSBC Bank USA.

“Our International Subsidiary Banking business aims to help you foster global communication and connectivity across our international customers and HSBC, empowering both subsidiaries and parent companies to grow in the US and the UK. Our expertise and experience have allowed us to be where the growth is for more than 150 years, enabling multinational businesses to thrive.”

To find out more about establishing your presence operating in the US, contact Jaron Campbell: jaron.r.campbell@us.hsbc.com

¹ <https://www.uschamber.com/international/europe/us-uk-business-council/us-uk-trade-and-investment-ties>

² Ibid



www.business.us.hsbc.com/en/us/campaign/isb



See the impossible, think doable.

Over the past two years, the US/UK M&A corridor has been characterized by record activity. Even with uncertainty—Brexit, technology and innovation, and US tax changes—the United States and the United Kingdom remain two of the world's most competitive and creative economies.

Their size, scope, and potential will drive future dealmaking. What does this mean for your business? Deloitte can help you follow trends and analyze underlying driving forces to help you understand what is next for your business..

Tax and Accountancy

In short:

- Assess how you want to conduct your business in the US
- Know that federal and local taxes can apply and that you are taxed based on where you do your business
- Note that the US has no Value Added Tax (VAT)
- Seek professional help to assess your tax liability
- Choose an advisor that is specialised in the market and in your company size

Taxes will play a role for you as soon as you sell goods and services in the U.S., whether it be directly, through a branch or via a subsidiary. How your company is being taxed depends on what you sell, where you sell it and how you sell it.

For example, let us assume you are a UK producer of a specific good and decide to export directly to the U.S. from the UK. The first tax you will need to consider is the import tax (or customs duty). Some products are exempt due to international trade agreements, but most products will be subject to an import tax.

You can calculate the exact rate by looking up the Harmonised System (HS) code for your international shipment. An easy way to do that is by using the Shipping Assistance provided by your logistics partner, such as Fedex (*Look for 'Fedex International Shipping Assist' on their website; Learn also more in the 'Logistics' section in this Chapter*). The minimum threshold for import tax is \$800. Goods valued below that are not subject to duty.

The second tax you will have to consider are local and state taxes that will be added to the price of your product. There is no Value Added Tax (VAT) in the US; instead, each state sets and collects a sales tax on its own terms. It is very likely that you must register your business in the state where you want to sell to



obtain a sales tax license, permit or certificate before making any sales. Note: This registration would apply to any U.S. State and rules and requirements may vary between States.

U.S. Corporation tax only applies, should you have a fixed place of business in the U.S., for example in form of an office or branch. In this case, you will need to file a U.S. Form 1120-F (Return for Foreign Corporations) to be formally assessed for Corporation tax in the U.S.

There are a number of further issues to look through, such as how and where to account for profits, use credit reliefs, and the aforementioned question of how to ensure that U.S. customers are able to make payments to direct sellers for goods and services without having to add a Withholding Tax (WHT) (*See reference in the 'GETTING STARTED' chapter in this Guide*).

To handle the complexity of navigating the U.S. tax landscape, we recommend having a qualified accountant at hand. Speak to your accountant in your home market and see whether they offer U.S. tax advice or whether they have partner branches and networks that they can refer you to. Our partner in this guide, CliftonLarsonAllen (CLA), for example, specialises in helping UK companies expand to the U.S. Learn more about what CLA offers in the following section.

Tax and Accountancy

The tax system in the US is a complex, ever changing landscape and this is illustrated perfectly in the international tax arena that UK businesses looking to expand to the US will find themselves. We here at CLA hope the below basic guidelines will give those of you looking to expand into the US some tips and a basic guide into the tax and accounting considerations you should look at before doing so.

A Basic Roadmap

Many of us want a simple answer and solution to any of our questions or problems we encounter in life and as most of us know, the simple answer isn't always available as I'm sure this guide will illustrate. However, that doesn't stop any of us from still asking, requesting, and sometimes expecting there to be that basic solution.

The most common and basic requests we get from our community is what are the things we must consider as we start our expansion to the US. Despite such a request being an almost impossibility to do generically, I hope the below outlines what matters need to be considered from a tax and accounting perspective, as the rest of this guide outlines other important commercial aspects of operating in the US will do so.

Business structure

So, on the premise you've managed to answer most of the above questions suitably, how you anticipate trading with the US will be a key factor in determining how to establish your presence. Businesses establishing a sales team may have presence in numerous states due to sales personnel throughout the US; an exporter may have a strategic centralized place of business through which the distributions of goods are funneled and only have presence in one state. With an ecommerce-based model you may want to trade into the US remotely via the UK, with a few customer service locations near key clients or even completely remote.

Dependent on your own business model and what answers are important to you may give rise to the

need to consider a variety of legal forms to operate through; corporations, general partnerships, limited partnerships, limited liability companies (LLCs), or even a US branch.

Unlike the UK, the US has no federal company law, and the rules regarding the formation, operation, and dissolution of business entities are generally defined by state law rather than federal law, hence the prevalence of utilizing Delaware as "the" state of formation for overseas investment in to the US.

Discussing these considerations with accountants, lawyers and professional advisors is essential to ensure the appropriate choice is made for you and your business.

Basics of US Corporate Tax

How a company is taxed in the US will depend on the specific entity type and the way the company is accessing the US market.

Most businesses in the UK are structured as a Limited company, particularly those looking to expand to the US. And most of these UK companies set up in the US via a US corporate entity, owned by the UK Limited company as its subsidiary.

The most common type of corporation in the US is a C-Corporation ("Inc"), not an LLC. An LLC in the US is comparable to an LLP in the UK, as the default classification of an LLC is a pass-through entity, as opposed to an opaque entity. However, a unique characteristic of a US LLC is the potential to elect to treat the entity as a corporation for US tax purposes. A benefit of utilizing a corporate entity in the US is to alleviate potential filings of the UK company's accounts with the IRS.

The Federal corporate tax rate is currently a flat 21% versus the current UK rate of 19%. However, with the burden of the COVID-19 stimulus plans, the UK are increasing their corporate tax rate to 25% in 2023, and the Biden administration are looking at increasing the US corporate tax rate to 28%. Additionally, as each state can assess their own corporate tax, the combined Federal and State tax



can be as high as 33%. A company's exposure to state corporate tax is ordinarily governed by having a physical presence within a state. The physical presence test can take many forms dependent on the state but ordinarily having employees, leasing or owning property or assets (including inventory/stock) will give rise to nexus.

Sales Tax (NOT VAT)

Unlike the UK, the US does not have a Value Added Tax, but instead has a sales and use tax. Sales tax is a direct output tax, for which a seller is obligated to charge and the end consumer ultimately suffers the cost. Sales tax is governed by each specific state and municipality as opposed to the Federal government so applicability, regulations and rates for sales tax varies between each state within the US.

Wayfair and remote selling

In 2018, a supreme court case colloquially known as "Wayfair" changed the landscape for remote sellers in the US and in doing so indirectly impacted remote

sellers of goods into the US from overseas as well.

Historically a physical nexus was the impetus for sales tax obligations, but with the overturn of this case, a company can be subject to sales tax implications without a physical presence in the US.

Since Wayfair, economic nexus standards now have been introduced by most states in the US. Thus, remote sales into a state above a certain threshold can create economic nexus for sales tax purposes. Most states, but not all, are using a bright line test of greater than \$100,000 of sales or 200 transactions into the state as thresholds.

There are many considerations to review to determine if sales tax is applicable to your company therefore professional guidance is encouraged to ensure full compliance under the sales tax regime.

Accounting systems to track the US activity and revenue per state are imperative both for sales tax and corporate income tax purposes. Setting up the

appropriate US system and chart of accounts from day 1 will alleviate frustration and missed compliance obligations in the future. Furthermore, having visibility of the US data will be key to assist management with making strategic business decisions even before the decision to come to the US is made.

Funding and repatriation of funds

A new venture will require funding from its UK parent entity. The most common methods of such funding are via debt or equity or a combination of the two. The primary considerations to determine what method is best for your business from a tax perspective is to consider capital is permanent and cannot be easily repatriated, whereas debt can be readily transferred between the entities when no longer needed. What is right for your business will depend on many factors that can be worked through with your bank partners and professional advisors.

A further consider for reparation of funds is the prevalence of US withholding tax dependent on the type of payment made. Settlement of debt has no withholding obligations; however, several items potentially do such as interest, dividends, and royalties. These withholding obligations can be reduced or mitigated under the terms of the Double Taxation Treaty between the UK and US but does not mitigate any compliance requirements that may still exist.

Transfer pricing

As there is likely to be the flow of funds and services between the US and UK entities, transfer pricing principles need to be addressed. Transfer pricing regulations govern how related entities set internal prices for the transfers of goods, intangible assets, services, and loans in both domestic and international contexts. The regulations are designed to prevent tax avoidance among related entities and place a controlled party on par with an uncontrolled taxpayer by requiring an arm's-length standard. The arm's-length standard generally is met if the results of a controlled transaction are consistent with results that would have been realized if uncontrolled taxpayers had engaged in a similar transaction under

similar circumstances.

For transactions between the UK and US this is likely to be a new and therefore important aspect to be addressed as there is no transfer pricing report exemption available in the US that applies to small and medium sized enterprises in the way it does in the UK. Therefore, it is best practice to have documentation in place to support the transfer pricing policy by the first tax return filing.

Accounting Software

Finally, a somewhat basic yet often overlooked issue is the review of your current accounting software. It is imperative to ensure that your accounting software is either compatible for reporting your US operations already or a license can be purchased for a separate entity to be recorded.

Furthermore, ensuring that software and chart of accounts is set up appropriately from day one so that it is US compliant is extremely important to ensure that you minimize any exposure to the US tax system.

We hope that the above has provided a brief yet basic insight into what issues you should be considering on your expansion into the US and in doing so helps you make that exciting next step in to your businesses successful expansion overseas.

Company name

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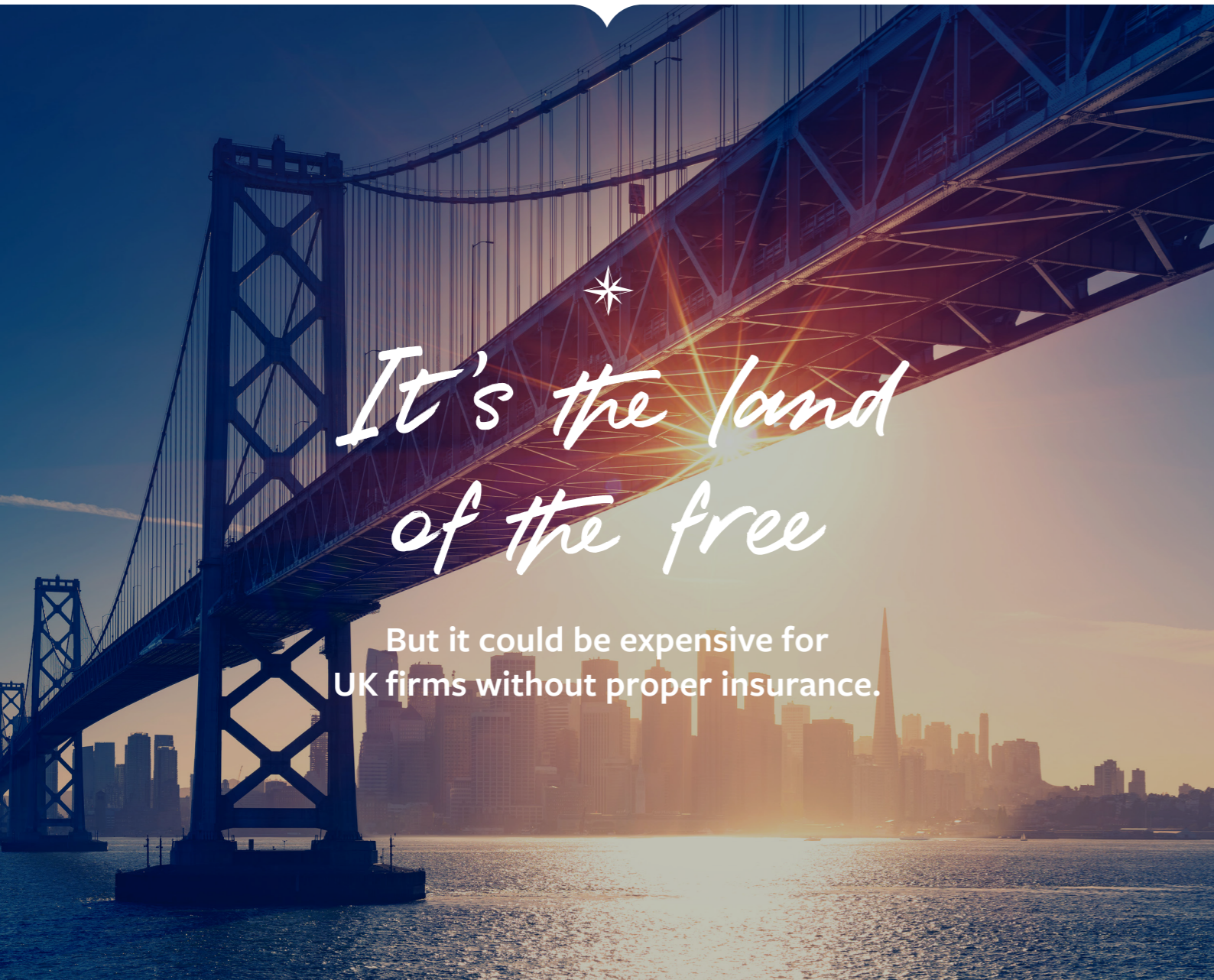
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Insurance



Do you have a realistic, informed view of how to manage risk for your company and products across the pond? It is very likely that you don't. In fact, being sufficiently protected against liability risks, including on your IP, is one of the most under-estimated issues to look at when bringing a company or product into the US.

A successful expansion will depend upon having certainty regarding the liabilities, commercial risks and externalities of your business. Therefore, investing the time and money on precautionary measures to ensure your requirements are covered should be a priority.

Before you set off with your business, complete an assessment of the potential liability for your product.

It is best to do this with an insurance partner experienced in the market. This partner will help you to get an understanding of the American insurance market and its products. They will also help you define what your existing UK products cover, and most importantly, what they don't. In fact, you may find that insurance products differ greatly in scope. You may also face risks in the US that you would not necessarily consider in the UK.

Last, but not least, a good insurance partner can also assist you in the management and protection of your IP. Learn more in the following section, kindly provided by Travelers.

Insurance

Arranging cover for your US operations

As more and more companies seek a global footprint, a large number of UK companies are starting to export products to or establish operations in the US.

However, gaining a global footprint brings complexity.

Whether companies have operated in the US for decades or are making their first foray into the US market, they must ensure that they comply with evolving insurance and tax regulations, while protecting their balance sheets from their additional US exposures.

Many companies assume that the practices they are familiar with in the UK are the same the world over, but that is not the case, so companies need to understand the nuances of the US market and how to cover their operations effectively.

A litigious society

The US has a reputation for being a litigious society. There are three key differences to the UK legal environment that highlight the uncertainty of trading in the US:

- In the UK, civil disputes are heard by a judge. In the US, civil cases are heard by juries. Judges are legal professionals who are generally keen to see consistency in rulings, while juries are less predictable and more emotive.
- There is no requirement for an unsuccessful plaintiff to reimburse the defendant's legal costs. This encourages litigation and class actions, which creates a financial burden for corporations that may have to defend spurious claims.
- Punitive damages can be added as a penalty, on top of 'actual' damages. In cases where a defendant knowingly caused harm, they are often far higher than the actual damages awarded.



In addition to experiencing almost every type of natural disaster, weather varies considerably across the country, so a company with operations across the US needs to understand its unique natural disaster exposures in every location.

Top tips

- Make sure you understand your exposures across the US and remember that duties to customers are often more onerous than in the UK.
- Be aware of all local insurance and tax rules and comply with them.
- Be mindful of the litigious environment and high payouts in the US.
- Bear natural catastrophe exposures in mind when you are choosing where to locate your operations.
- Make sure that you have the right insurance cover in place and that your limits are high enough.
- Do not assume that a UK policy can be extended to cover the US.
- Be aware of the differences in the types of cover available in the US – such as workers' compensation as opposed to employer's liability.
- Partner with brokers and insurers that understand the US market and have claims people on the ground, preferably in every state.

The geographic influence

The US is made up of 50 states but 51 insurance jurisdictions, each with different rules, regulations and exposures.

Each state's demographics and political leanings can influence the level of payouts to claimants. New York and California, for instance, are known for awarding high levels of compensation.

Claimants often capitalise on the differences between states by 'forum shopping' – i.e. trying to have their case heard in the state most likely to give them a favourable judgment. The claimant may be eligible to bring a case in one of several jurisdictions – for example, because an injury happened in one state, but the company is headquartered in another.

Significant natural catastrophe exposures The US is one of the leading countries worldwide in terms of the number of natural disasters that it experiences. Of the top 10 insured losses in 2019, seven took place in the US.



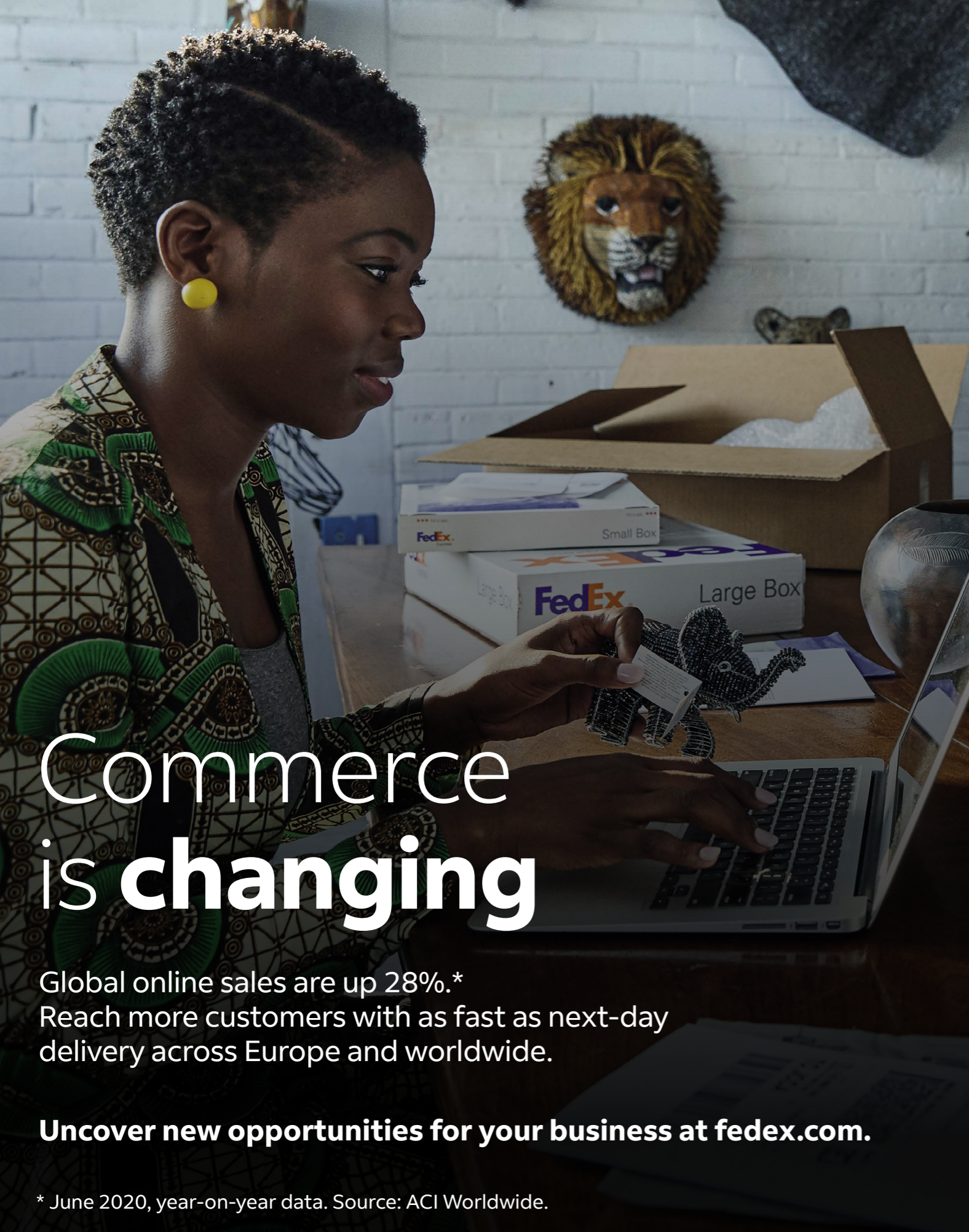
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* June 2020, year-on-year data. Source: ACI Worldwide.



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Logistics

In short:

- Decide what you want to move and distribute, when, and where
- Choose the right mode of transport for your goods
- Assess customs, regulatory and documentation requirements
- Use the expertise of a logistics partner



The UK has many great products that are liked by American customers. For customers to enjoy those products, however, you will have to consider how to get the product to the U.S. in a cost-effective and compliant way. For services, the question is rather how to deliver them and be paid for them. For goods, however, whether it be a medical device, cosmetics, or stone plates, preparing and managing your logistics is key.

In the majority of cases (especially when shipping in bulk to a retailer or distributor), to ship your product internationally, you will need to have an accurate description of your good, which includes a Harmonized Systems (HS) Code, an internationally accepted product classification system. This code will help you define estimated duties and taxes, as well as required customs documentation. In order to find your HS code, in our view, you are best served by using the International Shipping Assistance programmes offered by leading Shipping Providers, such as [Fedex](https://www.fedex.com) or [UPS](https://www.ups.com).

You may avoid paying duties when shipping your product to the U.S. if the value of your shipment does not exceed the De Minimis value of \$800 ([Click here](#) to learn more about the De Minimis threshold

[on the U.S. Government website](#)). For example, if you are a British company and receive order from Etsy or Amazon for individual products valued less than \$800, you may be able to ship directly, without further documentation.

One element to check though in any case, especially if you sell into retail and wider distribution, is to make sure your product is protected and compliant with local regulations, such as labelling requirements. This part of your expansion journey can become quite time-consuming and costly, especially if your product sits in a highly regulated industry, such as cosmetics or food. In-house specialists, advisors in Government and specialised law firms should be a good starting point to embrace this crucial part to your expansion journey. To note: Some goods (and services) may require for you to obtain a license to export because the import to the U.S. is restricted or prohibited ([See here](#) for relevant information on the UK Government website).

To learn more about the role logistics providers can support your expansion journey, check out the following section, kindly provided by our partners from Fedex.

Going stateside: Taking Innovation International

FedEx Express highlights the benefits to enhanced connections

With the largest economy in the world, you don't need to be a rocket scientist to see the benefits small and medium-sized UK businesses could gain from going stateside.

In fact, 86% of UK businesses exporting goods to the US are SMEs, according to official statistics¹. This sentiment among SMEs is further echoed in FedEx' European SME Export Report, which found that 41% of SMEs anticipate an increase in business outside of the EU in 2020, with exporting accounting for 67% of revenues².

Other major trends we identified in our report was a move toward adopting innovative technologies, such as artificial intelligence and blockchain, to boost the chances of exporting successfully. Clearly, the desire to create a competitive edge through technology is universal.

With all of this technological change comes a huge opportunity for businesses around the world. Opportunities for doing things smarter, better, more efficiently, and more ambitiously.

Our research also showed that 73% of exporting SMEs expect to see social commerce used more widely- an evolution from the fact e-commerce counts for 37% of revenues. Meanwhile, 64% of SMEs that export believe they will benefit from supply chain automation in the coming years.

The adoption of new technologies and ambition of exporters is a clear response to increasing demands from the 'I want it now' instant economy, where people expect physical goods to move as quickly and simply as data across networks. The task for logistics companies like FedEx, is to help ensure our operations are agile and flexible so we can meet these demands quickly, successfully and sustainably.

At FedEx, we welcome the challenge to make goods move faster, further and more efficiently. And just like the thousands of small businesses, we have almost the exact same technology and innovation-driven mindset.

One major line of innovation at FedEx is embracing sensor-based logistics and even more intelligent package tracking where, through data networks, we can monitor the location and conditions of packages at any time during transit or delivery. This technology enables our team members to monitor deliveries in real time, ensuring that everything from e-commerce purchases, technology, retail and even perishable items can be tracked to enable smarter, safer real-time decisions.

We have also been exploring more efficient and innovative approaches to last mile deliveries. Earlier this year, we launched our first ever scheduled

e-commerce residential drone delivery trial in the United States, which form a vital part of our trials into using unmanned aircraft for urgent same day deliveries.

On ground level we've also developed and are testing Roxo, the FedEx SameDay Bot, an autonomous delivery device designed to help make residential deliveries to customers quicker and more efficient. These are just a select few examples to demonstrate how digital transformation is disrupting established ways of doing things and creating new and more advanced capabilities.

If you're interested in unlocking new opportunities for your business, 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.

In a changing world, adapting the way you do business can create powerful possibilities for growth.

Find out how FedEx can help your business grow at www.fedex.com/new-opportunities

¹ <https://www.gov.uk/government/news/trade-minister-champions-uk-smes-in-us-ahead-of-trade-talks>
² https://www.fedex.com/content/dam/fedex/eu-europe/Digital-Internation-MVP/images/2020/Q1/FedExExportReport2019_IT_EN_FINAL.pdf

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Contact name

Contact title

email

Address 1

Address 2



Immigration



With the expansion of your products and/or services to the U.S. market will eventually come the need to bring people to the U.S., short- or long term, whether it be for business meetings, to take part in trade shows, or to establish the overseas business.

The good news, under its Visa Waiver Program, the U.S. permits citizens of the UK (and 38 further countries) to travel to the U.S. for business for stays up to 90 days without a visa. Before you use ESTA for business, however, check what falls under the definition of a 'business trip' and what does not. For example, most regular business activities, such as meeting a client, attending a trade show, conducting business negotiations, delivering a product, or offering advisory or repairs services to a client are permitted. A service delivered to a client for which the client pays in the U.S., or entering the U.S. in order to commence employment with a U.S. employer at a later date, even on a temporary basis, are not ([Click here to find more information on the Visa Waiver Program \(VWP\)](#)).

Should you not be able to travel using the Visa Waiver Program, you will have to get a non-immigrant visa or an immigrant visa that allows for you to be in the U.S. legally for business purposes. What kind of visa you will need depends, for example, on the position within the firm, whether it is an intercorporate transfer, what kind of activities you want to pursue, or the

duration of stay. When beginning the process, visit the U.S. Embassy website ([See here](#)) for general information and consider engaging an accredited visa or immigration specialist, such as our partners from Gibney, Anthony & Flaherty LLP, that can help you navigate the different visa routes, processes, and changes in immigration law.

A final note: Do not leave immigration until the last minute in your expansion planning. Immigration processes take time and patience. Learn more in the following section, kindly provided by Gibney, Anthony & Flaherty LLP.

In short:

- Immigration is one of the top issues for companies seeking to expand abroad
- You can enter the US for business purposes under ESTA for up to 90 days
- If you plan to work longer in the US, decide whether to seek a non-immigrant visa or immigrant visa
- Visit official US Embassy website for general information and consider engaging an immigration specialist to navigate options, processes, and changes in immigration law
- Allow for enough time to go through the immigration process.

The US is a country of imagination, but also immigration, sharing a close history of migration with the UK. In fact, kinship lines reach back centuries, explaining the 2000 US Census estimate that eight out of ten of the most frequently occurring surnames in the US are of British origin. Yet, with these cultural ties in mind, one of the most important issues that needs to be addressed when bringing a business into the US market is how to get people there.

There are dozens of different types of US visa classifications for UK citizens. If you plan to visit the US for business you can easily enter the country visa-free for business purposes through ESTA, an automated system that determines the eligibility of visitors wishing to travel to the US under the US Visa Waiver Program for up to 90 days. This is usually valid for two years or until your passport expires. While ESTA permits business meetings, conferences, negotiations, etc., if you plan to work in the US for longer, you will need a non-immigrant visa or an immigrant visa.

Your position, the types of employees you wish to bring into the US and the duration of the stay will determine which visa is best. When beginning the process, visit the US Embassy website for general information and consider engaging an accredited visa or immigration specialist that can help you navigate the different visa options, processes and changes in immigration law. Learn more in the following section, kindly provided by Gibney, Anthony & Flaherty LLP.

For UK foreign businesses looking to establish or grow their presence in the United States, US visa considerations require careful planning well in advance of travel, since processing times can be lengthy (often several months). The threshold issue when transferring employees is whether to pursue a non-immigrant visa, immigrant visa or both. Non-immigrants come to the US temporarily to facilitate activities in accordance with the terms of a non-immigrant visa for work or study. Immigrants enter the US under an immigrant visa and reside in the US indefinitely in Lawful Permanent Resident status

(i.e., a “green card”). Below is a summary of the common nonimmigrant and immigrant visa types and their requirements.

Common nonimmigrant visa categories

ESTA/Visa Waiver: Business visitors from certain countries, including the UK, may apply for admission to the US without a visa for up to ninety (90) days under the programme. Certain restrictions apply, including a prohibition against changing or extending visa status once in the US. Visa Waiver is available to employees coming to the US temporarily to conduct business on behalf of their foreign employer. “Productive work” is not authorised.

L-1 Intracompany Transfer Visa: L-1 visas are available to intracompany transferees. The company must be doing business in the US and at least one other country. The employee must have worked abroad for the UK company for one full year in the last three years in an executive, managerial or specialised knowledge capacity and must be transferred to a US branch, parent, subsidiary or affiliate to work in an executive, managerial or specialised knowledge capacity. The L-1 permits a 5-year total stay for specialised knowledge personnel and a 7-year stay total stay for execs/managers.

E Treaty Visa: E Treaty visas can be submitted on behalf of Treaty Traders (E-1) or Treaty Investors (E-2) – qualified US companies that are at least 50% owned by nationals of the treaty country (e.g., the UK). Employees must be nationals of the same treaty country (e.g., the UK), coming to the US to fill executive, managerial or essential skills positions. E Treaty visas may be issued for a period of up to five years for a UK company. The initial admission period is limited to two years, with possible extensions in two-year increments.

H-1B Visas: H-1B visas are available to employees coming to the US to be employed in a “specialty occupation.” The US position generally requires a bachelor’s or higher degree (or its equivalent in employment experience) as the minimum entry level and the visa holder must also possess a bachelor’s

degree in a related field. The visa is initially valid for up to three years, but extensions are available for an additional three years. Only 85,000 H-1B visas are available annually and are typically allocated by lottery in March each year.

O-1 Visa: The O-1 visa is for individuals with extraordinary ability in the sciences, arts, education, business or athletics or a demonstrated record of extraordinary achievement in the motion picture or television industry and has been recognised nationally or internationally for those achievements. An individual must demonstrate extraordinary ability by sustained national or international acclaim and must be coming temporarily to the US to continue work in that area.

J-1 Exchange Visa: J-1 Exchange visas are for participants in an exchange programme sponsored by an organization or institution designated by the US Department of State. J-1 visas are commonly used by corporate organizations for training foreign personnel for up to eighteen months, or for entry-level internships up to 12 months.

Business checklist – key steps before you apply

For any new business looking to sponsor an employee for a temporary US visa, the following requirements must be in place before you begin the visa application process: (1) Corporate entity formation; (2) a corporate bank account for your entity; (3) a leased corporate office space; and (4) a business plan.

Employment-based immigrant visas (Green cards)

EB1 – Priority Workers is for key managers and executives employed outside the US by a branch, parent, subsidiary or affiliate of the US employer for one full year in the three years preceding entry, as well as aliens of “extraordinary ability” in the sciences, arts or business and outstanding professors and researchers.

EB2 – Advanced Degree Holders and National Interest Waiver is for professionals with (1) a master’s degree, or (2) a Bachelor’s degree followed by five years of progressive work experience.





EB3 – Professionals and Skilled Workers is for professionals with bachelor's degrees, skilled workers filling positions requiring at least two years of experience and unskilled worker positions requiring less than two years of experience.

EB5 – Investors requires an investment of substantial capital (\$900,000 or \$1.8 million, circumstances depending) in a new commercial enterprise that directly creates at least ten fulltime jobs for US workers within two years. The investor must be actively engaged in the management of the enterprise, unless investing via a qualified regional center.

Best practices

With the current US Administration, immigration policies in the US are rapidly changing. To determine the best visa type that aligns with your business needs, and to be compliant with the most up-to-date requirements, it is best to consult with a qualified immigration attorney.

Get Started!

A Resource for Emerging Businesses

Gibney's Get Started! Blog focuses on best practices, news and legal updates for companies looking to develop and expand their business in the US. To learn more about emerging business issues, visit www.getstartedwithgibney.com

Gibney's Emerging Business Group advises companies on all legal issues when doing business in the US.



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- » Antitrust and Product Distribution
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- » Litigation & Dispute Resolution
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See the impossible, think doable.

Over the past two years, the US/UK M&A corridor has been characterized by record activity. Even with uncertainty—Brexit, technology and innovation, and US tax changes—the United States and the United Kingdom remain two of the world's most competitive and creative economies.

Their size, scope, and potential will drive future dealmaking. What does this mean for your business? Deloitte can help you follow trends and analyze underlying driving forces to help you understand what is next for your business..

In short:



One of the reasons why the US consistently lands at the top of global competitiveness rankings is its world-leading system to protect intellectual property (IP) rights and spur innovation. It is essential you understand how to register, protect, and enforce the rights you have over your businesses' IP.

While some intellectual property rights are automatic, it is strongly advised you register them to protect your creations and inventions.

Common types of IP include:

Patents

Patents allow you to protect your inventions. A patent application process can prove to be expensive and time-consuming, not to mention difficult to understand, and is usually facilitated by a patent attorney.

Under UK law, if your invention is publicly disclosed without a patent, there is a 6-month grace period to register it. In the US, this grace period is 12 months. There is no legal protection for a patent until it has been approved.

Copyright

Copyright applies to creative work and protects the form of the work, not the idea itself. Even though registering copyright is not legally required in the USA, doing so will help you establish a public record of ownership, which will help in case of infringement. It will also be required if you ever need to press charges for infringement in Federal courts, and it allows you to claim statutory damages and attorney's fees in case of infringement.

Trademarks

Trademarks apply to signs, symbols, logos, words, or sounds that set your product apart from competition. Registering trademarks can be a lengthy process. Just like in the UK, in the US whoever first uses a trademark commercially has ownership of it. However, registering your trademark with the USPTO will completely protect it, adding several benefits such as publicly declaring your ownership of it, allowing the use of the ® symbol, or helping you register in other countries.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/456368/IP_rights_in_USA.pdf
<https://www.business.hsbc.com/business-guides/us>



Company name

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WHERE TO GO: REGIONS



South Carolina

South Carolina is continuing to build a global reputation for being a state that is just right for business and just right for economic development. Thanks to its world-class business environment, skilled workforce, solid transportation infrastructure and close proximity to manufacturing firms in diverse industries, the Palmetto State has succeeded in attracting substantial capital investment from around the world to its borders. Strategically located between North Carolina and Georgia in the southeastern United States, and situated halfway between New York City and Miami, South Carolina offers unparalleled value to companies seeking the ideal business location.

Advantage South Carolina

Ranked among the top states in the nation for exports and a consistent leader in foreign direct investment on a per capita basis, South Carolina is home to more than 1,200 international firms. Foreign affiliated companies account for seven percent of private employment in South Carolina. Leading the charge in the manufacturing revival, South Carolina's manufacturing industry experienced a more than 20 percent growth in output from 2010 to 2019, evolving into a growing technology-centric, capital-intensive sector.

A business-friendly climate

South Carolina offers a business-friendly approach toward taxation and regulation and rewards investment and growth with comprehensive incentives, including tax credits for creating new jobs or establishing corporate headquarters.

It provides an advantageous climate where business can prosper with a fast-permitting process; no state property tax, local income tax or inventory tax; no sales tax on manufacturing machinery, industrial power or materials for finished products; no wholesale tax; no unitary tax on worldwide profits and a favourable corporate income tax structure.

Low cost of doing business

South Carolina's businesses thrive thanks to lower operating and capital costs. Business-friendly regulations and smart investments in energy infrastructure give South Carolina the region's most affordable power costs. Industrial power costs in the state average only 5.7 cents per kilowatt hour, one of the lowest in the Southeast.

Top-notch transportation infrastructure

South Carolina's central US East Coast location, coupled with an integrated transportation system of highways, airports, seaports and railways,

ensures companies can easily reach every one of their destinations, efficiently sending and receiving shipments around the world. Served by five interstate highways, the eighth-largest container port in the US – with numerous worldwide shipping connections and the capability to support post-Panamax vessels, two Class One rail carriers and three major airports, South Carolina offers manufacturers numerous means of reaching customers and suppliers around the globe.

Workforce and training programme

As a right-to-work state with the second-lowest unionization rate in the country, South Carolina businesses can rely on a stable, efficient workforce at competitive wage rates and free work stoppages. Higher education opportunities are convenient and include three internationally recognised university research institutions. Additionally, the South Carolina Technical College System is comprised of 16 community-based technical colleges throughout the state and is home to the award-winning readySC™ programme offering customised workforce training programmes for eligible companies.

Global business development

Internationally owned companies employ seven percent of the workforce in South Carolina. Since 2011, South Carolina has seen \$18.8 billion in investment and the creation of more than 48,000 new jobs by international companies.

In Good Company

South Carolina's business sectors such as Aerospace, Automotive, Biotechnology/Pharmaceuticals, Distribution, Advanced Materials and Forestry and Wood Products have long found that SC provides



the perfect complement to their strategic business plans. Some of the world's biggest companies, including BMW, Boeing, Bosch, Bridgestone/Firestone, Daimler, General Electric, Google, Michelin, Volvo Cars and Samsung are taking advantage of the outstanding workforce, quality of life and access to government that South Carolina offers.

Recognised as a top business location

The Palmetto State ranked No. 1 in the nation for attracting jobs through foreign direct investment on a per capita basis in 2019, which was the last time IBM has conducted their full rankings since COVID-19, extending S.C.'s streak of top three finishes since 2011.

For more information, contact:



South Carolina Department of Commerce

State of South Carolina Europe Office

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SCcommerce.com

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Kentucky

Kentucky is known for horse racing, bourbon and Colonel Sanders. However, the state's central location and leadership are attracting global businesses interested in success.

Kentucky's goals are simple. We want to become the most business-friendly state in the US, and the globally recognised hub of engineering and manufacturing excellence in America. Tremendous progress is being made toward both goals.

Over 500 internationally owned companies have facilities in Kentucky. This includes over 220 European firms, 25 of which are UK owned. Among some of the most well-known of Kentucky's British investors are Diageo, BAE Systems, The Hut Group, and Meggitt.

Kentucky and the United Kingdom also share a common bond through trade. The UK is Kentucky's third-largest trading partner representing a bilateral trading volume of over \$2.3 billion, helping the state achieve a record \$33 billion in exports in 2019.

Kentucky's business advantages include some of the lowest costs of doing business in the United States. For example, industrial electricity costs are the lowest in the eastern US and housing costs 20 percent below the national average.

A revolutionary workforce training system has been put into place that includes new and improved training facilities, and programmes based on best practice European models. Kentucky also offers customised training incentives and assistance with talent recruitment.

Why Choose Kentucky?

- **Central US Location** – within 1,000 km of 65 percent of the US population. In addition, a vast network of interstates, rail and river access guarantee just-in-time shipping.
- **Shipping Opportunities** – Three global air shipping hubs – DHL, UPS and Amazon Prime can get products to market virtually anywhere overnight.

- **Growth Incentives** – Inducements that will help lower the overall cost of doing business, thereby ensuring profitability more quickly.
- **Low Business Costs** – industrial electricity among the lowest in the US and labour costs approximately 20 percent below the national average.

Kentucky is known for its manufacturing strength, with over 4,500 firms dedicated to manufacturing world-class products. This includes a wide variety of manufacturing sectors:

- **Automotive**
520 facilities, 100,000 employees
- **Distribution and Logistics**
540 facilities, 75,000 employees
- **Food and Beverage**
350 facilities, 52,000 employees
- **Aerospace**
80 facilities, 19,000 employees
- **Healthcare**
200 facilities, 30,000 employees
- **Plastics and Rubber**
200 facilities, 29,000 employees
- **Primary Metal**
200 facilities, 25,000 employees
- **Chemical**
210 facilities, 15,000 employees

Kentucky has also recently become a major AgriTech hub, hosting major greenhouse projects and initiating a unique transatlantic collaboration agreement meant to attract more European agricultural technology to the state.

How we can help

Kentucky's European office is located in Hamburg, Germany, and provides UK companies a variety of free and confidential services designed to ensure a soft landing in the US market. These include:

- Site evaluation services
- Detailed community data
- Connections to resources and expertise
- Incentive and training inducements
- Workforce services
- Assistance obtaining required permits and licenses

Please contact our European Office to learn more about how we can help you be successful in the US market:



Kentucky European Representative Office

Joshua Seeberg
Director

joshua.seeberg@thinkkentucky.eu

www.thinkkentucky.eu

Poststrasse 14-16, 20354 Hamburg, Germany



Illinois

Commonly known as the “Land of Lincoln”, and located in the centre of the United States, Illinois offers unparalleled access to North American markets.

10 reasons why foreign companies have chosen Illinois:

- Strategically positioned for access to markets and customers
- Unparalleled infrastructure and global connectivity
- Highly educated and productive workforce
- World renowned universities
- An economic powerhouse
- International center for American and European global companies
- Warehousing and distribution hub of the United States

- Diverse selection of industrial land, buildings, and research and development parks
- Competitive business growth incentives for foreign investors
- A great place live and work

Located between the Great Lakes and the Mississippi River, Illinois is North America’s crossroad for commerce as it serves as hubs for rail, truck, and air transportation. Connecting Illinois to the world is Chicago’s O’Hare International Airport, the busiest airport in the United States. It offers over 1,400 daily departures, with non-stop service to more than 200 global destinations, including four daily flights to the United Kingdom. The interconnectedness of Illinois is unsurpassed within the region and has attracted investments from Amazon and UPS who have

significantly expanded their air cargo operations at the Rockford International Airport, the world’s fastest growing cargo airport located near the northern state line.

Businesses across the state have access to a well-trained workforce – nearly half of its six million workers are professionals or skilled technicians. Illinois’ University of Chicago and Northwestern University are global education rankings, and the University of Illinois is graduating the most new engineers in the United States that are sought after by the world’s leading companies of all industries.

Illinois ranks the 5th largest state with a GSP of \$865.3 billion (2018). The economy is diverse and strong in manufacturing and services. Key industries include advanced technologies, plastics, chemicals, biopharma, agriculture/food processing, computer and electronics, and transportation equipment. Strong service sectors include financial services,

fintech, warehousing and distribution.

The 37 Fortune 500 companies headquartered in Illinois reflect the strength and prestige of Illinois’ economy with companies such as Archer Daniels Midland (ADM), Abbott, AbbVie, Baxter, Caterpillar Sarah Lee, John Deere & Co, Baxter, Illinois Tool Works, Kraft, McDonalds, and Navistar all calling the Land of Lincoln their home.

Illinois is the number one destination in the Midwest, and third in the nation, for foreign direct investment. Over 2,000 foreign companies can be found in Illinois along with 80 foreign consulate, and 40 international/ethnic Chambers of Commerce. Foreign owned firms make significant contributions to the local economy by employing more than 300,000 Illinois residents.

This vibrant international business community includes 219 UK companies, employing 57,768 residents, in 919 distinct locations. The UK is the number one foreign investor in Illinois with significant corporate presence from household names as: BP, Dyson, and Tate and Lyle. More recently, Illinois has seen more and more British tech companies choose Chicago to call home for their first US operation. British business growth follows a trend of West Coast tech firms making Chicago, the state’s commercial, financial, and technology centre, a top expansion target. Chicago high concentration of 73,127 tech workers is attracting the expansions of technology companies to the Midwest’s technology epicentre, according to a 2019 CBRE report.

A thriving British presence can be found in Illinois. The British School of Chicago is considered among the top schools in the city and the British Consulate and the British-American Business Council for the Midwest are available to support local British owned firms.

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Indiana

Commonly known as the “Land of Lincoln”, and Ranked No. 1 in the Midwest and fifth in the US for business, No. 1 for infrastructure, and the third most affordable state in the nation, Indiana is a global destination for business and the world is taking notice, with approximately 1,030 international businesses established in Indiana, supporting 203,000 jobs in the state.

Indiana offers companies a strong competitive advantage when it comes to reaching North American and world markets. As a global logistics hub, Indiana is a national leader in pass-through interstates, home to the second largest FedEx air hub worldwide, third in total freight railroads and has three international ports including 400 miles of navigable waterways.

There is a tech transformation in the Midwest with an impressive portfolio of global tech companies like Infosys, Genesys and Salesforce, just to name a few,

setting up shop in Indiana. In 2019 alone, Indiana’s tech ecosystem witnessed a 260% increase in venture capital and other funding investments from the year before, totaling nearly \$360 million.

As the only US location to have auto assembly plants from Honda, Subaru and Toyota inside a single state, Indiana boasts the second largest automotive industry in the nation and leads the nation in manufacturing job growth. UK-based packaging company, DS Smith, recently established its first US manufacturing facility, taking advantage of the nation’s most concentrated manufacturing workforce.

Another major industry in Indiana is the life sciences sector, with the state ranking 2nd in the nation for worldwide exports. As home to more than 1,750 life sciences companies, Indiana is a hotspot for life sciences talent with companies, like UK-based RB, employing more than 56,000 people in the state.

With 15 million acres of farmland, Indiana’s agriculture industry is on a roll as a leading producer of corn, soybeans, hogs, poultry, popcorn and tomato products. The fast-growing agbiosciences industry – where food, agriculture, science and technology converge – contributes more than \$16 billion to the state’s economy.

As the home of top research universities and global giants in the aerospace industry like Rolls-Royce, GE Aviation and Saab, aerospace companies in Indiana are making breakthroughs in advanced materials and components that are opening up new possibilities for what we can build and where we can go in the 21st century.

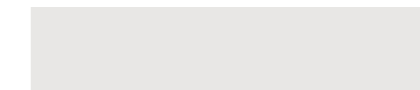
With state leaders cultivating a culture of innovation and creativity, the state is attracting – and keeping – a diverse and talented workforce, Indiana’s greatest asset. Building on its economic strength and momentum, the state is on an upward trajectory toward growth and prosperity.

Indiana invites British companies to join the more than 80 other UK-based companies in our state. The UK is Indiana’s second-largest European investor and third-largest globally. Together, these companies, including RB, Rolls-Royce, British Petroleum, BAE Systems, Tate & Lyle and DS Smith, support more than 12,400 jobs across the state.

And Indiana is more than just a destination for business. In the heart of the Midwest, Indiana boasts beautiful state parks, flourishing culinary scenes, thriving cultural institutions, vibrant communities and so much more. Indianapolis, the state’s capital, is home to the best airport in North America, with 53 direct flights, making travel for business and leisure easy.

By nearly any measure, Indiana is one of the top places in the world to do business. Companies large and small come here for our fiscally-predictable business climate, but stay for our Midwestern work ethic and vibrant communities.

- #1 in the Midwest and #5 Nationally (Chief Executive Best & Worst States 2020)
- #1 Infrastructure (CNBC 2019)
- #1 in the Midwest for Entrepreneur Friendliness (SBE Council 2019)
- #2 Long-Term Fiscal Stability (US News 2019)
- #3 Most Affordable State (US News 2019)
- #4 Cost of Doing Business (CNBC 2019)
- #5 Business Regulatory Environment (Forbes 2019)



Company name

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Contact name

Contact title

email

Address 1

Address 2



Ohio

Ohio. Find Opportunity Here.

Ohio, an innovative state with the 21st largest economy in the world, is rich with resources, technology, education, hardworking people and welcoming communities, all of which position international investors for success. In fact, 587 UK establishments employ more than 37,000 people in Ohio, which represents 14.1% of the state's total foreign direct investment. Close to the population and industry centers of Chicago, New York, Detroit and Toronto, Ohio is at the epicenter of business.

Recently, the London Stock Exchange Group's (LSEG) ELITE business programme chose to establish its Americas headquarters in Cleveland, Ohio, following the successful launch of ELITE in the state. The Cleveland headquarters will provide midmarket companies across North and South America access to the skills, networks and capital to scale up and reach their next stage of growth.

Ohio offers a low cost of living, all four seasons and access to world-class partnerships, making Ohio an ideal location to live, work, invest and achieve your version of the American Dream.

A Dynamic US State with Global Access

Ohio offers a powerful combination of economics, resources and people, which support companies in every industry and set companies up for long-term success. Ohio is a premier location for global investment because it has:

- A strong business climate conducive to long-term business success. With a \$2.7 billion budget reserve, Ohio has the lowest tax burden of any Midwestern state. Among other benefits, Ohio does not tax corporate profits, inventory, tangible personal property, R&D investments or products sold to customers outside Ohio.
- An integrated transportation infrastructure that's among the best in the US. Connected highways, railways, ports and airports, enable companies in Ohio to reach customers and suppliers quickly and cost-effectively, while also making it easy to leverage next-generation logistics capabilities.
- A skilled workforce of 5.7 million that drives company success. Ohio has more than 200 higher education institutions, as well as dozens of trade schools, technical centers, and job training and

certification programmes that provide a consistent pipeline of skilled workers.

- A thriving research and innovation network consisting of collaborative public and private organizations, business supporters, and accessible academic and clinical resources. This network helps companies pursue new ideas, improve processes and further their industry leadership.

Ohio's Drive to Be Business Friendly

Since 2011, Ohio has gained tremendous momentum and is now recognised as a leading state for business by several US publications. In fact, Ohio made it into the USA's Top 10 in several annual state business rankings. Respected organizations Ernst & Young, PricewaterhouseCoopers, KPMG and Deloitte all say Ohio offers one of the most business-friendly tax climates in the nation. This strong business climate supports long-term stability, predictability and a lower cost of operations. The state also has a low cost of living, ranked No. 2 in affordability in US News Opportunity Rankings.

Ohio will continue to become even more business-friendly. The state's Common Sense Initiative reviews regulations that negatively impact business and amends or rescinds them. Additionally, Ohio's accelerated environmental permitting process takes 180 days or less, and pro-innovation legislation continues to keep companies ahead of the curve.

The most valuable asset to helping you make the most out of what Ohio offers is the state's private economic development corporation, JobsOhio. JobsOhio is a business-focused, one-of-a-kind organization dedicated to you.

JobsOhio: A Long-Term Partner in Business

JobsOhio and its extensive statewide network of public and private partners offer complimentary support tailored to fast-track your launch. As your company grows, leveraging the following services and incentives can help achieve your evolving business objectives:

- JobsOhio Economic Development Grant: Promotes business expansion and job creation by providing funding for eligible projects in the state of Ohio.
- JobsOhio Growth Fund: Provides capital for expansion projects to companies that have limited

access to funding from conventional, private sources of financing.

- JobsOhio Research and Development Center Grant: Facilitates the creation of corporate R&D centers in Ohio to support the development and commercialization of emerging technologies and products.
- JobsOhio Workforce Grant: Offers funding to companies for employee development and training programmes.
- Ohio Job Creation Tax Credits: State refundable tax credits can be applied toward a company's Ohio Commercial Tax liability.
- Talent Services: Assists companies with finding a skilled, trained workforce through talent attraction, sourcing and pre-screening, as well as through customised training programmes.
- SiteOhio: A best-in-class site selection programme that provides information about available properties with due diligence performed and that are immediately ready for development.
- Detailed Market Research Services: Includes market research including demographic information, workforce information and customised data.
- Specialised Assistance: Provides industry-focused help with navigating the myriad considerations needed for growth specific to international business and customised support from both JobsOhio and its partners.

The businesses and people who make Ohio their home have a very bright future and are excited about the promise of growth and continued success. Visit www.JobsOhio.com to learn more.



Jobs Ohio

www.jobsohio.com

Alina Harastasanu

Senior Manager, International Business Development

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Missouri

Missouri is at the center of America and leads in global industries such as agri-tech, financial services and advanced manufacturing. Since 2019, the state has jumped from 23rd most attractive US business climate to 12th, due in part to Missouri's corporate tax rate dropping to 4 percent, the second lowest rate in the US.

And it's one of the most economically diverse states in the US, with a AAA bond rating for more than 50 years. Beyond agri-tech, financial services and advanced manufacturing (including building the Boeing F/A-18, F-15, and 776,000 vans and trucks each year), Missouri is a global leader in geospatial analysis, health data solutions and pure human and animal health research, energy storage development, and fintech innovation, to name just a few.

"Today, we are doing much more to attract the interest of growing companies," Subash Alias, CEO of Missouri Partnership, said. "Many businesses have not been aware of Missouri historically, but

when they realise just how many global companies are headquartered here, and the infrastructure that is already in place, they quickly gain interest."

Those global headquarters include iconic companies such as Anheuser-Busch, Bass Pro Shops, Centene, Cerner, EaglePicher, Edward Jones, Emerson, Enterprise, H&R Block, Nestle Purina PetCare, Rabo Agrifinance, RGA, Stifel, and Wells Fargo Advisors. Many others have their North American or US headquarters in the state, such as AB Mauri, Bayer Crop Science, Bunge North America, Caparo Group, Hartmann, KWS and Mallinckrodt. Other major corporations have extensive operations in Missouri, including Boeing, Boehringer Ingelheim, Bunzl, General Motors, GKN Aerospace, GSK, Ford, Nucor, Square, Unilever and WPP.

The infrastructure that exists in Missouri is one of the many reasons these companies are successful. Located in the center of North America, every US Class 1 railroad comes to Missouri, allowing easy movement of goods and raw materials throughout North America. Add unrestricted access to the Gulf of Mexico via the Mississippi with the northernmost

ice-free ports and no locks and dams, highways in every direction, two international airports and a number of foreign trade zones throughout the state, and you can see why Missouri is an attractive investment destination and one of the top locations to launch a US presence.

Missouri has created new programmes to ensure companies' talent pipelines are full. Every state has the challenge of filling the talent needs of their companies, and Missouri is taking huge steps forward to be the best in the Midwest for talent development and attraction. The new Missouri One Start programme is making the state a top contender in workforce development, leveraging a coordinated statewide network of colleges and training centers to design and deliver customised pre-employment screening, employment marketing and job-specific training. Combined with other programmes, such as Fast Track and the A+ programme that offers free community college across the state, along with work-training programmes for released offenders and internationally ranked universities, Missouri is meeting the talent supply demands of innovative

companies across the state. And the state is working to increase its already robust apprenticeship programmes, using UK apprenticeship programmes as a model. Currently Missouri is ranked second in the US for completed apprenticeships, surpassed only by California.

For British companies considering their US expansion or market entry, the Show-Me State of Missouri certainly has a lot to show off.

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Missouri Partnership

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~~HOW WE CAN HELP~~



UK Government Department for International Trade (DIT)

The Department for International Trade (DIT) helps UK based companies succeed in the US market by providing them with the tools and resources they need to be competitive.

How We Can Help

The Department for International Trade (DIT) helps a wide range of UK companies with varied products and experience find success in North America. Our teams of trade advisors across the United States and Canada work to promote transatlantic trade and investment, cultivating relationships and opportunities with local businesses and connecting them with well-matched UK companies. To take advantage of DIT's full range of support, UK companies should complete our North America Export Portal: <https://www.surveymonkey.com/r/DITNorthAmericaExport>. Once we learn more about your business, we can determine how best to assist you.

US in world business rankings

BUSINESS IS GREAT
BRITAIN & NORTHERN IRELAND

Ease of doing business in the US

The World Bank measures 10 different indicators including ease of:

- starting a business
- paying tax
- trading across borders
- enforcing contracts

6th
out of 190 countries

Helping businesses sell overseas

www.great.gov.uk has tailored support and advice for businesses on how to start exporting and increase the amount of goods and services they sell overseas.

Export finance

The UK government's credit agency UK Export Finance (UKEF) helps companies in the UK to:

- Win export contracts by providing attractive financing terms to their buyers
- Fulfil orders by supporting working capital loans
- Get paid by insuring against buyer default
- Protect their investments in overseas markets

Getting local market help to sell overseas

DIT has trade specialists who can help you commission services from local experts overseas. This includes:

- Country and sector advice
- Local market research
- Support during overseas visits
- Identification of possible business partners
- Preparation for exhibitions and events

Connecting overseas buyers with UK businesses

Our find a supplier service allows international buyers to connect with UK businesses. UK buyers looking to be listed on this service can sign up to the find a buyer service: <https://trade.great.gov.uk/>

We link international businesses with the right UK partners and suppliers through meet-the-buyer events, networking receptions, and product launches.

Opportunities for UK businesses in the US

www.export.great.gov.uk provides free international export sales leads from its worldwide network. Find export opportunities in the US: <https://opportunities.export.great.gov.uk/>

Washington DC and New York are home to the World Bank and United Nations. These aid agencies can offer excellent opportunities to UK companies. The World Bank, United Nations and other aid organisations spend over \$180 billion on goods and services each year.

DIT contacts in the US

Email the DIT team in the US for help and support to start exporting.



ResearchUSA@mobile.trade.gov.uk
Department for International Trade,
British Consulate-General,
845 Third Avenue New York, NY 10022



US Government SelectUSA

SelectUSA is the only federal-level program dedicated to facilitating high-impact business investment into the United States and raising awareness of the critical role economic development plays in the U.S. economy. We work with global companies, US economic development organizations (EDOs), and other federal, state, and local government agencies.

How We Can Help

SelectUSA remains a small team within the Department of Commerce, but one with a major impact; facilitating over \$85 billion in client-confirmed new investment into the United States and supporting nearly 100,000 US jobs, since its inception. SelectUSA provides the expertise, tools and platform to advance the United States as the world's top business destination.

Unique Value

SelectUSA brings all the resources of the U.S. government to attract qualified business investors and support EDOs as they compete for business investment. The SelectUSA team has a global reach that provides critical business intelligence and strategy development.

Key Services and Activities

Investment Services

SelectUSA is often the initial point of contact for a global company seeking information or assistance with investing in the United States. The team works one-on-one with companies and EDOs to help navigate federal rules and regulations, facilitate business connections, identify resources, and deliver research-based actionable information and analysis as well as strategic counseling services.

The annual SelectUSA Investment Summit – the nation's premier investment event – showcases business investment opportunities throughout the United States. The Investment Summit attracts serious investors; since 2017, the Investment Summit has directly affected more than \$44.2 billion in new investment projects supporting more than 37,000 U.S. jobs.

In a typical year, investment attraction revolves around in-person events, including the annual Investment Summit. Due to the COVID-19 pandemic, most of these annual events were postponed until 2021. When the Investment Summit was postponed, SelectUSA successfully deployed over 40 virtual events and engagements across the U.S. and the world, with a cumulative audience of over 5,500 participating clients in 2020.

For 2021, the SelectUSA Investment Summit will be virtual, but promises to provide the same high-level quality programming and networking opportunities as in past Investment Summits. For more information go to: www.SelectUSASummit.us.

Data Analysis

Recognizing the need to deepen understanding of foreign direct investment in a domestic and global landscape, SelectUSA brings best-in-class research and analytical expertise to the conversation through innovative research, measuring of investment impact, and publishing publicly accessible data tools.

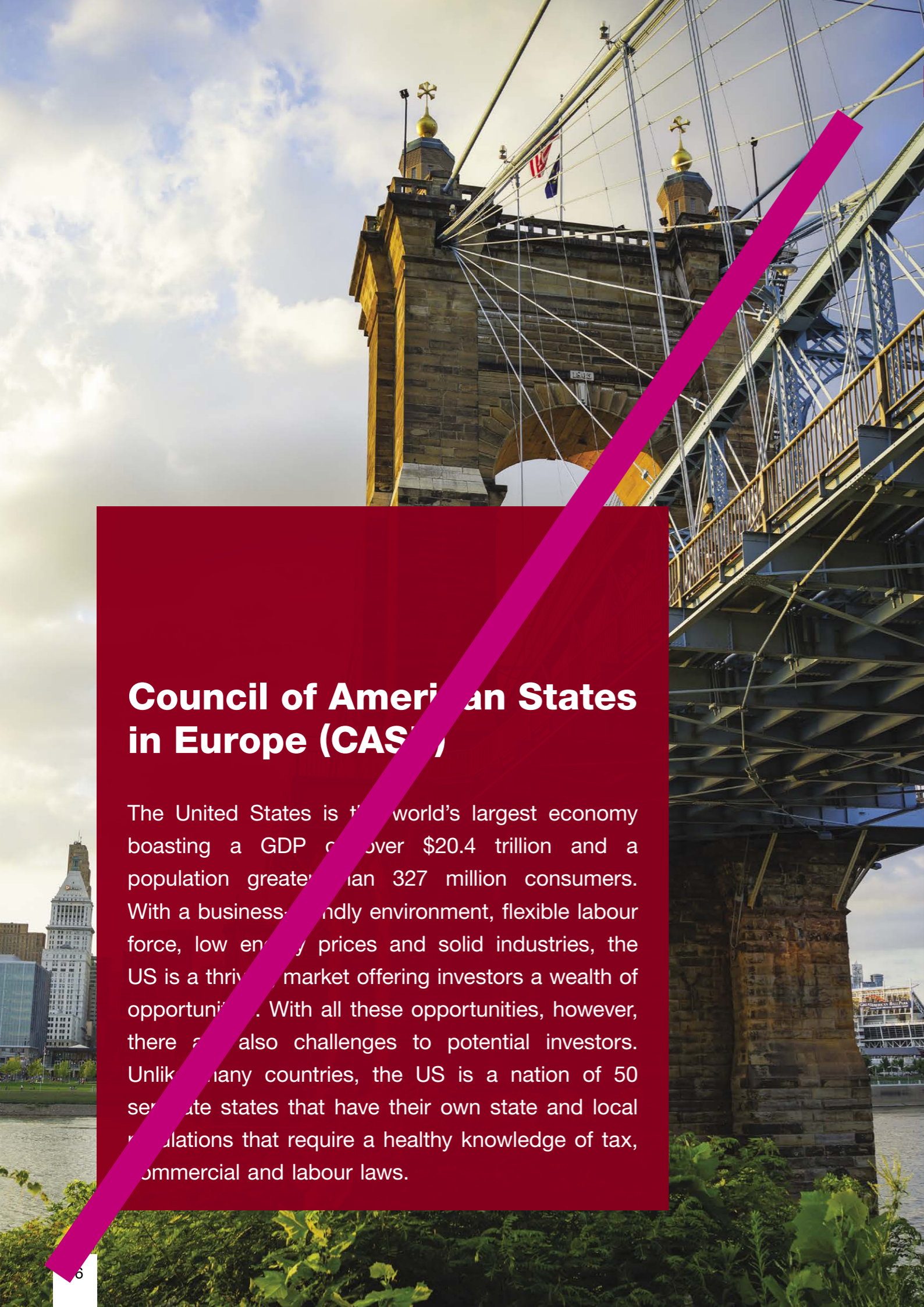
Interagency Engagement

As Chair of the Interagency Investment Working Group (IIWG), SelectUSA coordinates activities among more than 20 federal agencies to promote business investment and respond to issues that impact investment decisions. The program works with IIWG partners to seek solutions to business and EDO questions and address concerns relating to a wide range of federal regulatory issues, helping these organizations navigate a system that might be unfamiliar to them.



SelectUSA

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How We Can Help

Council of American States in Europe (CASE)

The United States is the world's largest economy boasting a GDP of over \$20.4 trillion and a population greater than 327 million consumers. With a business-friendly environment, flexible labour force, low energy prices and solid industries, the US is a thriving market offering investors a wealth of opportunities. With all these opportunities, however, there are also challenges to potential investors. Unlike many countries, the US is a nation of 50 separate states that have their own state and local regulations that require a healthy knowledge of tax, commercial and labour laws.

Fortunately, UK SMEs have access to US state and local experts to guide them through these intricacies via the Council of American States in Europe (CASE). For more than four decades, CASE has served as a bridge into the US marketplace for the many European firms who have sought to learn more about doing business in the US. As the official state-supported organisation in Europe, CASE represents 15 US member States with representative offices in Europe which promote the benefits of considering the United States as an investment destination and serve as a first-hand resource for international investors.

As the world's largest consumer market, the US is a top destination for Foreign Direct Investment (FDI) worldwide. In fact, 2018 marked the sixth year in a row that the United States ranks number one in the A.T. Kearneys Foreign Direct Investment Confidence Index. The continuation of improved economic performance in the US coupled with recent corporate tax rate cuts will likely only further increase the appeal of investors looking to access this key market.

As UK companies seek to capitalise on the growing promise of the US, CASE offers valuable tools to help inform their decision making and find the business location that best fits their unique needs. CASE member states support European companies throughout the whole process of expanding to or in the United States, by offering customised services from the initial planning phase to full operation. With its local knowledge and network of experienced professionals, CASE is a valuable partner for any new investor.

Our services

- Identification of the most suitable investment opportunities for your company
- Professional assistance in the site selection process
- Introduction to job creation and investment incentives and local business networks
- Detailed information on industry sectors and operating costs
- Access to technical and workforce training programmes
- Organisation of administrative and legal support
- Introduction to our network of qualified service providers

Your benefits:

- Individually tailored information packages
- All services are free, confidential and without any obligation
- An international team in your area
- A soft landing in the United States providing the best location for your company

Current CASE member states:

- Arkansas
- Florida
- Georgia
- Illinois
- Indiana
- Iowa
- Kentucky
- Louisiana
- Missouri
- Ohio
- Pennsylvania
- South Carolina
- Tennessee
- Virginia
- West Virginia

For further information, please contact:



Council of American States in Europe (CASE)
+32 488 331 972
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www.invest-in-usa.org

The BABC's chapters often serve as the starting point for those companies keen to expand across the Atlantic or those who have just arrived.

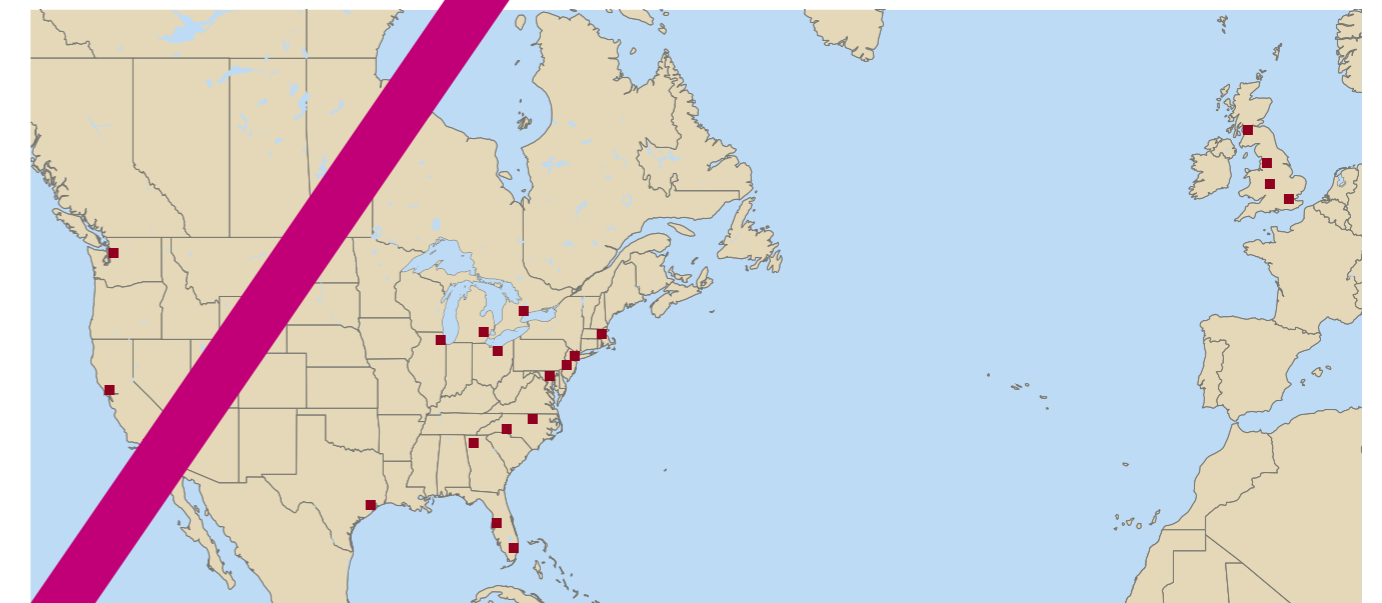
Through membership, businesses and organisations gain access to a broader transatlantic business network and enjoy additional benefits, such as access to business development, networking, marketing opportunities and valuable business insights and intelligence. Please see the following pages for a list of all chapters.

The BABC has designated BritishAmerican Business to provide the Secretariat for the network and to take the lead for the BABC on policy issues.

Services and benefits

- Access to the largest transatlantic business network
 - Access to market-specific business insights and marketing opportunities through various communications platforms
 - Access to local events programmes, including briefings, celebrations and networking
 - Access to tailored policy and trade insights
 - Every year the BABC holds its Annual Transatlantic Conference in one of the chapter locations, an opportunity to network with over 250 businesses and government leaders, as well as member companies of the BABC from throughout the network. It's a fantastic opportunity to promote your company and services.
- Learn more at www.babc.org

BABC chapters map



British-American Business Council (BABC)

The British-American Business Council (BABC) is the largest transatlantic business network, dedicated to advancing economic growth for companies with operations in the UK and the US. BABC has more than 100 individual chapters, and over 2,000 member companies based in major business centres throughout North America and the United Kingdom.

BABC Chapters

Chapters in the United Kingdom

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8 STEPS TO CONSIDER

**EXPLORE THE
POTENTIAL OF THE
MARKET**

**ASSESS HOW YOU WANT
TO CONDUCT YOUR
BUSINESS IN THE US**

**ENSURE YOUR
EMPLOYEES HAVE THE
CORRECT VISA**

**BUILD A SOLID
FINANCIAL FOUNDATION**

**CONDUCT A LIABILITY
ASSESSMENT
AND ADJUST
YOUR INSURANCE
ACCORDINGLY**

**ENGAGE WITH
TRADE BODIES AND
GOVERNMENT PARTNERS
FOR SUPPORT**

**CREATE A BUSINESS
PLAN**

**CHOOSE A ROUTE
TO MARKET**

A Smarter Partnership



With convenient, seamless connections to over 200 destinations in the US, Virgin Atlantic and Delta Air Lines offers customers great benefits

- Easier, convenient travel planning due to combined schedules
- Co-location at London Heathrow, New York JFK and LAX for seamless transfers
- Award winning hospitality with warm, personal, intuitive service
- Luxurious fully flat beds in our Virgin Atlantic Upper Class and Delta One® cabins
- Mutual loyalty programmes for priority boarding, lounge access and reward flights

WHAT WILL BE YOUR SUCCESS STORY?



Interested in expanding
your business to the UK?
Check out Finding Your Way:
The Trade and Investment
Guide to the UK 2019/20

www.babinc.org/finding-your-way

BritishAmerican Business and
BritishAmerican Business Network 2021

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www.babinc.org www.babc.org

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