



FINDING YOUR WAY

The Trade and Investment
Guide to the US

2024/25

HELPING YOU GROW



BritishAmericanBusiness

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BUSINESS NETWORK



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Front cover:

Golden Gate Bridge, San Francisco, USA

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WELCOME



The UK producer of premium drink mixers Fever-Tree started their US expansion in 2007. Learn more about their story on pages 22-24.

Introduction

This updated edition of the BAB Trade and Investment Guide to the US is being released at a time of great momentum for the US-UK trade and investment relationship. The US economy is leading the developed world in growth. The US government's investment packages on infrastructure, chips technology, and green industries have created additional incentives for British and other international companies. The Memoranda of Understanding (MoUs) signed between US States and the UK are starting to show tangible outcomes for businesses, ranging from an active stream of workshops and delegations to specific opportunities in public procurement for British firms. We have also seen a significant improvement in the products and services that both the public and private sectors offer to companies keen to expand across the Atlantic.

Alongside our successful 'Accelerate' series and annual 'Transatlantic Growth Awards (TAG)', which showcase and celebrate transatlantic companies and their expansion stories, this Guide offers a comprehensive overview of the mix of useful information available to companies keen to expand to the US. Whether you plan to export a product or service, or you are a company seeking to win a contract and build a US presence, this Guide walks you through key areas of practical advice on the issues that companies must consider when expanding – from logistics and HR, to legal services and finance; it provides information on how best to use existing services from the US and the UK governments, and it provides an introduction to a selection of partners that can play an important role as you collect and navigate all the information available in the market.



In this new edition, we have included as much relevant information as possible that is available and up to date in the public domain; we have once again partnered with leading private sector firms in our network whose services we think can make a difference; we have asked partners in selected US states and cities to showcase how they can assist companies keen to invest in their regions; we added new case studies of companies we have seen succeed; and we updated the 'Getting Started' section with our latest insights.

The purpose and ambition of this Guide is not only to showcase the wide range of information available, but also to help readers navigate and filter it. With that, we hope that this Guide can build on its previous success of being one of the leading products in the market.

Lastly, we want to thank all the various partners whose contributions make this Guide possible: the UK Department for Business and Trade, and the US Embassy in London for their continued endorsement and collaboration; all the private sector partners, regional partners and networks whose insight and expertise we draw on; the many companies and their representatives who we feature here with their stories; and the many individuals who champion trade as a force for good.



Duncan Edwards
Chief Executive Officer,
BritishAmerican Business



Tamra Eker
Managing Director,
BritishAmerican Business
President, BritishAmerican
Business Network



Emanuel Adam
Executive Director, DC
Chief Trade and Policy Officer,
BritishAmerican Business



Alice Mount
Executive Director, London,
BritishAmerican Business

Welcome from the UK

The US is the UK's largest single trading partner and the UK exports more goods and services to the US than to any other country. The US accounts for over 17% of total UK trade, and this figure is growing. As Minister of State for Trade Policy, it has been my privilege to see our transatlantic trading relationship reach new heights.

As global trade patterns shift, our cooperation and commitment to one another remains resolute. We do more together than any other two countries on earth, whether on culture, defence or intelligence, or through our substantial economic ties.

The UK-US relationship continues to evolve, as we work together to boost prosperity and resilience on both sides of the Atlantic, weather global storms and equip our economies for a bright and sustainable future. It's a year since Prime Minister Rishi Sunak and President Joe Biden announced a first-of-its-kind economic partnership between the UK and the US. The Atlantic Declaration covers the full spectrum of our economic, technological, commercial and trade relations. Our bilateral trade is already worth £311 billion and this sets the stage for us to explore new and innovative ways to expand it.

We are working together to create the conditions our businesses need to thrive, making it easier to trade between and invest in our countries. This includes at a state level too, through signing Memoranda of Understanding (or MoUs) which enhance cooperation with specific states in a range of sectors, and by working with partners in the US to increase access to state procurement opportunities for UK suppliers.

Since spring 2022, we have signed eight state-level agreements with Indiana, North Carolina, South Carolina, Oklahoma, Utah, Washington, Florida and, most recently, Texas. These states boasted a combined GDP of £5.7 trillion in 2023, representing over a quarter of US GDP. But we are not stopping there. We are actively working with more states, including California, Colorado, Illinois and Virginia, to conclude similar arrangements.

Our efforts in supporting professional bodies and regulators in the UK and the US to reduce barriers, through recognition of professional qualifications, are also making it easier for business to trade. For example, I hosted the signature of the mutual recognition agreement between the UK's Architects Registration Board (ARB) and the US's National Council of Architectural Registration Boards (NCARB) in 2023. This agreement, the first signed by ARB with any international counterpart, makes it easier for the UK's world-class architects to sell their expertise across the Atlantic and could boost the UK's services exports in the US by £40m per year.

The economic opportunity presented to UK businesses by the US is unparalleled. Total UK exports to the US amounted to £191 billion in 2023, an increase of 9% in current prices from 2022, and companies of all sizes are expanding and investing in the US market.

Cambridge-based Marshall is opening a new aircraft maintenance facility and engineering hub at the Piedmont Triad International Airport in North Carolina – an investment worth \$50 million that will create 240 local jobs. The company has credited the UK’s relationship with North Carolina, enhanced by our recent MoU, for enabling the environment for their investment.

In 2021, the outward stock of foreign direct investment (FDI) from the UK into the US was £461 billion, accounting for 26% of the total UK outward FDI. In reality, this means that every day, more than one million people get up and go to work for UK companies in America.

Engaging with business networks on both sides of the Atlantic is vital for government to ensure the work it does to make trade easier and quicker reflects the needs of business. We urge you to share your thoughts by engaging with BritishAmerican Business through this informative guide, and through the dedicated Department for Business and Trade staff working right across the US and the UK.



The Rt Hon Greg Hands MP
Minister for London and
Minister of State for Trade Policy
Department for Business and Trade

Welcome from the US

The United States and the United Kingdom have an enduring partnership and remain closely aligned in advancing our shared vision of national security through economic prosperity. Now more than ever, the special relationship between the U.S. and the UK and the secure and stable environment each country provides for companies to grow in and thrive is of vital importance. Business has recognized and responded to these consistently high-ranking strong and stable markets by increasing their investments. The United Kingdom is in the top three foreign direct investment (FDI) sources into the United States, with a total value of more than \$660 billion, while the United States remains the number one investor into the United Kingdom.

There has never been a better time to start or grow a business in the United States. This year, the U.S. market once again topped the A.T. Kearney Foreign Direct Investment Confidence Index for the 12th year in a row. Opportunities abound, particularly with incentives such as those offered by the CHIPS and Science Act, the Bipartisan Infrastructure Law and the Inflation Reduction Act. Businesses of any size can succeed in America. From large automakers, steel manufacturers, to small software companies, and from energy producers to service providers, and everything in between. The United States is 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 solid base 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.



The U.S. Department of Commerce welcomes foreign business investment, and our U.S. Foreign & Commercial Service team based in London stands ready to offer SelectUSA services to any British company interested in exploring U.S. investment. We also value our close collaboration with the U.K. Department of Business and Trade, and BritishAmerican Business and the chapters of the BritishAmerican Business Network (BABN), and their positive contributions to the SelectUSA program, especially the publication of this Trade Guide to Investing in the USA and the information and guidance it provides to companies interested in exploring investment opportunities in the United States.

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 LinkedIn at: #SelectUSA or connect with our colleagues on the ground at the U.S. Embassy in London.



Laurie Farris

Minister Counselor for Commercial Affairs
U.S. Embassy London

Why the US? Nine Reasons

World's Largest Consumer Market

The United States is home to one of the world's largest, wealthiest, and most diverse consumer markets. With \$23tn in value, a population of 333m people as of 2022, and the highest household spending in the world, it is the world's largest economy and the world's largest consumer market.

A Stable Economy

The US economy, which is the largest in the world, has maintained a steady 25% share of the global economy for decades. Even after the pandemic, the US has managed to sustain continued economic growth thanks to lowering inflation and a strong labour market.

The US-UK Special Relationship

The US and the UK have a long-standing, special relationship. With low regulatory barriers, minimal language barriers and access to the global supply chain, the US offers huge potential for UK exporters. British companies are active in every single US state, and the US is the number one single country destination for British exports in all UK regions and nations. The US was the largest UK export market as of January 2024, accounting for 21.9% of total UK exports for the four quarters to the end of Q3 2023.

A Thriving Trading Relationship

The US-UK special relationship is not only reflected in trading numbers, but also in the initiatives taken by both parties to uphold this special bond. In June 2023, for instance, the two countries signed the Atlantic Declaration, a new economic partnership aimed at deepening the US-UK trade and investment relationship. The UK has also continued its state-level campaign, signing eight Memoranda

of Understanding (MoUs) on trade and investment with individual US states.

Ease of Doing Business

Thanks to a business-friendly regulatory environment and a business culture that encourages free enterprise and competition, the US is consistently ranked among the best internationally for its ease of doing business. In the 2020 Ease of Doing Business Index, the US ranked 6th out of 190 economies, while in the IMD World Competitiveness Ranking for 2021, it ranked 10th. Moreover, the US federal and local governments are generally pro-business and eager for foreign companies to locate in their states and cities.

A Global Centre for Innovation and Technology

The US is a global centre for innovation and technology, and it is home to many high-tech corporations and start-ups. One of the main hubs for start-ups is Silicon Valley, which was ranked as the number one start-up ecosystem in the Startup Genome Global Ecosystem Report 2021. The US is also a global leader in Research and Development, accounting for around a quarter of the world's total R&D spending.





A Skilled and Diverse Workforce

The US workforce is among the most productive in the world, with an output that is 30% higher than the OECD member country average. This workforce is diverse, skilled, innovative, and mobile, and in 2022, it amounted to 164.29m people. The labour market has remained strong and resilient even after the pandemic and in the face of rising interest rates.

Access to Capital and FDI

The US is the largest recipient of Foreign Direct Investment (FDI) globally, with \$10.46tn of total stock and \$285bn of FDI flows in 2022. According to 2022 data, the UK is the second largest source of US FDI, and companies around the world recognise the country as a reliable and steady market. On the UK side, the US is the main destination for outward FDI.

Good Partners 'On The Ground'

Whether it be the US Commercial Service, the UK Department for Business and Trade, BritishAmerican Business and the BABN Chapters, or Economic Development Agencies and Service providers, there are plenty of helpful partners around, with specific expertise in the US market.

ONLINE RESOURCES

US International Trade Administration: Welcome to SelectUSA – www.trade.gov/selectusa-home

Department for Business and Trade: United States Trade and Investment Factsheet – assets.publishing.service.gov.uk/media/661fd8e33771f5b3ee757ed9/united-states-trade-and-investment-factsheet-2024-04-19.pdf

Department for Business and Trade: Exporting Guide to the United States – www.great.gov.uk/markets/united-states

Acclime: Doing Business in the USA – www.acclime.com/doing-business-usa

OECD – www.oecd.org

Statista: Employment in the US – Statistics & Facts – www.statista.com/topics/771/employment/#topicOverview

Santander Trade Markets: United States: Foreign Investment – santandertrade.com/en/portal/establish-overseas/united-states/foreign-investment

Growth Business: 5 Essentials for Expansion into the US – growthbusiness.co.uk/5-essentials-for-expansion-into-the-us-2561472

Focus Economics: United States Economy – www.focus-economics.com/countries/united-states

Center for American Progress: 7 Reasons the US Economy is Among the Strongest in the G7 – www.americanprogress.org/article/7-reasons-the-u-s-economy-is-among-the-strongest-in-the-g7/

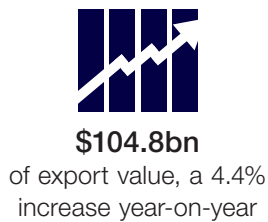
Foothold America: Why Expand Your Business to the USA in 2024 – www.footholdamerica.com/why-expand-business-to-usa

The Industries of the US



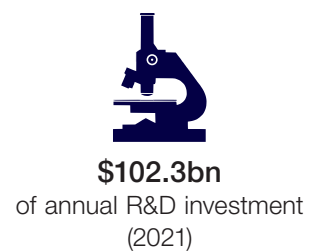
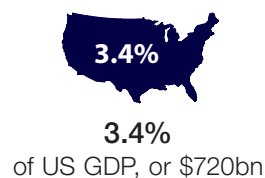
Aerospace & Defence

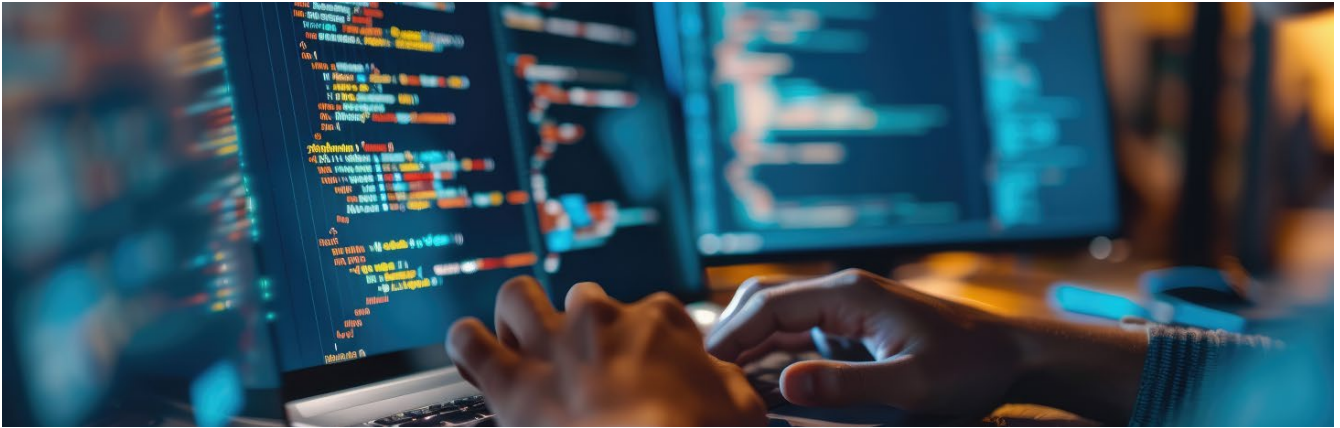
The US leads the global Aerospace and Defence industry, with the UK following closely behind, driven mainly by exports. In 2022, the US sector reported revenues of \$741bn, up 3% from 2021, with operating profits reaching \$67 billion, an 8% rise. Analysts anticipate sustained growth, projecting a 12% annual earnings increase over the next five years.



Biopharmaceutical & Life Sciences

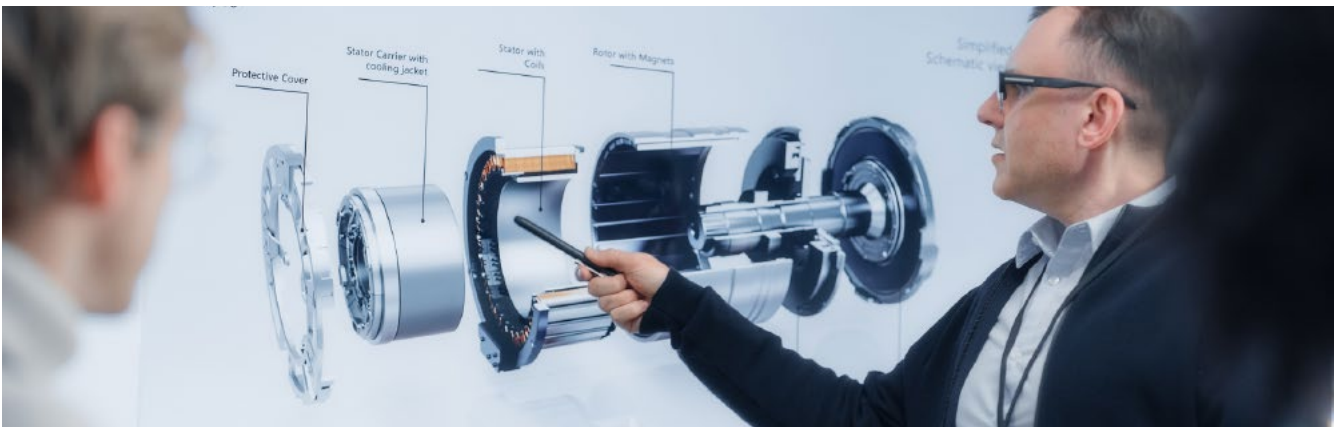
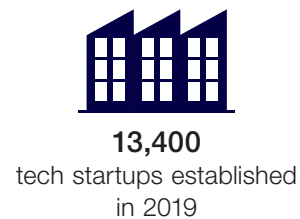
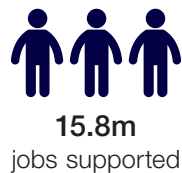
The US leads Biopharmaceutical R&D, commanding a third of the global market. This sector invests 13 times more in R&D per employee than other manufacturing industries and employs the largest share of US manufacturing R&D workers. Factors contributing to its strength include an innovation-rewarding intellectual property system, rigorous regulation, and robust capital markets. In 2019, the US attracted \$511.3bn in FDI in Life Sciences, with the UK as the primary contributor.





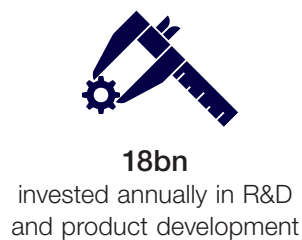
Software and Information Technology

The US leads the global tech market, covering a third of the IT industry and contributing over 10% to the national economy. With a highly skilled workforce, including 1.6 million developers, the sector directly employs 3.3 million people and supports 12.5 million jobs indirectly.



Automotive

The US boasts a major Automotive industry, ranking as the world's second-largest market for vehicle sales and production. Automakers and suppliers form America's top manufacturing sector, contributing 3% to GDP and leading exports. This strength stems from open investment policies, a vast consumer base, skilled labour, robust R&D, infrastructure, and government incentives.



The Industries of the US



Energy

The US ranks among the top global energy suppliers, producers, and consumers. Its diverse natural resources yield oil, natural gas, coal, and renewable fuels, along with solar, wind, hydropower, geothermal, and nuclear energy. In 2021, energy spending amounted to \$1.3tn, 5.7% of GDP. Leading in geothermal, bioenergy, wind, hydropower, and solar capacities, the US stands at the forefront of energy innovation.

\$
\$123.7bn
\$

\$123.7bn
of energy exports (2020)



8.1m
employees (2022)



\$270bn
in FDI in 2019



\$1.2bn
invested in R&D each year
by US affiliates of majority
foreign-owned companies



Agribusiness and Food

The Agribusiness sector accounts for nearly 18% of the US economy and employs 30% of American workers, vitalising the nation's economic landscape. With over 2 million farms spanning 900 million acres, it stands as a global leader in competitiveness. Investors benefit from the US Department of Agriculture's quality assurances, guaranteeing excellence and integrity in agricultural products.



\$159bn
annual export sales (2018)



\$19bn+
FDI in US agribusiness
(2019)

\$
\$1.4tn
\$

\$1.4tn
economic contribution,
or 5.5% share of US GDP
(2022)



22.1m
jobs in agriculture and its
related industries, 10.4%
of total US employment
(2022)



Professional Services

In 2019, North America was the largest region in the global Professional Services market with a 36% share. Leading global firms choose the US for its vibrant corporate landscape. This strength arises from transparent regulations, robust intellectual property rights enforcement, and a dependable judicial system.



\$114bn
trade surplus (2019)



\$189bn
in exports and
\$76bn imports



\$2tn
of combined revenue
generated in 2019



\$195bn
of FDI in 2019, directly
supporting 422,000 jobs



Media and Entertainment

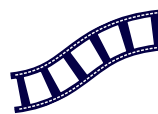
Valued at \$717bn, the US accounts for one third of the global Media and Entertainment industry, comprising film, TV, streaming, music, publishing, gaming, and related services. With Hollywood as its hub, the US hosts leading creators and companies. Streaming revenue alone is projected to hit \$75.5bn by 2027, up from \$49.4bn in 2022.



5-7%
GDP growth annually
since 2016



11.6m+
workers, of which
71,800 are employed by
foreign-owned businesses



\$2.2tn
added to the US economy
from core copyright
industries



6.9%
of total US GDP

DBT Special Feature – MoUs

State-level Engagement

The UK is strengthening trade ties with individual states to secure wins for UK businesses in areas that are beyond the federal government's remit. These include:

- Economic development – from business environment to infrastructure
- Licensing for professionals
- State and municipal government procurement tenders

This engagement reflects the huge role state governments play in managing and regulating their domestic economies – efforts are being focused on unlocking significant opportunities at

a state level, including through use of innovative Memoranda of Understanding (MoUs).

What is an MoU?

MoUs are flexible tools, which help the UK Government and partners in state governments collaborate to maximise commercial opportunities for both economies. The agreements are commitments to strengthening these existing trade relationships, and a vehicle through which both parties can more easily exchange information, identify barriers for companies seeking to trade with one another, and work together to resolve them. It also provides a framework for cooperation to achieve these aims.

Governor of Texas Greg Abbott and Secretary of State for Business and Trade Rt Hon Kemi Badenoch MP, March 2024



Each MoU is a bespoke arrangement prioritising key sectors of shared expertise, whether space, life sciences and tech with Florida, or emerging energy solutions, infrastructure, and professional services with Texas, among others.

Since 2022, the UK has signed eight state-level arrangements with Indiana, North Carolina, South Carolina, Oklahoma, Utah, Washington, Florida, and Texas. These states are significant trading partners for the UK – in 2023, they imported £12.1bn of goods from the UK – and as markets offer substantial commercial opportunities for UK businesses.

The UK is also actively working with states including California, Illinois, Colorado, and Virginia to conclude similar arrangements.

Maximising MoUs

MoU signature is therefore not the end point, but the start, and as such, the UK is committed to meet regularly with our state-level counterparts to progress the agreed priorities. The UK government regularly consults businesses and their representatives – like BritishAmerican Business – to ensure the arrangements reflect the needs of UK companies. The most recent activity in 2024 with each State has included:

- **Indiana:** 12 female founders from the Northern Powerhouse visited Indianapolis in March to connect with female business leaders from across the state and develop their market-entry strategies for Indiana and the wider US.
- **North Carolina:** In January, the UK and North Carolina held a third MoU working group in Charlotte, NC. The UK and North Carolina agreed further work to drive and identify fresh commercial opportunities for knowledge exchange in all areas of the MoU. Most recently, the Scottish North American Business Council led a delegation to North Carolina to explore new trade and investment opportunities.

- **South Carolina:** The UK concluded a series of roundtables which reached over 100 businesses in Greenville, Columbia and Charleston, raising awareness of the MoU and promoting the benefits of trading with UK partners.
- **Oklahoma:** The UK and Oklahoma held their first working group in October, which highlighted opportunities for future co-operation in sustainability, agriculture, and government procurement.
- **Utah:** DBT's Export Academy hosted a webinar in March on how to succeed in state-level government procurement markets in the US, which featured a presentation from Utah's chief procurement officer.
- **Washington State:** As soon as the MoU with Washington State was signed in Seattle in September, 35 UK aerospace suppliers arrived in the city for a two-day bespoke trade mission with Boeing. Hydrogen and tech trade missions to Seattle are already in the pipeline.
- **Florida:** The first Working Group took place in Tallahassee on 30 April at a government-to-government level, with representatives from Space Florida and Select Florida, to discuss its implementation.
- **Texas:** The first working group will take place later this year, to coordinate further implementation of activities across its priority areas for bilateral cooperation, including emerging energy solutions, life sciences, infrastructure, and professional business services.

The Prime Minister's Trade Envoy to the United States for Regional Trade and Investment, the Rt Hon Conor Burns MP, also regularly engages with businesses throughout across the country to raise awareness of the MoU programme. In March, the Trade Envoy participated in a 'Selling the States' event in Daresbury, Cheshire, at which businesses from across the northwest of England

heard about the state-level programme and the economic opportunities it presents.

Unlocking Opportunities

Recognition of Professional Qualifications

We are also making it easier for UK professional services companies to access the US market by supporting the removal of barriers through the mutual recognition of professional qualifications – which are regulated at state level in the US.

Last year, a landmark mutual recognition agreement for architects was concluded by the UK's Architects Registration Board (ARB) and the US's National Council of Architectural Registration Boards (NCARB), with 80% of US jurisdictions (state and territory licensing boards)

participating. Building on this, we're working with UK and US regulators to ensure the qualifications of engineers, lawyers and auditors can be recognised in the US.

We are pleased that recognition of professional qualifications is included in the majority of our signed MoUs, and that legal services are a priority sector for cooperation in our arrangements with the major markets of Texas and Florida – reflecting the shared will between the UK and partner states to make trade in services easier.

If your business is facing barriers in the US arising from lack of recognition of professional qualifications in further sectors, please get in touch.

Governor of Texas Greg Abbott with UK Prime Minister Rishi Sunak in No10 Downing Street for the signing of the UK-TX Statement of Mutual Cooperation, March 2024





Rt Hon Sir Conor Burns MP, the Prime Minister's Trade Envoy to the United States for Regional Trade and Investment, visits Daresbury Sci-Tech Park, March 2024

Government procurement

Sub-federal government procurement tenders across the US are worth an estimated \$4.5tn per year (National Association of State Procurement Officials (NASPO)) – offering a huge opportunity to UK vendors. We are keen to help UK businesses access this market, and US states to benefit from the expertise the UK can offer. To this end, we have secured government procurement as an area for bilateral cooperation in all of the MoUs.

But we know that procurement by individual states and municipalities is only part of the sub-federal story. States will often conduct joint procurement exercises via NASPO. Over the past year, the UK government has worked closely with NASPO to demystify sub-federal government procurement.

So how can we help?

For UK businesses looking to expand into the US, the Department for Business and Trade can:

- Introduce you to and develop links with companies in the US
- Promote economic development missions to and from the US
- Improve access to government procurement contracts in MoU states
- Identify and resolve state-level trade issues
- Connect you to appropriate R&D opportunities and potential partnerships



Department for Business & Trade

To find out more, email

Simon Gordon

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Tiffany Burrows

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CASE STUDIES

Case Studies



Fever-Tree

Fever-Tree is a UK producer of premium drink mixers, founded by Charles Rolls and Tim Warrillow in 2005. It first introduced its products in the US market in 2007, and it is now the

world's leading supplier of premium carbonated mixers for alcoholic spirits by retail sales value, supplying over 75 countries internationally. BAB met with Charles Gibb, CEO, North America at Fever-Tree to find out more about the company's expansion story. Read the interview below to learn about Fever-Tree's experience and success in the US market, as well as some pieces of advice if you are thinking of expanding your business across the Atlantic.

BritishAmerican Business

Hi Charles, thank you for taking the time to be here today and chat with us about Fever-Tree! Let's start from the beginning. Can you tell us

who Fever-Tree is, and perhaps a bit of back story to the business?

Charles Gibb, CEO, North America, Fever-Tree
Absolutely. Fever-Tree is the leading premium mixer brand globally, started in 2005 by two British entrepreneurs, Charles Rolls and Tim Warrillow. The idea behind the business was that if three quarters of your drink are going to be a mixer, then you should make sure it is as good as the spirit. Over the last couple of decades, we have seen the premiumisation of spirits, but there hasn't been a commensurate elevation of the drink on the other side, the mixers' side. This is where Fever-Tree came in – it was established with the sole goal of making sure that when you drink a mixed drink, you taste both the whisky and the ginger beer, or the gin and the tonic, and so on.

BritishAmerican Business

So Fever-Tree started off in the UK, but you mentioned it is now a global brand. When and how did the move to the US take place?



Charles Gibb, CEO, North America, Fever-Tree
Fever-Tree first came to the US in 2007/2008, and at the time, our products were sold through a third-party agent distributor. Fast forward the clock to 2017, and we decided to fully set up our first international subsidiary business in North America. Why North America? Well, it is the world's largest market for premium spirits, so it only made sense to expand in this market. So in 2017, we parted ways with our distributor, who had done a great job for 10 years, and we officially set up Fever-Tree North America.

BritishAmerican Business

How was that process?

Charles Gibb, CEO, North America, Fever-Tree
It was an intense six months of getting ourselves ready to import, to warehouse, to invoice, to collect money, to sell & to market, to recruit the right people, to set the strategy for the business, and so on. But we wanted to take control of our destiny and grow the business.

“Fast forward to six years later, and Fever-Tree has become the number one tonic water by value in the US, and the number one ginger beer by value in the US.”

BritishAmerican Business

What an inspiring story! Why do you think you succeeded? How did you do it?

Charles Gibb, CEO, North America, Fever-Tree
First of all, we set out a very clear strategy. Firstly, we needed to organise our distribution, which we knew we had to get right from the beginning, as the US is a very big country. We also needed to figure out our route to market, where consumers are buying from, how to get to the consumer and influence them, and so on. We worked channel by channel and set up specific partnerships to distribute our products in a number of US states. For example, we partnered with Southern Glazer's in 29 US states initially. One thing to keep in mind is that the sale of alcohol in some states is regulated locally, so we had to make sure we adhered to

specific state-level laws, and whilst we are non alcoholic, being with them gives us access to sales alongside spirits Brands.

Secondly, we made sure that our offering was relevant to the US – for instance, we realised Americans don't drink gin and tonic as much as the British, so we had to tailor our offering to a US consumer audience, who drink Bourbon, Vodka and Tequila and created products that they can consume accordingly such as a pink grapefruit, or the margarita mix.

On the marketing side, we opened ourselves up to more and more spirits partnerships, and we also really leveraged the power of word of mouth through people like bartenders. We also managed to organically build a strong celebrity following, which also helps.

“And finally, another fundamental aspect was creating the right company with the right culture and the right people with the right expertise.”

BritishAmerican Business

Thinking again about your expansion, I think readers of this Trade and Investment Guide would be curious to know about external help – did you get any, and if so, in which areas?

Charles Gibb, CEO, North America, Fever-Tree
Absolutely, external advice is very important in so many areas, such as, for instance, tax, or legal. One particular aspect I think British companies should get advice on is on Federal Law and State Law, as the landscape here is quite complex on many levels. And then you'll need to think about getting advice on things like employees' benefits, such as healthcare, which is very different from the UK. Banking can also be complicated, so I would recommend getting some external help in this area too. We think that BAB's resources are a great first step to help with this.

BritishAmerican Business

You talked about the size of the US – would you say this is a pro or a con when expanding your business there?

Charles Gibb, CEO, North America, Fever-Tree

I think the size of the US market is definitely an advantage, but it is important businesses realise they will have to expand organically and step by step, rather than wanting to conquer the entire market right off the bat. First, it is important to succeed locally, and then you can think about the national level.

“What’s great about the US is also its willingness to embrace change and its entrepreneurialism, which is what makes living and working here so exciting.”

BritishAmerican Business

Do you have any other pieces of advice for companies looking to invest and expand to the US?

Charles Gibb, CEO, North America, Fever-Tree

I would say, don’t be afraid to make the move to the US. And if you are looking to bring a British expat to the US, make sure you surround them with local people, who will be able to help you on many levels. And then I have a bit of personal advice to my fellow British people, which would be: be confident and direct! It’s all about the way you present yourself and your brand.

BritishAmerican Business

What does the future hold for Fever-Tree? Where is the business headed next?

Charles Gibb, CEO, North America, Fever-Tree

We are on a growth journey, which is very exciting. We still see huge opportunity for the business in the US, right across our portfolio. And we keep monitoring consumer trends, which change much faster in the US than anywhere else in the world. This allows us to pivot and adapt to new behavioural patterns, which is exciting.



 www.fever-tree.com/en_US

 info@fever-tree.com

 @FeverTreeMixers

 Fever-Tree USA

 @fevertree_USA

 New York, NY

 London





Rooftop Cinema Club

The ultimate open-air entertainment experience, Rooftop Cinema Club started as a single rooftop in London's Shoreditch in 2011 and has expanded globally with two rooftop venues in the UK and nine across the US in LA, NYC, San Diego, Ft. Worth, Houston, Chicago, and Miami. We are known for bringing a social experience to movie showings of famed classics and newer releases accompanied by theatre snacks, a full food menu, and specialty cocktails. Named "the masters of al fresco rooftop movie viewing" by Time Out, Rooftop Cinema Club's locations immerse you in the heart of their respective city for unmatched views of the skyline during afternoon, sunset, and nighttime showings.

More opportunities and a better climate were the main reasons for us expanding to the US. The opportunity here is 10x if you get it right. If you build it, they will come. In addition, it's a great place to meet business contacts. I have done business with so many interesting people here in the US.

The main challenge is that many elements of business are very expensive compared to the UK. When we arrived our insurance costs skyrocketed. Be prepared to spend lots of money, and time, on insurance, permitting, wages, and lawyer fees.



Finally, just because we share a common language, people think that business will be the same but it isn't. It's a whole new culture with its unique challenges. Take time to educate yourself about the American business culture and how things are done differently here.

As for the future, the sky is the limit. We are about to enter an exciting growth phase with new venues lined up in Santa Monica, Las Vegas, and Philadelphia.

-  www.rooftopcinemaclub.com
-  @RooftopCinema
-  @rooftopcinemaclub
-  Rooftop Cinema Club
-  @rooftopcinemaclub
-  Marina Del Rey, CA
-  London



Case Studies



Octopus Energy is a global energy and technology business, driving the affordable, green energy system of the future. Under its own retail brand, Octopus delivers world-class customer service and cutting edge energy products to 7.7 million households globally.

Its operations span 18 countries and the entire energy value chain. The group invests in, builds and flexibly manages renewable energy, operating a £7 billion portfolio of projects – one of Europe's largest.



Octopus has licensed its advanced data and machine learning platform, Kraken, to support over 54 million customer accounts worldwide through licensing deals with companies such as EDF, E.ON, Tokyo Gas and Origin Energy.

The US energy market is rapidly moving towards ultra-low cost renewable energy and is primed for a digital transformation. Octopus Energy Group first set foot in the US in 2020 with its energy supply business Octopus Energy based in Houston, Texas. And it has been a driving force of innovation in the US green energy market ever since, launching reams of smart green products to its Texan customers in a bid to help bring down bills.

The US has a complex energy system and is vastly different from our counterparts in the UK. Each state in the US operates its energy system like an independent country. Texas is even more unique – it's an energy island in charge of its own grid. This has its benefits and challenges, and it certainly played a role in the transition of Octopus Energy in the US.

Texas is known as the capital of the US fossil fuel industry, but it is also a leader in the US green energy revolution, making it a particularly interesting energy market. The Lone Star State generates more wind power than any other,



and it produced 26% of all US wind electricity in 2022. Texas also had more than 12,400 MW of utility-scale renewable capacity from sources other than wind by early 2023, and we are seeing a rapid increase in popularity of rooftop solar panels across the state.

When the leadership team of Octopus Energy met Evolve Energy, they realised they shared the same mission – to drive the energy revolution through technology and deliver outstanding customer service. This led to Octopus joining forces with Evolve Energy in 2020, which became Octopus in the US.

Since then, Octopus Energy has introduced a range of dynamic tariffs tailored for customers with smart thermostats and electric vehicles in the US, unlocking cheaper energy rates whilst helping to balance the grid and make it more resilient.

Recognising Texas’ unique energy landscape, Octopus has also introduced innovative initiatives such as the ‘Fan Club’ tariff to the US, which offers customers discounts of up to 50% when there is abundant green energy on the grid, and a solar buy-back programme.

We’ve seen huge growth throughout Texas. In January 2024, we officially launched in Lubbock where we became one of three default providers and we’ve been so excited to bring on so many new customers.

We’re turning the energy industry on its head – we want our customers to love their energy provider, and we’ve been so excited to see how they’ve grown with our products.

This year Octopus Energy also expanded its electric vehicles arm – Octopus Electric Vehicles – into the US. It is now available in the Houston market, where Octopus Electric Vehicles leases pre-owned EVs to make the switch to driving electric easier and more affordable.

Octopus Energy is unlocking a cleaner energy future in the states from electricity to driving electric, starting in Texas.

Renewables are already the cheapest form of energy, and they are getting cheaper every year – and thanks to Octopus’ products, customers are now reaping the benefits of it too.

Customers love our smart products and innovations, which unlock a flexible green energy system that is better for the planet and better for people.

The Octopus model works, not just in the UK. Across the globe, Octopus Energy’s retail businesses are growing at the same rate as it did in the UK in the first few years – we now have over one million customers outside of our home market.

But we’re just at the beginning of this paradigm shift in energy. Octopus will continue to innovate to grow the share of renewables and bring bills down for people, in the US and around the world.

-  www.octopusev.us
-  www.octopusev.com
-  www.octopusenergy.com
-  www.octopus.energy
-  @OctopusEnergy
-  @OctopusEnergyUS
-  @OctopusEV
-  Houston, TX
-  London

Case Studies

CHARLES TYRWHITT

JERMYN STREET LONDON

Charles Tyrwhitt

Charles Tyrwhitt got its start in Bristol, England in 1986 – born out of our founder Nick Wheeler’s desire to produce great clothes for men. Charles Tyrwhitt originated as a mail order shirt business and has since blossomed into a world-class international menswear brand featuring a top quality full men’s wardrobe – along with the satisfaction and the confidence of millions of loyal customers.

At Charles Tyrwhitt (“Tyrwhitt” rhymes with “spirit,” by the way) we endeavor to produce the finest menswear, with timeless style and no compromise on quality – at smashing prices. To top this off, we provide exemplary customer service and a pinch of British charm thrown in for good measure.

In order to sell great products at an unbeatable value, we maintain a core commitment to doing things properly and responsibly. Our industry-leading six-month guarantee highlights the quality and longevity of every single garment that we make. Ultimately, we make it easy for men to dress well.

In 1997, we opened our first retail location at iconic No. 90 Jermyn Street in London. The following year we launched online. In 2002, we decided to hop across the pond and open our first US store on Madison Avenue in New York. Slowly but surely, we began to grow. In 2002 our sales hit £25M. In 2005 our catalogue continued to expand, and we sold our first suit. By 2012 our sales had hit £100M. In 2013 we continued to expand our international footprint and we released an Australian catalogue. Just three years later our sales had doubled as we reached £200M.

In March of 2020 the entire world as we knew it changed as COVID-19 became prevalent. As a



menswear retailer with a focus on formal office wear and dress shirts, COVID-19 inevitably had a tough impact on business. We knew we had to adapt to these unprecedented times or become obsolete. We pivoted and began to increase our mix of smart casual and casualwear. We got innovative with our marketing efforts and increased our presence significantly with outdoor and print advertising, digital and social media marketing, and brand partnerships. In 2021, we became the official formalwear partner of England Rugby. In 2022 we became a carbon neutral business.

As we’ve continued to optimise our marketing efforts, 2023 resulted in being our best year to date! Into 2024 and beyond we will continue to place an emphasis on the brand’s British roots, diversify our mix of product offerings, and adapt and change with the new smart casual business world – all while leaning into elegance, aspiration, and quality.

 www.charlestyrwhitt.com

 @ctshirts

 @charlestyrwhitt

 Charles Tyrwhitt

 New York, NY

 London



Galaxkey

Galaxkey presents an encryption platform that transcends the limitations of Networks, Devices, and Applications, catering specifically for the Enterprise Segment. Within any enterprise, data flows through various channels, including emails, file sharing, electronic signing and, these days, through instant messaging. Additionally, enterprises often possess vast amounts of highly sensitive unstructured data, the loss of which could result in significant penalties. Addressing the diverse challenges of data protection across different scenarios is no easy feat. Over the past five years, Galaxkey has collaborated closely with major multinational corporations to develop a comprehensive suite of encryption products. Built upon a robust three-layer encryption platform, these products effectively tackle over 95% of fluid data use cases. They have been meticulously crafted based on feedback and requirements from enterprise clients, ensuring they meet the highest standards of security and functionality. These products ensure data is protected in transmission and in storage. The company is well structured, and the intellectual property of the company is well protected.

Our products are built on the foundation of a unique three-layer encryption, assuring our customers of complete control of their encryption keys and no back-door access. This unmatched security is supported further with a comprehensive platform architecture, simple user experience and low cost of ownership.

Our solutions support data security across all common channels:

Secure Communication

- Email encryption and policy-based encryption
- Instant messaging
- Secure e-signing



Data Protection with encryption

- File/folder encryption
- Secure workspace for file collaboration and secure sharing

Our Galaxkey team has vast experience working with large multinational organisations across a variety of sectors. Supported by own partners globally, our experienced team offers exceptional customer service as well as quick response and turnaround times.

The United States stands out as a pivotal emerging market for data protection, with all 50 states gradually adopting legislation akin to the California Consumer Privacy Act (CCPA), albeit with slight variations. Recognising the immense potential of this market, Galaxkey has proactively registered the company in Delaware and established offices in Catonsville, Maryland. The Maryland Department of Commerce has been instrumental in facilitating our establishment in the state, providing invaluable support every step of the way. With this excellent support our team is already making strides in the US market, and we anticipate substantial growth by the end of 2024.

 www.galaxkey.com

 www.lockchat.com

 @galaxkey

 Catonsville, MD

 St Albans, Hertfordshire



Zeti

Zeti is a team of brilliant innovators with knowledge from across the automotive, cleantech and finance landscape who are uniting around the shared desire to stop climate change.

We are a London-based fintech scale-up focused on accelerating the rapid adoption of zero-emission vehicle (ZEVs) fleets through flexible and transparent pay-per-mile financing. We help any fleet operator overcome the cost bottleneck of transitioning to a cleaner fleet by connecting them with new pools of institutional capital on a pay-as-you-use or pay-per-vehicle basis. We manage all billing, payments and vehicle reporting through our digital platform.

Zeti was founded in Spring 2020 and our US expansion story began when we won a US start-up competition through CoMotion LA in Fall 2020. This win was a huge catalyst in entering the US market as it immediately began to expand our network and ultimately led us to hiring our first US Director in Los Angeles, CA in January 2022. This was only Zeti's 6th employee, but the US market is massive compared to the UK market and we knew we had to make it in the US early in order to have the edge on competitors.

Our entrance into the US was both thrilling and challenging. We gained traction quickly from the network our first hire brought with her and received abundant support from warm relationships with CoMotion LA and the UK Government, while also

building new relationships through trade bodies and communities such as CALSTART.

We also saw an opportunity to access new customers and a broader network through joining ACRE, NYU's cleantech accelerator in New York. ACRE has been pivotal in making key introductions and helping us focus our energies on two states, NY and CA, rather than trying to tackle all 50.

Some of our biggest challenges were around differences in the market we hadn't predicted. For example, charging infrastructure was a bigger barrier to US ZEV adoption than in Europe, lenders in the US had a different risk appetite than the ones in Europe, time differences caused projects to move slower than US tempo expected, and simply navigating the rules and regulations for 50 different states made it costly and time consuming to find the lowest hanging fruit.

The US is also expensive. Coffee meetings and conferences all cost a bit more, not to mention salary expectations for new hires, and allotting enough resource to build our pipeline and brand was a constant reminder of what it takes to do business in the US. That said, the opportunity was massive and it was much easier to attract VC interest for our Seed Round and build a robust pipeline of potential customers and early pilots.

We hired an SVP of Sales in the US in Spring 2023 and look to scale the US team following our Series A raise later this year.

Despite the many challenges of US expansion, this effort has refined our product, humbled our approach, and enabled us to influence key decision makers in the future of electrified fleets and climate finance. It has allowed our UK business to grow and helped us become a thought leader on innovative fleet financing during a time when the industry is desperately seeking a solution.

 www.zeti.group

 Santa Monica, CA

 London



BAB Accelerate

BAB Accelerate is a targeted business networking community offering insights and connections for middle market companies, growth businesses and start-ups looking to establish a transatlantic footprint. Launched in 2018, BAB is privileged to have been joined by leaders from inspiring transatlantic businesses such as Cano Water, JetBlue, Brompton Bicycle, Hotel Chocolat, and Brandpie, among others.

With events held regularly in the US, UK, and virtually, BAB Accelerate sessions feature inspirational guest speakers from our network such as CEOs, Founders, Entrepreneurs and Funders offering practical and personal insights to the entrepreneurial audience in attendance. Attendees can expect a comfortable, collaborative, and casual networking environment as they learn how to thrive in the crowded transatlantic business community and beyond. BAB Accelerate programs are open to members and their guests.

If you are looking to take your business across the pond, and would like to hear the insights and experiences of those who have come before you, please get in touch with the team to see about attending one of our in-person or virtual Accelerate sessions.

Learn more at www.babinc.org/bab-accelerate



Accelerate Fireside Chat & Networking Reception with Josh White, Co-Founder, Cano Water



Accelerate Fireside Chat & Networking Reception with Charles Gibb, CEO North America, Fever-Tree USA



Accelerate Fireside Chat & Networking Reception with Laura Devine, Managing Partner, Laura Devine Immigration



**GETTING
STARTED**

Questions and Answers to Guide Your Way Through Your Expansion and This Guide

Congratulations! You are holding in your hands one of the most comprehensive trade and investment guides in the market, exclusively focused on the UK – US trade corridor.

When looking to export or to expand to the US, there are lots of things that you will need to think through, such as legal and tax considerations, HR, shipping and customs, setting up a business overseas, deciding on where to go, which public or private partners can support you, and how to get people across the Atlantic and families settled. The different sections in this Guide, such as ‘What to Know’, ‘Where to Go’ and ‘Here to Help’ will hopefully offer you useful answers to many of these questions. You are welcome to jump through the chapters and sections based on your needs and interest.

This section is particularly aimed at those of you who are just getting started, and it is meant to help you filter which information and support you may need among all the information available out there. Specifically, both the information you need and the support you can use will largely depend on what kind of business 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 ultimately save you time.

Here is how you can get started:

1 Deciding on Whether the US is a Good Place to Expand to

- Though UK companies are by far the largest investors in the US, and the US is the top export destination for almost all UK regions and nations, assessing the market demand for your product(s) and service(s) is the most important point to consider when thinking about expanding across the Atlantic.
- For companies looking to export, the UK Department for Business and Trade has put together a US Market Overview that takes you through some general indicators on market demand, opportunities and methods of market entry. For companies looking to invest, the SelectUSA website offers some initial information on what makes the US a good place to invest.
- In addition, it is worth noting that the UK and (so far) eight US states have signed Memoranda of Understanding (MoUs), which among other things, highlight specific sectors with significant growth potential. BAB’s own research on these agreements shows that using MoU relationships as a reference point to establish market demand could be worthwhile.



- Generally, we find that the best indicator to define whether the US is a good market for your business is when there is existing interest in your product or service, for example via an online inquiry or following a presentation of the product at a trade show; or whether there is an existing anchor client at home who can take you there.
- Whether you have an existing client relationship or not, there are private and public services that can help conduct a thorough market analysis. The Commercial team at the US Embassy in London, for example, will help in producing such an analysis at no cost if your company meets certain criteria to qualify as a future investor in the US. We are also aware of public grants, for example from Business Wales, that will co-finance such a market study through a third-party provider.
- Another option that we find promising when it comes to finding a first client is to take part in the bidding process for private and public contracts. Especially with the US government having introduced a series of incentive packages for companies who invest in specific industries and technologies – find funding opportunities as part of the ‘Inflation Reduction Act’ on www.whitehouse.gov/cleanenergy/open-funding-opportunities/ or read OCO Global’s report on ‘Opportunities on the US Green Revolution’ – and more visibility around US state public procurement opportunities through the UK’s work with individual US states, we feel that there is a good chance for British firms to compete successfully. In addition, the UK government also has a database for export opportunities that is regularly updated, including for the US.
- Consultancies specialised in managing the bidding process, such as Hillhouse Morgan, can be a good option to help your business once you have decided to bid for a project, in addition to the support offered through the UK government sector teams in the US. *(Learn more in the ‘Here to Help’ section in this Guide).*
- The UK government, through its trade support network and its sector teams across the US, can be a useful complement to your own research and an avenue to explore as you take your business to the US. The same is true for the US government, who organises the annual SelectUSA Summit, which itself is part of a year-round offering.
- To get in touch with the regional trade support teams from the UK Department for Business and Trade in England, visit www.great.gov.uk/support/export-support. For Scotland, Wales and Northern Ireland, search for their respective trade and investment services, for example Business Wales Export. Note that government services across the UK have minimum criteria in terms of export/investment readiness that need to be met. *(Learn more in the ‘Here to Help’ section in this Guide).* Especially with the latter in mind, being part of trade delegations and attending trade shows is another good way to establish market demand and make first connections. Organisations such as the Scottish North American Business Council *(Learn more about the chapters of the BAB Network on page 106-107)* or London & Partners, among others, through the London ‘Mayor’s International Business Programme’, and the UK government regularly organise trade delegations to various parts in the US, focusing on core sectors, such as Energy, Transport, Financial Services, Life Sciences, and Tech.



- For companies who are at the beginning of their expansion journey, we recommend starting by learning from peers and by taking part in an Accelerator programme or Masterclass. BAB's very own Accelerate Series, for example, has become a great community of like-minded businesses (*Learn more about the BAB Accelerate programme on page 31*), with a dedicated newsletter offering insights and connections for SMEs. We were also inspired by 'AwakenHub', a private community for women founders on the island of Ireland with the ambition to grow their startups, offering special Masterclasses and trade delegations to the US. Finally, the UK government's 'Help to Grow site' features an extensive package of small business support resources, particularly for those that are just getting started, including a free Management Essentials introduction course.

ONLINE RESOURCES

UK Department for Business and Trade: Exporting Guide to the United States – www.great.gov.uk/markets/united-states
US International Trade Administration: Welcome to SelectUSA – www.trade.gov/selectusa-home
BritishAmerican Business: Creating a Rationale – A Comprehensive Analysis of the UK's MoU Initiative with the US States – www.babinc.org/psirteex/Creating-a-Rationale-A-comprehensive-analysis-of-the-UKs-MoU-initiative-with-US-States.pdf
Welsh Government: Business Finance and Grants – www.businesswales.gov.wales/topics-and-guidance/business-finance-and-grants
The White House: Open Funding Opportunities Clean Energy – www.whitehouse.gov/cleanenergy/open-funding-opportunities
OCO Global: Making Your Move – Opportunities in the US Green Revolution – www.ocoglobal.com/wp-content/uploads/2024/03/IRAV2.pdf
UK Department for Business and Trade: Events – Government Procurement in the US – How Does it Work, and How Can You Succeed? – www.great.gov.uk/export-academy/events/government-procurement-in-the-us-how-does-it-work-and-how-can-you-succeed-18-march-2024
UK Department for Business and Trade: Export Opportunities – www.great.gov.uk/export-opportunities
Hillhouse Morgan: How We Can Help – www.hillhousemorgan.com/how-we-can-help
UK Department for Business and Trade: Get International Trade Support from Regional Teams in England – www.gov.uk/guidance/get-international-trade-support-from-regional-teams-in-england
Business Wales Export – www.businesswales.gov.wales/export
UK Department for Business and Trade: Access International Market Export Support – www.gov.uk/guidance/access-international-market-export-support
Scottish North America Business Council – www.snabc.org
Mayor of London: The Mayor's International Business Programme – www.grow.london/about-us/mayors-international-business-programme
BritishAmerican Business: BAB Accelerate – www.babinc.org/bab-accelerate
AwakenHub: About Us – www.awakenhub.com/about-1
UK Government: Support from the UK Government – Help to Grow – www.helptogrow.campaign.gov.uk

2 Assessing Your Expansion Readiness

- If you were fortunate enough to successfully bid for a contract, find a client at a trade show, or have an anchor client in your home market who would like you to offer your products and services in the US, whether or not you can respond to the opportunity will depend on your operational and financial capacity to deliver.
- If both operational and financial capacity are available, your business can look at going straight to market (*Learn more in the 'Tax & Accountancy' and 'Legal Services' sections in this Guide*).
- If you need to scale first, you may want to explore funding options through your local banking partner or raising capital through investment. The UK government 'Help to Grow' site covers finance and funding as part of its offering. Private organisations like AwakenHub also offer finance and funding as part of their programme.
- For exporters, UK Export Finance may provide a useful option to access working capital and insure you against the risk of not getting paid. The agency has Export Finance Managers (EFMs) across the UK who can provide free, impartial advice to businesses on their export finance needs. To contact an EFM, visit www.ukexportfinance.gov.uk/contact-us/ (*Learn more about 'UK Export Finance' in the 'Here to Help' section in this Guide*).
- Finally, the UK government Export Planning tool will give you further indicators about your export readiness. In addition, the 'Learn to Export' guide developed by the UK Department for Business and Trade will walk you step-by-step through the process of becoming an exporter. It will also offer you the opportunity to sign up to the UK Export Academy, a free training programme for UK exporters.



ONLINE RESOURCES

UK Government: Support from the UK Government – Help to Grow – www.helptogrow.campaign.gov.uk

AwakenHub: SheScales – www.awakenhub.com/shescales

UK Export Finance – www.ukexportfinance.gov.uk

UK Department for Business and Trade: How to Create an Export Plan – www.great.gov.uk/learn/categories/market-research/evaluate-opportunities/how-to-create-an-export-plan/

UK Department for Business and Trade: Learn to Export – www.great.gov.uk/learn/categories/

UK Department for Business and Trade: UK Export Academy – www.great.gov.uk/export-academy/

3 Bringing Your Product or Service to Market

- Once you have a client and the operational and financial capacity to expand your business, you will need to understand how best to bring your product or service to market. Your product will pre-define what options you have.
- If you produce a physical good destined for export, you will need to ensure that your product meets country-specific standards, regulations, packaging and labelling requirements, among other things. The UK Department for Business and Trade's dedicated export website helps you navigate duties, taxes and customs as well as codes, tariffs and procedures. Depending on the product, the latter can be a longer and complicated process, and it will often require an in-house regulatory team and/or external specialists. To note, an established shipping services/logistics provider can also be a good partner to help navigate these processes, including customs procedures and tariffs (*Learn more about it in the 'Logistics' section in this Guide*).
- If you offer a service, you do not have to think about customs declarations, but very similar considerations about market entry will apply, particularly around how you provide the services, how you are getting paid and where, and how you design your business (and tax) structure around it. (*Learn more in the 'Tax & Accountancy' section in this Guide*).
- For both services and products, you will need to consider legal issues ranging from IP protection to drafting commercial contracts. (*Learn more in the 'Legal Services' section in this Guide*).

ONLINE RESOURCE

UK Department for Business and Trade: Export Support for UK Businesses – www.great.gov.uk/support/export-support/



4 Establishing Your Expansion Channel

- If you are an exporter to the US, your market entry options range from going directly to the client/customer or working with a local distributor.
- As part of the US-UK SME Dialogue process, the UK government put together a special e-commerce guide for UK small businesses selling online to the US.
- Finding a distributor or a client in the first place can be challenging, particularly for smaller businesses. In our experience, taking part in trade missions or speaking to an expert who can advise on suitable distributors is a good way to achieve this. Special online and business directories can also be a good starting point for your search.
- If your business is providing a service to a US customer, you could do this from the UK if the service is not being performed within the United States. If your service includes services delivered within the United States, however, you may have to register in the state the services are being delivered in. It is worth speaking to an expert. *(Learn more in the 'Tax & Accountancy' and 'Legal Services' sections in this Guide).*
- We often meet with companies who reach the point where they need to look at having some sort of presence in the United States. A first step can be to hire a contractor help establish business relationships and initial sales for your business. *(Learn more in the 'Immigration' section and 'Legal Services' section in this Guide).*
- In other cases, you may immediately think of establishing a legal presence in the US, either because you plan to manufacture there, your product needs local storage and distribution, and/or because you sell and deliver services in the United States. Even if you export directly from the UK to the US, a local presence may be useful, as local buyers may prefer working with a local entity or using a US corporate bank account.
- There are several options you can consider when establishing a presence in the US. *(Learn more in the 'Tax & Accountancy' and 'Legal Services' sections in this Guide).*
- It is worth noting that your decision to invest in the US, whether it be a first office, or a larger investment, will open up a whole range of support systems and incentives, whether it be through the US Embassy in London, or US state and other local economic development agencies.



ONLINE RESOURCES

UK Department for Business and Trade: E-Commerce for UK Small Businesses Selling Online to the USA – <https://www.gov.uk/government/publications/e-commerce-for-uk-small-businesses-selling-online-to-the-usa/e-commerce-for-uk-small-businesses-selling-online-to-the-usa>

5 Where to Expand

- As the introduction to the ‘Where to Go’ section in this Guide states, the US is not one, but essentially 50 markets. It matters where you sell and where you put your business. In the same way the UK has a diverse range of clusters and business attributes to offer across its regions and nations, British businesses can be found all over the US, in every single state.
- There are different factors that may define where you sell and place your business. Generally, our experience shows that it is worth starting to sell a product or service in one US state (or a small number of states) instead of trying to go across the country, especially if your product and/or service is subject to specific state regulation and requirements.
- If you happen to have an anchor client or are focussing on a specific target group, it is worth having a location nearby. If you don't, look at where your product would be particularly in demand.
- 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 to them, such as smart payment solutions. There are also US states (and cities) that have particularly fast-growing populations, a high number of pets, a European heritage (and therefore affinity for British products), a specific outdoor culture and much more, all of which can define your choice of market entry.
- Other considerations could be the availability of qualified workers, logistical infrastructure, and dedicated support and incentive schemes from local trade and investment development agencies (*Learn more in the ‘Where to Go’ section in this Guide*).

6 The Final Steps

- Once you have found a client or customer, assessed your export/expansion readiness, established your expansion channel, scaled the business, and decided how and where to expand in the US, this is when your preparation work is followed by the actual expansion. Products need to be shipped (*Learn more in the ‘Logistics’ section in this Guide*) and services delivered.
- In some cases, you will establish your presence (*Learn more in the ‘Tax & Accountancy’ and ‘Legal Services’ sections in this Guide*) and open a bank account.
- Often, you will look into bringing people from the UK to the US and hire locally (*Learn more in the ‘Immigration’ and ‘HR, Employee Benefits & Payroll’ sections in this Guide*); and those people may bring families along that you want to help care for (*Learn more in the ‘Education’ section in this Guide*).



7

Your Support System

- Generally, you may want to consider using a support system depending on where you are in the process and what kind of assistance and advice you may need.
- Business networks, such as BritishAmerican Business and its network of affiliated chapters, the British Chambers of Commerce network or sector-specific organisations, such as techUK, ABPI, TheCityUK, MakeUK, or The City of London Corporation can be a good starting place to learn about initiatives, such as the ABHI US Accelerator programme, and to make connections. These organisations often have dedicated trade teams that can help navigate questions and point you to further resources and networks.
- Once your company meets the criteria, taking advantage of the UK government export support is another step we recommend, as well as reaching out to the US Commercial Services Team at the US Embassy in London. (*Learn more in the 'Here to Help' section in this Guide*).
- Either from the beginning or later in the process, you will want to look for a strong set of private sector partners who can either guide you through the whole process or cover crucial parts of it. The partners featured in this Guide provide many of the services we consider as most essential; these are also companies we can fully endorse. But there are also many other great companies, such as The Comms Guys, who can help you set up international phone numbers, that you will find useful along the way.



ONLINE RESOURCES

BritishAmerican Business – www.babinc.org

BritishAmerican Business Network Chapters – www.babn.org

TechUK: The UK's Technology Trade Association – www.techuk.org

APBI: The Association of the British Pharmaceutical Industry – www.abpi.org.uk

TheCityUK – www.thecityuk.com

Make UK: The Manufacturers' Organisation – www.makeuk.org

ABHI: ABHI US Accelerator – www.abhi.org.uk/international/abhi-us-accelerator

UK Department for Business and Trade: Export Support for UK Businesses – www.great.gov.uk/support/export-support

US Commercial Services Team: Business – www.uk.usembassy.gov/business

The Comms Guys – www.thecommsguys.com



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When thinking about your expansion to the US, there are several financial aspects that we suggest you take into consideration. These include financing, bank accounts, and transactions.

When it comes to financing, whether expanding by acquisition or expanding organically, businesses should make sure they have a detailed financial plan that takes into account potential costs incurred with the expansion, such as taxes, office space, and talent acquisition, among others. This will help companies identify how much funding might be needed to make the move to the US market. Once you have this information, the next step would be to find out what financing solutions and products are available to you to support your expansion. For instance, one option could be to use government-backed schemes, such as UK Export Finance (UKEF), the UK's export credit agency (*see: the 'UKEF' section under 'Here to Help' in this Guide*).

Another aspect to consider is whether or not you'll need a US bank account, which will mostly depend on whether you rely on US-based financial

or professional services. If you do indeed need one, there are several pieces of information you'll need to provide, such as Articles of Incorporation, an Employer Identification Number (EIN) obtained from the IRS, and personal identification for account signatories. Proof of business address in both the UK and potentially the US might also be required.

Finally, businesses should also make sure they are aware of any reporting and/or taxation requirements they might be subject to when transacting with the US from the UK.

Given the complexities of US finance, we would always advise to seek professional advice to navigate all of these aspects and ensure compliance with all relevant regulations. Our partners from HSBC, for example, have a solid US presence and regularly help UK-based companies to open a US account. To get started with this process and learn more about your finance and banking needs when expanding to the US, get in touch with Jim Gallagher, US Head of ISB, HSBC, at james.m.gallagher@us.hsbc.com

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Where now meets next

For UK businesses, especially SMEs, navigating the intricate landscape when shipping goods to the US can be challenging. In order to get your product to the US in a cost-effective and compliant way, making sure you are prepared from a logistics perspective is the key to success. This has become even more relevant in recent years, with the UK becoming one of the top countries from which US online shoppers are most likely to buy, second only to China.

There are several things to consider before shipping products to the US. These include, among others: compliance with local regulations (i.e. packaging and labelling requirements), customs documentation, shipping costs, shipping times, and which services to choose from, to name a few. This is where having a trusted logistics partner will set you apart from the competition, and ensure your experience with international shipping is as smooth as possible.

On a general basis, to ship your product internationally you will need to make sure you have all the right customs documents. These include the commercial invoice, an air waybill (AWB) and either the CN22 or CN23 form, which contain information to accurately describe the contents of your shipment. The description of your goods will include a Harmonized System (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.

There is a chance you might not have to pay duties if your shipment's value does not exceed the De Minimis value, which has remained at \$800 in the US for most products. To check duties and customs when exporting to the US, you can also

visit the UK government's website: www.check-duties-customs-exporting-goods.service.gov.uk

One important aspect to consider when shipping internationally is packaging and labelling requirements. In the US, labelling standards are regulated by a number of federal agencies, depending on the type of product. Accurate and compliant labelling is essential to ensure your shipment meets legal requirements, is compliant with consumer safety, and ultimately is successful. This part of your expansion journey can become quite time-consuming and costly, especially if your product sits in a highly regulated industry. This is where in-house specialists, advisors in government and specialised law firms can help you embrace this crucial part in your expansion journey.

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

ONLINE RESOURCES

U.S. Customs and Border Protection: Basic Importing and Exporting – www.cbp.gov/trade/basic-import-export

U.S. Customs and Border Protection: Export Licenses – www.cbp.gov/trade/basic-import-export/export-docs/export-licenses

U.S. Small Business Administration: Know the Import and Export Laws and Regulations – www.sba.gov/business-guide/grow-your-business/export-products/international-sales/know-import-export-laws-regulations

U.S. Department of Commerce: Comply with US and Foreign Regulations – www.trade.gov/comply-us-and-foreign-regulations

U.S. Department of Commerce: Comply with US Export Regulations – www.trade.gov/us-export-regulations

UK Government: check-how-to-import-export-goods.service.gov.uk/type-of-trade – <https://check-how-to-import-export-goods.service.gov.uk/type-of-trade>

Written by:



Rob Peto

Vice President Operations, UK
FedEx Express

Success without borders: Five ways FedEx can help UK SMEs seize the global e-commerce opportunity

In 2023, there were 356 billion packages shipped around the globe¹. And thanks to the exponential growth of e-commerce, this figure is expected to reach 498 billion by 2028² – around 50 for every person on the planet. For the UK's small- and medium-sized enterprises (SMEs), the game is changing. Instead of relying on domestic trade, finding ways to get their products into the hands of customers around the world has become an important part for success.

Of course, shifting to a global e-commerce model comes with challenges and risks. But it also presents compelling opportunities – and nowhere more so than in the US. The strong dollar means that American consumers now increasingly look to British-based businesses for greater choice, quality, value for money and convenience. So

much so that the UK is now second only to China on the list of countries from which US online shoppers are most likely to buy.

The key question is how UK SMEs can take advantage of this opportunity. What do they need to do to overcome the various regulatory, commercial and logistical challenges of international expansion and open the door to a future of cross-border sales?

The simple answer is to work with a trusted logistics provider that has both the global and local presence needed to connect them quickly and cost-effectively with customers across the US. FedEx can be just that provider. Here are five reasons why:

- 1. The Fastest Way to the US** – with a broad range of delivery options (something 68% of online shoppers value³), FedEx makes it easy to deliver goods to US customers when and where they want them. Our air network connects 95% of Europe to major business centres on the US East Coast next day and the rest of the country within one to two days. This lets UK SMEs compete with US competitors on time and price. Our broad portfolio of e-commerce services from our day-definite e-commerce shipping service, FedEx International Connect Plus, to our day range FedEx International Connect service allows online businesses to offer their international customers a wide range of choice on the speed and cost of delivery.



2. Local Expertise and Insight – FedEx may be an international company, but we were founded in Tennessee over 50 years ago. This means we have years of knowledge and experience in the US. Our simplified supply chain seamlessly connects the two sides of the Atlantic, including customs-cleared services and tools like FedEx® Electronic Trade Documents, which allows customers to transmit customs documentation electronically for international shipments, saving time and minimising the risk of delays. Meanwhile, the FedEx Small Business Hub offer SMEs global and local insights relevant to their chosen markets.

3. No Standing Still – FedEx is constantly developing new digital solutions that make life easier for our customers and our customers' customer. With ZONOS, we've created a collaborative service that allows SMEs to quickly calculate all the costs associated with international orders, including duties, taxes and fees. These can then be shared upfront with customers, ensuring they know exactly how much they're paying from the start. Similarly, we've collaborated with ZigZag to create a more integrated returns solution and our upgraded shipping application allows customers to print labels with one click based on their Shopify, WooCommerce or PrestaShop orders. Meanwhile with My FedEx Rewards, UK SMEs can earn and redeem loyalty points for each eligible shipment.

4. Intelligence at Scale – Every day, we have around 15 million packages in the FedEx network worldwide, each of which is scanned between 20 and 25 times. As well as affording us a bird's eye view of global supply chains and trends, this gives us access to vast amounts of data – data that we can make work hard for our customers too. For example, the FedEx Surround dashboard uses AI and machine learning to calculate the possibility of shipments arriving late in close to real time. Using the package fingerprint, scan

information and predicted weather conditions, it keeps customers informed of any potential delivery risks by comparing them to millions of previous shipments made during recent months.

5. Brand Power – finally, the reach and reputation of FedEx can be invaluable to British businesses looking to trade in the US. Around 92% of the US population lives within five miles of a FedEx retail location, and our leading brand position – reflected in everything from our distinctive packaging to our uniformed couriers – makes us a provider that American consumers trust.

From Brazil to India, Turkey to the EU, more and more of today's shoppers are looking past geographic boundaries in search of a better deal and better service online. To win their loyalty and custom, UK SMEs must therefore think equally internationally, meeting their customers' needs no matter how fast or how far their products have to travel to do so. For many, the journey to global growth may start in the US. But the benefits available to those that embrace the global opportunities of e-commerce really are borderless.

1 Capital One Shopping. (n.d.). Package Delivery Statistics (2024): per Day, Month & Year. [online]

Available at: <https://capitaloneshopping.com/research/package-delivery-statistics/>

2 Capital One Shopping. (n.d.). Package Delivery Statistics (2024): per Day, Month & Year. [online]

Available at: <https://capitaloneshopping.com/research/package-delivery-statistics/>

3 Wunderman Thompson. The B2B future shopper report 2023; Ipsos



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www.fedex.com/gb



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When planning an expansion to the US market, there are several tax and accountancy considerations UK businesses should be aware of. Taxes in particular play a key role in a company's transatlantic expansion.

The first thing you'll need to make sure of is that you have a good understanding of the US tax system, which is a complex one as it has several levels – federal, state, and local. It is fundamental that businesses looking to expand to the US understand the implications of these multiple layers of taxation and how they apply to their operations. The choice of corporate structure (subsidiary, partnership, LLC, etc) will also be a factor impacting tax liabilities, as each structure has its own tax implications and legal protections.

When it comes to state and local taxes, you will need to make sure you understand the tax landscape in the location you are planning to operate, as there are several sets of taxes that could apply to your business, including income tax, franchise tax, property tax, sales and use tax. The latter differs from the UK substantially, as the US does not have VAT (Value Added Tax). Instead, each state sets and collects a sales tax on its own terms.

Another set of taxes you will need to familiarise yourself with is employment taxes, which will be relevant to you if you hire employees in the US. In this case, you will need to withhold and pay employment taxes, including federal income tax, Social Security and Medicare taxes, and Federal Unemployment Tax Act (FUTA) taxes.

Accounting standards are also different in the US, and UK businesses need to make sure they understand these differences and familiarise themselves with the US system. Specifically, the US generally uses Generally Accepted Accounting Principles (GAAP), which differ from International Financial Reporting Standards (IFRS) commonly used in the UK. As such, businesses may need to adjust their accounting practices accordingly.

To help navigate the complexity of the US tax landscape, we recommend having a qualified accountant at hand. One option would be speaking with your accountant in your home market and see if they offer US tax advice or whether they have partner branches and networks that they can refer you to.

To learn more about how tax and accountancy advisors can support your expansion journey, check out the following section, kindly provided by our partners Anchin.

ONLINE RESOURCES

Internal Revenue Service – www.irs.gov

U.S. Chamber of Commerce: A Complete Guide to Filing Your Business Taxes – www.uschamber.com/co/run/finance/guide-to-filing-business-taxes

U.S. Small Business Administration: Pay Taxes – www.sba.gov/business-guide/manage-your-business/pay-taxes

Written by:



Kevin Brown EA, TEP
Partner, International Tax Leader
Anchin, Block & Anchin LLP

For the 12th year running, the US is the world's largest recipient of foreign direct investment (FDI) as the global economy and markets show confidence in the country's economy and stability. With this continued influx of FDI in the US we see more and more UK businesses looking to expand their operations here in the US and take advantage of the many opportunities that await them.

A key consideration for many of these businesses are the accounting and particularly tax considerations of expanding to the US. Some businesses get concerned with what is considered a complex and multi-layered tax system with overly burdensome compliance reporting issues. Although there may be an element of truth to this, with the right guidance, advice and good processes and procedures put in place, this can be managed and even embraced to support a business' efficiencies and internal management controls to grow exponentially.

The Basics

Most companies come to us with numerous questions however, before we start that exercise, you should be armed with answers to the following questions as a bare minimum:

- What services or goods are you selling in the US?
- Are you already selling those services or goods to the US from the UK?
- Are employees travelling to the US to generate and service current business?
- Will you be sending any employees over from the UK?
- How will you be funding the operations?
- Have you decided where you will likely operate from and why?
- What is your current ownership structure?

The most common and basic requests we get from our community is what are the things we should consider as we start our expansion to the US? Despite such an open request being an almost impossibility to do generically, the below outlines what matters need to be considered from a tax and accounting perspective.

Business Structure

There are a variety of legal forms to operate through in the US of which some are more suitable than others for UK businesses coming to the US. The most common are:

- **C Corporation** – The equivalent of a UK Limited Company
- **LLC** – Default tax treatment is that this act as a branch of a UK parent
- **LPs** – Ordinarily used in JVs or fund structures





There are other options available such as an S Corporation, but this entity cannot be owned by non-US persons so is not usually an option.

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. This is where utilising Delaware as “the” state of formation for overseas investment into the US is most common.

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 Income Tax

Firstly, the type of entity will dictate the tax treatment. An operating entity in the UK is ordinarily done so through a Limited company, and most of these UK companies set up in the US via a US C Corporation owned by the UK Limited company as its subsidiary. This ring fences the UK entity so that only the US company accounts and financials are filed with the IRS.

The US ordinarily has 2 layers of taxation, being the federal rate of taxation and the state rate of taxation, dependent on the “nexus” of the US

entity in each of the states. The Federal corporate tax rate on its profits is currently a flat 21% versus the current UK rate of 25%. However, as each state can assess their own corporate tax, the combined Federal and State tax can be as high as 34%.

The term nexus above is an important consideration for US taxation as it dictates its exposure to state taxation. Nexus can be created in states in 1 of 2 ways:

1. Physical presence. This is dependent on each state’s rules but ordinarily having employees, leasing or owning property or assets (including inventory/stock) will give rise to nexus.
2. Economic nexus. This is dependent on the volume of revenue generated in a state and should that threshold be breached in that state, nexus and therefore tax filing and potential tax exposure exists.

Sales and Use Tax (NOT VAT)

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.

Similar to the nexus rules for corporate income tax, there are rules that govern whether a business has nexus in each state for Sales Tax purposes too.





Ordinarily Sales Tax is assessed on tangible personal property sold into a state so directly affects B2C businesses. B2B businesses may also be subject to the Sales Tax compliance rules but can alleviate their need to charge Sales Tax by obtaining a certificate of exemption from their customer.

It is becoming more common for states to assess Sales Tax on certain types of services and SaaS based businesses, so do not assume your business can escape Sales Tax compliance without seeking advice.

One final point of note is that UK businesses already selling products into the US may already be exposed to Sales Tax compliance despite having no physical presence or US entity as the States economic nexus rules apply equally to foreign companies as they do US entities.

Transfer Pricing

Transfer pricing relates to the controlled transactions that exist between related parties such as services provided, goods sold or inter-company funding. These rules only apply to UK businesses that broach certain thresholds (less than 250 staff and revenue less than €50m), however, the IRS applies transfer pricing rules to any US business regardless of size.

Given the likelihood of such transactions occurring between the US and UK entities, transfer pricing principles need to be addressed. The regulations are designed to prevent tax avoidance among related entities and apply an arm's-length standard to each transaction.

The arm's-length standard generally is met if the results of a controlled transaction are consistent with results that would have been realised if uncontrolled taxpayers had engaged in a similar transaction under similar circumstances.

For UK businesses who are expanding to the US as its first overseas jurisdiction, this will likely be a new concept and compliance objective in both countries. Given the importance to show that such arrangements are being undertaken on an arm's length principle, the IRS expects US companies to have proper documentation in place to support the transfer pricing policy being applied.

Funding and Repatriation of Funds

The most common methods of funding overseas operations 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 repaid without further tax considerations when no longer needed.

Debt used to fund the ordinary course of the US business does provide a tax deduction for the US business on the interest it pays to its UK parent. However heavily leveraged US subsidiaries may not be able to deduct the entirety of any interest paid to its UK counterpart and will create additional income in the UK, so planning is key to address this tax inefficient outcome.

Compliance Obligations

The following are common annual compliance obligations that US entities must adhere to once operational in the US with specific importance on the W8/W9 regime.

- Annual corporate income tax return
- Obtaining W9s (US persons) and W8-Ben's (non-US persons). When an invoice is received for services or goods by your US entity, you must obtain a completed W8 or W9 form from them prior to making payment.
- Form 1099s (W9 received). These forms report any payments made by the US entity to its US contractors that provide services to the business.
- Form 1042s (W8 received). Like the 1099 regime, this reporting is required for any payments made by the US entity to any non-US person or entity.



Public Record and Financial Statements

The UK has Companies House reporting on an annual basis where financial statements are on public record in the UK. The US has no such public record data requirement or financial statements needing to be prepared unless required for UK statutory audit purposes.

One point of note here is that the advent of the Corporate Transparency Act (CTA) which came into effect as of 1 January 2024. This requires its own article, and Anchin have guidance published on our website in this respect. However, there is now a requirement for any US entity to report to FinCEN the ultimate beneficial owners of any US entity incorporated. This is not on public record but does require further compliance reporting, albeit not tax compliance.

Accounting Software


Finally, what accounting software are you using? It is imperative to have accounting software that is compatible for reporting your US operations activity by purchase of an additional licence. It is then key to ensure the chart of accounts are set up appropriately from day one so that it is US appropriate to produce financials required for the tax compliance process.

The above should give any UK business ample guidance of the accounting and tax considerations of entering the US market and the team here at Anchin are well placed to assist you on your new US venture.



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HR, Employee Benefits & Payroll



If you have decided to take on the exciting opportunity to expand your business to the US, chances are you'll be asking yourself several questions not just before the expansion, but also during and after. In particular, you will want to understand how to comply with local HR, payroll, and benefits regulations, which can prove challenging in a country with 50 states, each with their own rules and legislation.

When it comes to HR, for instance, you will have to familiarise yourself with the different federal, state and local employment laws, which encompass things such as wages, working hours, leave policies, termination, and more. Employee benefits can also be tricky to navigate. One notable example is that the US does not have a national subsidised healthcare system, which means companies must provide health insurance to their employees, or navigate the Affordable Care Act (ACA) requirements. Setting up a payroll can also prove challenging, as you will have to familiarise yourself with several types of contracts, different employee types, labour laws, tax implications, and more.

Luckily, there's a number of services out there that can help you navigate HR, benefits, and payroll issues. Some of these services go one step further, by providing advice on all of the above all at once. These are called Professional Employer Organizations (PEOs), and they are an all-in-one solution where companies receive services related to payroll, regulatory compliance, human resources, employee benefits, state-mandated disability, and worker's compensation.

To learn more about the role PEOs can play in supporting your expansion journey, check out the following section, kindly provided by our partners The Medical Link.

ONLINE RESOURCES

Office of Human Resources Management – www.commerce.gov/hr

U.S. Department of the Interior: Employee Benefits & Pay – www.doi.gov/pmb/hr/employee-benefits

Written by:



Bryan Erdheim
Principal
The Medical Link

Unlocking Success: The Benefits of a PEO for a Company Entering The US

Expanding business operations into the US market is a strategic move that presents both exciting opportunities and daunting challenges. Each state in the US has their own rules and regulations adding to the complexity of beginning US operations. Managing payroll, benefits, HR, and compliance becomes an immediate difficulty for an organisation not versed in such regulations. Fortunately, there exists a solution called PEO which is tailored to alleviate these burdens so companies can focus on propelling business growth.

Professional Employer Organisations (PEOs for short) are an all-in-one solution where companies receive services related to payroll, regulatory compliance, human resources, employee benefits, state mandated disability, and worker's compensation. PEOs achieve this by entering into a co-employment arrangement with their clients. This agreement allows them to pool many small to mid-sized companies together affording them economies of scale with insurance carriers. Furthermore, the PEO takes on the liability of an organisation maintaining compliance with local and federal employment mandates. This gives companies the ability to offer Fortune 500 level benefits to their employees while also outsourcing HR tasks allowing them to focus on expanding in the US.

1. Payroll Processing – One of the most important steps to begin operations as a company is to make sure employees are

getting paid. PEOs will take care of paying employees, withholding payroll taxes, and payroll deductions. Every state in the US has their own complex tax laws, so having a PEO partner that is versed in each state's nuances and is responsible for state tax reporting is a great advantage. This allows your company to expand and function in any state with ease. In addition, all deductions (whether insurance, account based, or retirement) will be automated, leading to less administrative burden for your team.

2. Navigating Complex Regulatory Environment – The US has a myriad of federal, state, and local regulations governing employment, taxation, and benefits. For companies unfamiliar with this complex regulatory environment, compliance can be a significant hurdle. A PEO serves as an invaluable guide providing expertise and ensuring adherence to all relevant laws and regulations, thus mitigating the risk of costly penalties and legal issues.

3. Access to Comprehensive Benefits Packages – Offering competitive health insurance is essential for attracting and retaining top talent in the US market. PEOs enable companies to access a wide range of benefits, including health insurance, retirement plans, and wellness programs, typically at more affordable rates than if procured independently. This access to comprehensive



benefits packages not only enhances employee satisfaction but also strengthens the company's employer brand.

4. **Streamlined HR Administration** – Managing human resources in a foreign market involves a multitude of tasks including employee onboarding, payroll processing, employee benefit administration, regulatory reporting, and COBRA administration. By partnering with a PEO, companies can outsource these responsibilities, allowing them to focus on core business activities. PEOs leverage their expertise and advanced technology platforms to streamline HR processes, saving time and resources while enhancing efficiency.
5. **Cost Savings and Efficiency** – Establishing a presence in the US market entails significant upfront costs, from setting up legal entities to hiring staff and establishing infrastructure. Outsourcing HR functions to a PEO allows companies to redirect their focus and resources towards core business objectives and market expansion strategies. With administrative burdens lifted, company leaders can concentrate on building client relationships, developing innovative products and services, and driving revenue growth, thereby accelerating their success in the US market.

There are hundreds of PEOs in the US, so partnering with the one that will best fit an organisation's needs can be a challenge. The Medical Link has over 30 years of experience helping companies navigate the PEO marketplace. Working with an experienced consultant is key to ensuring a full market evaluation in order to achieve the most competitive pricing and comprehensive benefit offering. The consultant manages the client-PEO relationship to ensure a long-term successful partnership.

To find out more about evaluating the PEO marketplace in the US, reach out to Bryan Erdheim (berdheim@medicallink.com) or visit us at www.medicallink.com.



The Medical Link



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An underwater photograph of a diver swimming towards the right. The water is a deep blue, and there is a large plume of white bubbles trailing behind the diver. The lighting is dramatic, with light rays filtering through the water from the top right.

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Taking your business across the pond can be both an exciting and a daunting opportunity, as there are a number of legal considerations you should take into account when expanding to the US. This is why getting legal advice is fundamental to the success of your expansion.

The first point to consider is that the US has different layers of laws to deal with, from federal laws to state laws, as well as laws at municipality and city levels. Secondly, consider the different legal areas you will have to tackle in your transatlantic expansion, such as: governance and corporate formation, labour and employment, IP, cyber and data privacy, M&A, and real estate, among others.

For example, UK companies need to decide which structure is the most appropriate for their US operations (e.g. a subsidiary, a branch office, a new entity, etc), as different structures come with their own set of tax, liability, and reporting implications. The most suitable arrangement will depend on the nature of the business and legal considerations.

Another example is around IP protection. UK businesses should think about protecting things like their brand names, logos, and creative work by registering trademarks and copyrights in the

US. In order to do so correctly, it is recommended to seek legal advice, to make sure your company's IP is fully protected. Similarly, businesses relying on proprietary technology or inventions should think about how to seek patent protection.

Moreover, you will need to understand what visa options your employees might need if sent to the US, as well as how to comply with US employment laws when hiring local staff. This is another area where legal services would be needed to fully understand the legal landscape and make your expansion easier.

Learn more about legal services in the following section, kindly provided by our partners at Barton LLP.

ONLINE RESOURCES

United States Patent and Trademark Office – www.uspto.gov

U.S. Department of State: Intellectual Property Enforcement – www.state.gov/intellectual-property-enforcement

U.S. Department of Commerce: Intellectual Property – www.commerce.gov/issues/intellectual-property

Written by:



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There are many different paths you or your company can take to access the US market. Perhaps you're looking to dive into the US market directly by setting up your own US entity. Or maybe you want to reduce associated costs and risks by participating in a joint venture with a strategic partner. Or possibly you're interested in a merger or acquisition with an attractive US target company you've got in mind. Regardless of how you do it, the prospect of conducting business in the US can be both exciting and daunting for expanding foreign companies. While your business' expansion can bring new opportunities, it can also come with concerns about unfamiliar legal frameworks and the desire to understand the best methods for operating your business.

In your expansion to the US, there are federal laws to contend with, but also each of the 50 states has its own set of laws, plus laws at the municipality and city levels. The result is a (sometimes confusing) mosaic of statutes that differ depending on where in the US your company resides and where it wants to do

business. Below are some of the most critical considerations to take into account when expanding your operations to the United States. US counsel can play a vital role in determining which laws and regulations apply to your business and can help you navigate the ensuing legal hurdles.

Corporate Formation, Entity Selection, & Governance

While you are not required to establish a separate US entity for your business, liability protection and tax treatment, as well as general acceptance in the business community, encourage most businesses to do so. The two most common entity types in the US for foreign-owned businesses are limited liability companies (LLCs) and C Corporations.

Limited liability companies offer a tax advantage for US tax resident equity holders (members) because LLCs, unlike corporations, are subject to just one level of federal income tax. The LLC is not taxable itself – its income flows through to

	Limited Liability Company (LLC)	C Corporation
Structure	Hybrid structure combining aspects of a partnership/sole proprietorship and a corporation	Creates separation between the operators (e.g., officers, board of directors) and owners/shareholders of the company
Liability	Provides liability protection for owners	Provides liability protection for owners/shareholders
Taxation	The LLC's profits "flow through" to the owner and are taxed at the personal income level	Corp. pays tax on its profits while dividends paid to shareholders are also taxed at the personal income level
Benefits	Smaller, easier to maintain, more flexible, fewer reporting requirements; can have different classes of member interests	Recognised internationally; structured for growth; can issue different classes of stock

its members who must pay tax on that income in the US even if they themselves are not tax residents in the US. This means that non-US members must file US income tax returns each year. Non-US tax resident members may have tax problems in their home jurisdictions because most jurisdictions treat LLCs as opaque entities rather than flow-through entities. In this situation, the non-US tax resident members will not get a tax credit in their home jurisdictions for taxes they paid in the US because their home jurisdictions will not recognise that the LLC has paid tax in the US on the LLC's income. This leads to double taxation for non-US tax resident members of a US LLC.

To avoid non-US members of US LLCs having a double taxation problem and to prevent non-US equity holders in LLCs, partnerships, and branches from having to file US tax returns and being open to IRS audits, the most common structure is for foreign investors to enter the US market through a C Corporation. Because a C Corporation is not a flow-through, it will act as a blocker, blocking the foreign C Corporation's shareholders from having to file US tax returns each year and blocking the shareholders from any IRS enquiries about the C Corporation's tax affairs.

Once an entity type has been selected, you must decide in what state the entity will be incorporated (certain states are preferred for this, such as Delaware) and in what state(s) the entity will be legally qualified to do business (which entails filing an application with the Secretary of State).

Beginning on January 1, 2024, many companies are now required by the federal Corporate Transparency Act (CTA) to disclose Beneficial Ownership Information (BOI), i.e., identifying information about individuals with direct or indirect control over the company or who own at least 25% of the company's ownership interests. However, it should be noted that as of the time of this writing, the CTA has been ruled unconstitutional by an Alabama federal district



court. That being said, this ruling is currently only applicable to companies that are part of the National Small Business Association (NSBA) – all other companies remain subject to the CTA.

Labour & Employment

Employment law, perhaps more than any other type of law, is the most varied at the federal, state, municipal, and city levels.

The majority of employment in the US is “at-will,” for an indefinite term that can be terminated by either side without needing to supply a reason or advanced notice. If an employee is under contract, however, there may be varying statutes governing the employer-employee relationship regarding:

- **Non-Compete Agreements**, which prevent an exiting employee from working for a competitor for a certain period of time.
- **Non-Solicitation Agreements**, which prevent an exiting employee from using a company's clients, customers, or contact lists.
- **Non-Disclosure Agreements**, which prevent an employee from disclosing trade secrets, proprietary information, and other sensitive data.
- **Mandatory Arbitration Clauses**, which mandate that any disputes between the employer and employee be resolved through an arbitrator rather than through litigation.

Some other major considerations for employers include:

- **Anti-Discrimination and Anti-Harassment laws**, which prevent employers from hiring, firing, or basing wages/promotions on the basis of factors such as age, race, gender, religion, or disability.
- **Anti-Retaliation laws**, which prevent an employer from retaliating against an employee who reports an instance of harassment or discrimination.
- **Employee Classification laws**, which govern how employers must legally classify their workers, whether as true “employees” or “independent contractors.”

Intellectual Property

Your company likely has several intellectual property assets that it would like to both use and protect from unlicensed usage, be it trademarks, copyrights, patents, or trade secrets.

- **Identify:** Audit existing IP assets and identify new ones that may be used in the US, whether owned by the company or licensed for use by the company.
- **Clear:** Ensure there are sufficient rights to use those IP assets in the US.
- **Secure:** Register IP assets with the United States Patent and Trademark Office or the United States Copyright Office.
- **License & Protect:** Consider using counsel to assist with licensing your IP assets to other parties and enforcing your IP rights against unlicensed parties or counterfeiters.

It is also important to have a written agreement with employees/contractors that specifically provides for the assignment or perpetual license of any IP assets that may be developed by them during their course of work.

Cyber and Data Privacy

In the absence of a generalised national data protection law, a number of US states have enacted data protection provisions dictating the duties around acquiring and maintaining personal information, including health, financial, and

biometric data. While many foreign companies likely already have certain data privacy measures in place because of the EU General Data Protection Regulation (GDPR), this regulation can interplay differently with varying state laws, and certain US sectors may have their own requirements. Steps for foreign companies include determining:

- If there are applicable US standards your company does not yet meet and what data privacy controls are required beyond those of the GDPR.
- If your company is required to certify the existence and maintenance of internal controls of its information assets.
- If there are requirements to conduct internal audits to ascertain whether your data protection processes are working.
- A method of tracking new developments in US data protection legislation.

Mergers & Acquisitions

As your business in the US matures, you may consider M&A as a way to grow your company. Some of the common structures and financing methods for this are:

- **Exchanging Stock** – The Acquiring Company exchanges shares in its own company for the shares of the Target Company.
- **Mergers** – These can be combined with a stock purchase depending on the circumstances. Mergers can involve a Target Company merging into an Acquiring Company (or vice versa) or a Target Company merging into the subsidiary of an Acquiring Company (or vice versa).
- **Issuance of Debt (Stock Purchase)** – The Acquiring Company issues debt pursuant to a bond offering or a bank credit facility, and the proceeds of the financing will be used to purchase the shares of the Target Company.
- **Issuance of Debt (Asset Purchase)** – An Acquiring Company will use its own capital and/or issue debt pursuant to a bond offering or a bank credit facility and will also form a subsidiary which will act as the purchaser of the Target Company’s assets.

The Committee on Foreign Investment in the United States (CFIUS) has increased its scrutiny of transactions involving foreign parties that could potentially threaten US national security. Depending on the structure of the transaction and the industries and parties involved, it may require submission to and clearance by CFIUS. If not cleared beforehand, the Committee can rescind a transaction at a later date if it is found to be adverse to national security.

Real Estate

Purchasing real estate can be conducted by a foreign individual (direct investment), a wholly owned US subsidiary (indirect investment), or a foreign corporate entity (indirect investment).

Individual direct ownership is the most cost-effective form of ownership but provides the least long-term benefits and exposes the investor to personal liability for damages, tax reporting requirements, estate taxes, and withholding tax upon eventual sale or transfer. If the property is rented out, the investor will have to file a US income tax return reporting the US income.

For tax purposes and to limit liability issues, it is often ideal for foreign investors to use a US subsidiary to own US real estate. As a general rule, it is not advisable for an investor to use a foreign corporation to invest in US real estate because the investor will be subject to both corporate income taxes and branch profit taxes.

In the event that your US subsidiary wishes to sign a lease, it may make sense for the foreign parent company to offer a guaranty to the landlord.

How Barton Can Help

As a nationally recognised full-service law firm, Barton LLP is routinely engaged by businesses, entrepreneurs, family offices, and investment funds looking to expand into the United States. We represent clients from all over the world and are frequently consulted by international law firms to act on behalf of their clients. Our attorneys have decades of experience in the practice areas of Business Transactions,



Corporate Law, Cybersecurity, Financial Services, Immigration, Insurance, Tax, Real Estate, Labour & Employment, Intellectual Property, and Commercial Litigation.

Our international practice group works as a multi-disciplinary team offering a full complement of services to support our clients' success in the US market, with a core focus on representing multinational companies in inbound investment, joint ventures, and mergers & acquisitions.

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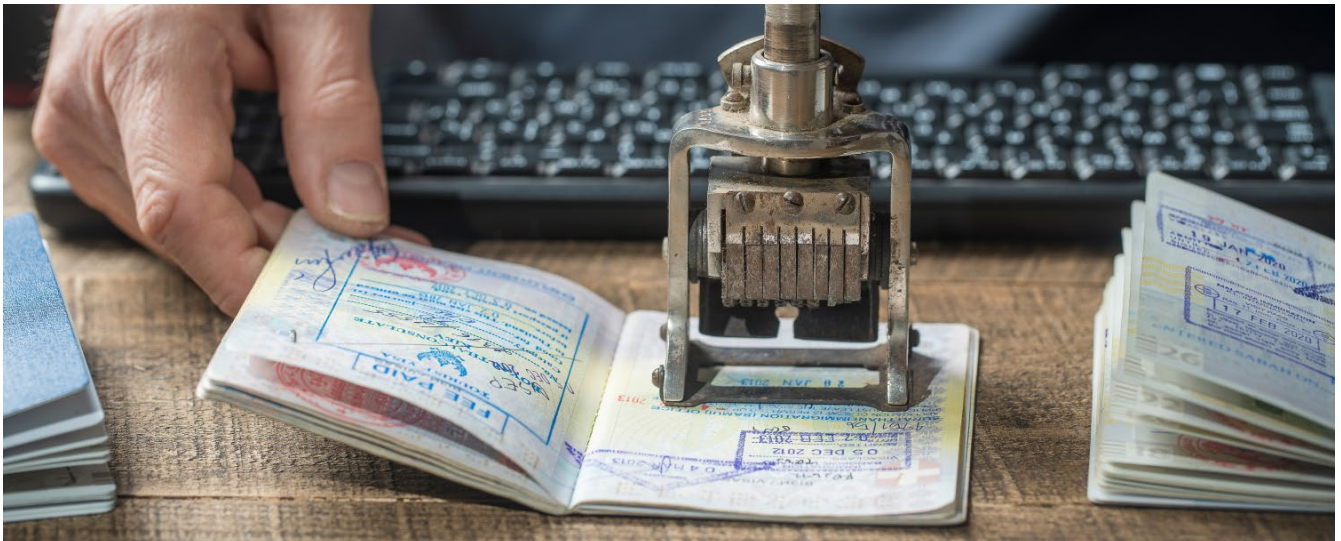
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The expansion of your products and/or services to the US market will eventually create the need to bring people to the US, short or long-term, whether it be for business meetings, to take part in trade shows, or to establish the overseas business.

The good news is that, under its Visa Waiver Program (ESTA), the US permits citizens of the UK (and 40 other countries) to travel to the US 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, or gathering data to be analysed upon UK return are permitted. Impermissible ESTA activities would include “productive work” activities, such as delivering services to a client for which the client pays in the US or entering the US in order to commence employment with a US employer at a later date, even on a temporary basis (visit the U.S. Department of State website for more information on the Visa Waiver Program).

Should your proposed US activities exceed the scope of the Visa Waiver Program, you must

apply for a non-immigrant visa or an immigrant visa that allows for you to be in the US legally. 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 US Embassy website 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.

ONLINE RESOURCES

U.S. Embassy & Consulates in the United Kingdom: Temporary Employment – www.uk.usembassy.gov/visas/temporary-employment

U.S. Department of State: Visa Waiver Program – www.travel.state.gov/content/travel/en/us-visas/tourism-visit/visa-waiver-program.html

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, an 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 to reside 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) by 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 organisation or institution designated by the US Department of State. J-1 visas are commonly used by corporate organisations 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) US corporate entity formation; (2) a corporate bank account for your US entity; (3) a leased corporate office space in the US; and (4) a US 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 require an investment of substantial capital (at least \$1.8 million USD, or \$900,000 in limited qualifying circumstances) in a new commercial enterprise that directly creates at least ten full-time 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 centre.

Best Practices

Immigration policies in the US are constantly 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.

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As part of your expansion to the US, it is important you also consider the implications of moving key personnel across the Atlantic to help build the business. It has been shown that well-supported employees are more likely to adapt successfully to their new roles and environments, leading to improved job performance and retention rates. Family support for international relocations thus becomes particularly important, as employees are more likely to accept, succeed and stay in international assignments when their families receive comprehensive support. This includes, but is not limited to, support related to education.

Specifically, employees with children will look into the quality, portability and recognition levels of the education available in the new location, but navigating educational systems in new territories can feel like a full time job. Some recommended areas of focus for a smooth transition and optimal educational outcomes are:

- 1. Researching Local Educational Systems** – Determine whether it follows a national curriculum, an international curriculum (such as the International Baccalaureate or Cambridge International), or a hybrid system. Assess the quality of education, teaching methodologies, and available resources/facilities.
- 2. School Selection** – Evaluate schools based on factors such as reputation, accreditation, facilities, curriculum offerings, extracurricular activities, emphasis on pastoral care and language of instruction. Where possible visit potential schools, attend open houses, and request to meet with administrators, teachers, and current parents to gather insights and make informed decisions.
- 3. Language Considerations** – Review the language of instruction in potential schools and consider the language proficiency of your children. If required, enquire whether language support or additional language classes are available to facilitate their transition and offer a smooth landing.

4. Admissions Process – Familiarise yourself with the admissions process and requirements of prospective schools, including, whether they offer ‘rolling admissions’, specific documentation needed, also any entrance exams/interview requirements.

5. Support Services – Inquire about support services available such as orientation programs, language support, student and learning support services, and academic assistance. Consider whether the school offers resources to help children adapt to the new cultural and educational environment, such as a buddy or House System.

6. Continuity of Education – Explore options such as enrolling in a school with a similar curriculum, or opting for an international school that follows a portable curriculum recognised worldwide. Consider how the school will also support you if/when the time comes to move home or on to a new role elsewhere globally.

7. Financial Considerations – Explore the cost of tuition, fees, transportation, uniforms, books, and other expenses. Inquire as to financial aid, scholarships, and consider how employer-sponsored education benefits may mitigate the financial impact.

8. Family Support – Ensure children feel supported and involved in the decision-making process. Discuss the move as openly as possible to address any concerns or anxieties and ultimately to help them feel excited and prepared for the adventure ahead.

Read on to find out about the offerings of The British International School of New York (BIS-NY), our partner for this section of the guide.

ONLINE RESOURCES

Parents League of New York –
www.parentsleague.org

International Student: UK vs US Education System –
www.internationalstudent.com/study-abroad/guide/uk-usa-education-system

Bridging Continents: The role of the British International School of New York in Transatlantic Expansion

In an increasingly interconnected world, transatlantic expansion has become more common and represents incredible opportunity for the organisation and the individual. Alongside the excitement however, families often face the daunting task of uprooting their lives and navigating a new country, culture, and educational system.

Having supported families with such moves over the last 20 years, The British International School of New York (BIS-NY) offers a smooth transition for children and their families, and a foundation from which they continue to excel academically, find their feet quickly, and feel a sense of kinship and belonging in their new community.

Children at the Centre

One of the most significant challenges families face when moving abroad is ensuring their children adjust well to the new environment. Different stages of growth and development come with different pressures when considering a family move, and understanding from the get go where the pressure points are likely to be can reduce anxiety and friction for both pupil and parent. By offering flexibility and convenient ways for families to connect, identify key information, and begin to build the connection with the school community, BIS-NY can help smooth the process in its earliest stages, oftentimes over a quick zoom!

We ♥ NY

Despite cliché representations in the movies, New York City is a surprisingly family-friendly place, offering a wealth of resources for families to thrive. From world-class museums, playgrounds, pools and parks to diverse cultural events and family oriented neighbourhoods, if you can't find it here, it likely doesn't exist! The school also offers a wide array of afterschool activities, sports teams and

residential trips ensuring the adventure doesn't stop with the last bell of the day, and allowing new friendships to develop between students.

Because Mattering Matters

In those early days of settling yourself and your family into a new home and assimilating to new routines, the school becomes your hub. Pupils and their families are welcomed into a warm and inclusive community that understands the complexities of relocating to a new country. Through personal attention to the individual children's needs, the school fosters an environment where children feel supported and valued from their first day, and from which parents can engage in their professional or personal priorities of setting up home and taking on their new roles, assured that their family are happy and settled.

Central to the school's ethos is the belief that every child deserves to feel a sense of belonging. BIS-NY goes above and beyond to ensure that children find friends quickly and also feel that they matter within the school community. Small class sizes and a focus on individualised attention allow teachers to cultivate strong relationships with students, creating a supportive environment where every child's voice is heard and respected,





and where progress is nurtured across all strands of a pupil's school journey.

The house system, extracurricular activities, events, and community service opportunities, providing pupils with numerous opportunities to engage with their peers up and down the school and build lasting friendships.. We know from former BIS-NY families how fundamental their time in New York and at BIS-NY was, and how it shapes, supports and reinforces both confidence and competence in our pupils as they move on.

Recognition and Reputation Without Compromise

Education is a cornerstone of not only the transition process, but of any child's academic and social development. BIS-NY ensures that its pupils have access to a portable and high-quality curriculum that exceeds international standards, providing a competitive edge and pathway to their next phase of education. In the Early Years, Lower and Middle School, BIS-NY offers the International Baccalaureate (IB) program, renowned for its academic standards and emphasis on inquiry and critical thinking, in conjunction with the robust content of the English National Curriculum. In the Upper School, BIS-NY offers the prestigious Cambridge International Curriculum for IGCSEs and A-Levels. Known globally for its rigour and comprehensive approach to education, it equips students with a deep understanding of core subjects and fosters

critical thinking, and creativity. Moreover, the global recognition and prestige of the Cambridge qualifications opens doors to top universities and career opportunities around the world.

It's a Team Approach

It is said that the quality of the relationship between teacher and pupil is one of the most important predictors in outcome for children. At its core, BIS-NY's team of highly qualified and globally trained teachers bring unparalleled expertise and cultural understanding to the classroom, enriching the learning experience so that all receive the stretch and support to succeed.

Specialist teachers deepen the educational experience at BIS-NY, offering expertise in subjects ranging from languages, sports and the arts to STEM. This approach expands students' horizons and promotes deep engagement. We know that so often personal passions evolve through these explorations at school, and that sometimes the most unlikely spark charges a lifelong passion or career path.

In conclusion, at The British International School of New York, we know how important a role we play in smoothing the transition for families and organisations expanding transatlantically and BIS-NY ensures that students both excel academically, and thrive socially and emotionally during their time in New York.

Their time at BIS-NY is so much more than just an education; it's a critical part of the journey, an adventure and ultimately a key milestone in their future.

For more information please contact:



The British International School of New York



www.bis-ny.org



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Hilton Head, South Carolina. In December 2022, the United Kingdom and South Carolina signed a Memorandum of Understanding on cooperation and trade to deepen economic ties and address barriers to trade and investment.

**WHERE
TO GO**



The US is not one but essentially 50 markets. It matters where you sell, deliver your service, and where you conduct your business. In the same way that the UK has a diverse range of clusters and business attributes to offer across its regions and nations, British businesses can be found all over the US, in every single state.

The encryption platform provider Galaxkey, for example, established its office in Catonsville, Maryland. Fintech startup Zeti went to establish a presence in Los Angeles. The popular producer of premium drink mixers Fever-Tree ended up with their main office in NY, after having gone through using distributors and establishing facilities in the US. The well-known clothing retailer Charles Tyrwhitt also opened their first store in Madison Avenue in New York.

As outlined in the 'Getting Started' section of this Guide, there are different elements that may influence where you decide to sell and establish your business. The most obvious factor is the proximity to your customers and clients. This is why The Rooftop Cinema Club, for example, expanded their business in major cities with large

commercial flat roof buildings (and warm weather, for the most part) along the East and West Coast, as well as in Texas, Illinois and Florida. The renewable energy group Octopus Energy also landed in Texas, in this case not for the warm weather, but for the thriving energy industry cluster.

Another important consideration is what the local environment and infrastructure have to offer. In our view, once you have identified where your clients and customers are, the next step ought to be to explore the business and talent environment, as well as the support infrastructure a region can offer. This can include the presence of leading universities and colleges, industry and research clusters, and regions with significant population growth.

A great window and reflection of what a region has to offer are Economic Development Organisations (EDOs). EDOs, which can work at state-level, county-level, or city-level, are government agencies or public-private partnerships whose objective it is to work with and attract international business. These



organisations will have the best knowledge of the area they represent, they are closely connected with the community, and they offer a broad range of (often free) services, such as navigating local rules and regulations, finding property and offices, as well as introductions to potential business partners. Check out the features from JobsOhio or Global Tampa Bay as examples of the range of services that EDOs can offer to aspiring companies.

This chapter collects a selection of EDOs across the United States that we feel represent the diversity of the US and its advantages well. The state of Indiana, for example, emphasises how the state has become a leading destination for electric vehicle innovation, growing the next generation of talent alongside it. Washington State highlights the fact that it has cooperated with the UK around aerospace since the 1950s; a sector that has, yet again, shown enormous growth potential these days. The state of New Jersey, for example, prioritises market entry for British companies, among others, through its Europe Centre. Georgia, like many other states

featured here, already has a strong British-American expat and business community, and it is well connected to the UK with daily flights to London and Manchester. The city of Jacksonville points to the Memorandum of Understanding (MoU) signed between the UK and the state of Florida, which will create a new level of economic ties and academic partnerships. The states of Indiana and South Carolina are also among the states with Memoranda of Understanding with the UK. South Carolina, in addition to its MoU relationship with the UK and being home to a major port in Charleston, has a conducive climate for businesses, including its approach to tax and regulation, as well as through the state's investment incentive schemes.

What all our partners have in common is that they are open for business, committed to trade and investment, and they have a special connection with the UK. They also all have points of contact you can email or call and will always be happy to discuss your plans and ambitions.



Tampa Bay

World-renowned for its beaches, resorts, and diverse communities, Tampa Bay has a rich history and is the perfect place to locate and grow your international business. The Region has historically attracted waves of migrants from Spain, Cuba, Greece, and Germany and is continuing to attract business from around the globe.

Worldwide Connections

Tampa Bay has earned an international reputation for its stable pro-business environment as a top destination for international investment. Tampa Bay offers companies access to over 33 million consumers within an eight-hour drive and easy access to springboard to Latin American markets utilising our port and airport. Tampa Bay's location on the East Coast makes doing business in major markets around the world both convenient and effective. Port Tampa Bay is the largest seaport in Florida in terms of both

tonnage and geographic area and is the closest deep-water port to the Panama Canal with routes throughout Latin America and Asia.

Tampa International Airport has been voted one of the nation's top airports and both business and leisure travelers can enjoy non-stop air service to over 90 domestic and international locations, including direct flights to London Heathrow and London Gatwick via British Airways and Virgin Atlantic.

Why Tampa Bay?

The region boasts a diversified economy featuring multiple high tech industries including information technology, financial and professional services, defense and security, life sciences and medical devices, and advanced manufacturing. The diverse business community helps to create a resilient and robust regional economy that continues to grow with over 3.2 million people in the 17th largest metropolitan area in the US.



Tampa Bay offers a highly skilled workforce, over sixty percent of residents have earned a bachelor's degree, and Florida universities are top three in the nation for US utility patents at University of South Florida. From the research standpoint, U.S. News and World Report ranks USF Health's graduate program in the Top 50. Life Science as a major industry continues to grow via the Tampa Medical and Research District ecosystem and Moffitt Cancer Research Center's upcoming 775-acre Speros FL campus. The Tampa Bay region is excited for the recent Memorandum of Understanding.

Another major industry in Tampa Bay is the Information Technology sector where the region is becoming one of the top tech job locations in the United States. Home to a number of innovation hubs and incubators such as the Tampa Bay Innovation Center, Tampa Bay Wave and SMARTstart, the Tampa Bay Area is the perfect place for your business to grow and prosper.

How We Can Help?

- Site Selection Services
- Detailed Regional Overview
- Workforce Services
- Resource Connections
- Expedited Permitting

Please reach out to your offices to learn more about how we can help you be successful in the Tampa Bay market.



Global Tampa Bay

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 Global Tampa Bay



Washington State

Washington has a rich history of astounding innovation and creativity. Over the years, businesses across the state have put a latte in one hand and a mobile phone in the other, made world travel affordable for middle-class travelers, brought still hearts back to life, and shredded the music world with grunge and Jimi Hendrix. Home to Amazon, Expedia, Microsoft and Starbucks, Washington has an annual GDP equivalent to Poland.

Bordering British Columbia in the Upper Left corner of the US, Washington State is a global leader in Aerospace, Advanced Manufacturing, Life Sciences, Technology, Clean Tech and Agriculture. It has long been recognised as a convergence zone where the status quo is challenged daily, and breathtakingly new ideas come to life in the hands of world-class talent.

Building the Economy of Tomorrow

Aerospace has been a natural area of cooperation between Washington and the UK since the 1950s, given their robust supply chains and reputation for blazing new trails in aviation. A Memorandum of Understanding (MoU) signed

recently by Governor Jay Inslee and UK Minister of State Nusrat Ghani unlocks new partnerships, facilitates capital investment and expands opportunities in clean energy, technology, life science and efforts to reduce the effects of climate change.

Building on the historic cornerstones of the state's economic drivers – Technology, Maritime, Aviation and Agriculture – Washington is laser-focused on forging the foundation for continued economic vitality 30 to 40 years from now.

An excellent example is the state's significant investment in Innovation Cluster Accelerators (icap.washingtonstate.org). These private-public partnerships bring together the best minds in their respective fields to develop the industries of the future, including Industrial Symbiosis, Hydrogen Fuels, Bioscience, 5G, Advanced Technology and Autonomous Vehicles. Researchers across the state are also hard at work finding new cures to diseases using Artificial Intelligence, exploring the potential of Quantum Computing, using drones to manage and harvest crops and redesigning the factory floor from the ground up using robotics.



A Trusted Partner in International Trade

Equidistant between European and Asian markets, Washington is a major trade partner with the UK. The state maintains a field office in London that serves all of Europe. Every year, a large contingent of state officials and businesses exhibits at air shows in Farnborough and Paris. Delegations are also present at other major trade shows across Europe, including Hannover Messe, JEC Composite and Aircraft Interiors.

For the last decade, Washington State has participated in the SelectUSA Investment Summit in Washington DC. This year is no different, as a delegation from the state travels to the “other Washington” to meet with businesses and investors around the globe at this marquee foreign direct investment event.

Where the ‘Next Big Thing’ Begins

The world continues to be challenged on multiple fronts, from life-robbing diseases and the cataclysmic effects of climate change to knocking down historical barriers to economic opportunity. The need to challenge the status quo and find innovative solutions to age-old problems has never been more important or pressing.

Count on Washington State to lead the way, meeting the challenges the future holds in the most unexpected ways.



Washington State Department of Commerce


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Ohio

Where Global Businesses Thrive

In the heart of the United States, international businesses are finding long-term success and sustained growth in Ohio. The Midwest state is redefining what it means to be a global business destination. Boasting a GDP of \$861bn+, the 20th largest global economy behind Turkey and ahead of Sweden, the Buckeye State attracts international investors seeking unparalleled advantages.

Global businesses are reaping the rewards of an elevated quality of life, an affordable cost of living, and a thriving business environment built on a foundation of innovation, collaboration, and a highly skilled workforce. Ohio has more than 200 higher education institutions, including renowned research universities and specialised technical schools, ensuring a steady talent pipeline across various industries. This intellectual capital has been instrumental in attracting global players such as Honda/LG Energy Solutions, Intel, Joby Aviation, Procter & Gamble, Berkshire Hathaway, Whirlpool, GM, Microsoft, Ford, and J.P. Morgan, among many others.

Ohio's Global Reach

Ohio's commitment to fostering international partnerships is evident in its strong ties with countries worldwide. In 2021 alone, the state exported \$1.5 billion of goods to the United Kingdom, its largest European export market. Moreover, British firms employ more than 30,000 Ohioans, showcasing the depth and mutual benefits of these international collaborations. Signet Jewelers, the largest UK employer in the state, provides jobs for 3,700+ people, followed by RELX Group (3,000+), FirstGroup (2,000+), and National Express Group (1,800+).

The state works closely with the US Embassy and the embedded SelectUSA team, ensuring a solid representation of Ohio's business potential. Additionally, Ohio maintains a significant presence at the Farnborough International Airshow, one of the world's leading aerospace events, every other year.

Ohio also recently added direct international flights – Cincinnati to London and Cleveland to

Dublin, Ireland – bringing our regions in even closer proximity. And, our business community works with the British American Chamber of Commerce Ohio Regional Chapter in Cleveland to support business development opportunities between Ohio and the UK.

Cleveland Clinic London, an extension of Ohio's famous Cleveland Clinic that has already been named "Hospital of the Year" by the LaingBuisson Awards, underscores Ohio's leadership in healthcare. The Cleveland Clinic's partnership with IMB to deploy the first on-site private sector quantum computer in the US will further accelerate healthcare discoveries and research in Ohio.

JobsOhio: Your Partner in Ohio's Thriving Business Ecosystem

JobsOhio, an independent nonprofit with an unprecedented self-funding design, leverages deep knowledge of Ohio's diverse industry landscape, skilled workforce, and strategic location to help UK companies establish a strong foothold in the state and achieve long-term success. With a proven track record of completing over 600 international corporate projects, involving \$18 billion in capital investment and creating more than 45,000 jobs, JobsOhio is the go-to partner for UK businesses looking to expand into the United States:

- **Customised Incentive Packages:** JobsOhio offers tailored incentive packages based on job creation, payroll, investment, and project location.
- **Market Research and Benchmarking:** JobsOhio provides in-depth market research and benchmarks against other locations on supply chain, labour, business costs, and taxation.
- **Expert Consultations:** UK businesses can access initial consultations with legal, tax, accounting, and work immigration experts facilitated by JobsOhio.
- **Site Selection Support:** With a database of 4,000+ properties, including SiteOhio-certified locations, JobsOhio offers comprehensive site identification and selection services.

- **Talent Acquisition Services:** JobsOhio's Talent Acquisition Service supports investors for up to 18 months, assisting with employer branding, recruiting, compensation, marketing, screening, hiring, and skilling/upskilling.
- **Financial Incentives:** Ohio offers grants and tax credits, such as the JobsOhio Economic Development Grant, Workforce Grant, R&D Centre Grant Program, JobsOhio Growth Fund Loan, and Job Creation Tax Credit, all tailored to project needs.
- **Navigating Regulations:** JobsOhio helps UK businesses navigate permitting requirements and regulatory processes for a smooth and swift entry into the Ohio market.

British companies that have realised the benefits of locating in the Buckeye State and working with JobsOhio include:

- Aurrigo International introduced its autonomous baggage technology at Cincinnati/Northern Kentucky International Airport, the company's first US market deployment.
- Velocys recently announced the launch of its new 52,500-square-foot technology facility in Plain City, Ohio, that will house the reactor core assembly and catalysis operations for the production process for sustainable aviation fuel.

When you're here, you're home. And when you're home, you have the space to be anything and everything you want to be. On behalf of the entire state, JobsOhio is invested in your success and dedicated to helping you achieve your business goals every step of the way.

Ready to grow? Let's do it together.

Visit JobsOhio.com to learn more.



JobsOhio

 www.jobsOhio.com

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Georgia

Georgia is in the heart of the southeastern US – one of America’s fastest-growing and most populous regions. The state boasts a stable, diverse, and resilient economy with key industries such as E-mobility, Aerospace, Clean Tech, Cyber Security, FinTech, and Logistics. The diversity of the economy is one reason the state mitigates any economic downturn. Additionally, Georgia is internationally recognised for its business-friendly policies that have been maintained and enhanced by state leadership for decades.

The State of Georgia serves as a gateway to domestic and international markets. The commitment to creating a streamlined infrastructure system has led to Georgia’s reputation as a global gateway with the busiest and most efficient airport in the world, Hartsfield-Jackson Atlanta International Airport; two deep-water ports in Savannah and Brunswick; and an extensive network of highways and railways.

Georgia continues to invest in increased connectivity. The Port of Savannah is the single largest and fastest-growing container terminal in America while the Port of Brunswick, already a leading destination for Roll-on/Roll-off cargo, is preparing to accommodate additional business following a series of infrastructure upgrades valued at more than \$260 million. The Port of Savannah offers six direct container ship services to the ports of London, Southampton, and Felixstowe each week, and the Port of Brunswick also offers direct service to the ports of Bristol and Southampton.

Georgia has also been determined and intentional about investments in education, workforce development, and nurturing the talent pipeline. More than 110,000 students graduate annually from Georgia’s 80+ colleges, technical colleges, and universities across the state. Georgia Quick Start – ranked the No. 1 workforce training



program in America – provides free, customised, and comprehensive workforce training solutions to qualified companies.

There is a vibrant innovation ecosystem of startups, tech companies, and research institutions. Georgia Tech, Emory University, and other research centres contribute to innovation and entrepreneurship, making it an attractive destination for investors in Technology, emerging industries, and Life Sciences.



The British expat and business community in Georgia is well represented and supported by an active Consulate General and the British-American Business Council of Georgia. Daily direct flights from Atlanta to London and Manchester over a choice of carriers simplifies travel between Georgia and the UK for business and leisure. Of the more than 3,000 internationally-owned companies that already call Georgia home, nearly 600 are UK facilities that employ 22,000 Georgians.

Georgia also offers an attractive location for individuals to live, work, and do business with diverse cultural offerings, outdoor recreational opportunities, and affordable living costs compared to other major metropolitan areas in the United States.

The Georgia Department of Economic Development's expert teams are there to help companies make the connections they need to succeed when expanding operations to the US. The Department offers a full suite of services including site location, market research, workforce assessments, export assistance, and more. These teams can help ensure any business is able to engage the unique cocktail of economic stability, human talent, and global connectivity that makes Georgia a great state to do business.




Georgia Department of Economic Development


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 Georgia Department of Economic Development

 Georgia Department of Economic Development

 GeorgiaBusinessUSA



South Carolina

Work Where You Love

South Carolina is a state where businesses can start, grow and thrive. A loyal partner committed to nurturing companies throughout the entire business life cycle, South Carolina offers support from launch to legacy.

A Global Scope

Ranked among the top states in the nation for Automotive-related exports and a consistent leader in foreign direct investment on a per capita basis, South Carolina is home to more than 1,100 operations of international firms. Foreign-affiliated companies account for 10% of private employment in the state. Since 2017, South Carolina has seen \$418.8 billion in investment and the creation of more than 30,000 new jobs by international companies.

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; and a favourable corporate income tax structure. In addition, the default apportionment method in South Carolina is separate entity reporting with only domestic income subject to SC income tax.

Low Cost of Doing Business

South Carolina businesses experience lower operating and capital costs. Business-friendly regulations and smart investments in energy infrastructure provide affordable power. Industrial power costs in the state average only 6.74 cents per kilowatt hour, one of the lowest in the Southeast US.

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 companies numerous means of reaching global customers and suppliers.

Workforce and Training Programs

As a right-to-work state with the lowest unionisation rate in the US in 2023, South Carolina businesses can rely on a stable, efficient workforce at competitive wage rates with the ability to maintain a direct relationship with their workers.

Higher education opportunities include three internationally recognised university research institutions. The South Carolina Technical College System is comprised of 16 community-based technical colleges and is home to the award-winning readySC programme offering customised workforce training programmes for eligible companies.

A Prosperous Partnership

In 2022, South Carolina and the United Kingdom entered a Memorandum of Understanding (MoU), making it easier for companies in both countries to do business and establish a footprint within the other's borders. With a focus on the automotive and life sciences sectors, the MoU aims to facilitate increased trade opportunities

and provides South Carolina and the UK with reciprocal access to sales, purchases, joint ventures and research and development at respective universities.

Success Fosters Innovation

Deeply rooted in the automotive and advanced manufacturing sectors, South Carolina is expanding its reach, cultivating a diversified portfolio of economic opportunities. A strategic focus aimed at growing the presence of Life Sciences and headquarters while exploring advanced energy opportunities adds innovator to this pro-business state's list of credentials.

Launch Your Legacy

Discover a state where next-level thinking intersects with traditional values; a place where training in cutting-edge technology meets a workforce steeped in loyalty, pride and grit. Begin launching your business' American legacy and invest in South Carolina.



South Carolina Department of Commerce

 www.sccommerce.com

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 South Carolina Department of Commerce

 S.C. Department of Commerce



New Jersey

New Jersey is a premier North American destination for British businesses looking to expand in the ever-evolving global market. With its strategic location at the heart of America's Northeast Corridor, world-class transportation system, and business-friendly climate filled with opportunity, choosing New Jersey means accessing one of the world's most talented, concentrated, and prosperous markets.

A Global Gateway

As the most densely populated state in the United States, New Jersey has a vast consumer base spanning various sectors. A company located in central New Jersey can serve over 46 million consumers within a four-hour drive. New Jersey boasts 2,900 miles of interstate and highways and the nation's highest railroad density, making delivery of goods and access to customers easy and efficient. Close proximity to major East Coast metropolitan areas, such as New York City, Philadelphia, and Washington, DC, allows businesses to reach a consumer base that generates more than \$6.5 trillion in economic activity.

International trade is incredibly convenient in New Jersey. The Port of New York and New Jersey – the second busiest port in North America with direct access to ports in the UK and the rest of Europe, is one of the United

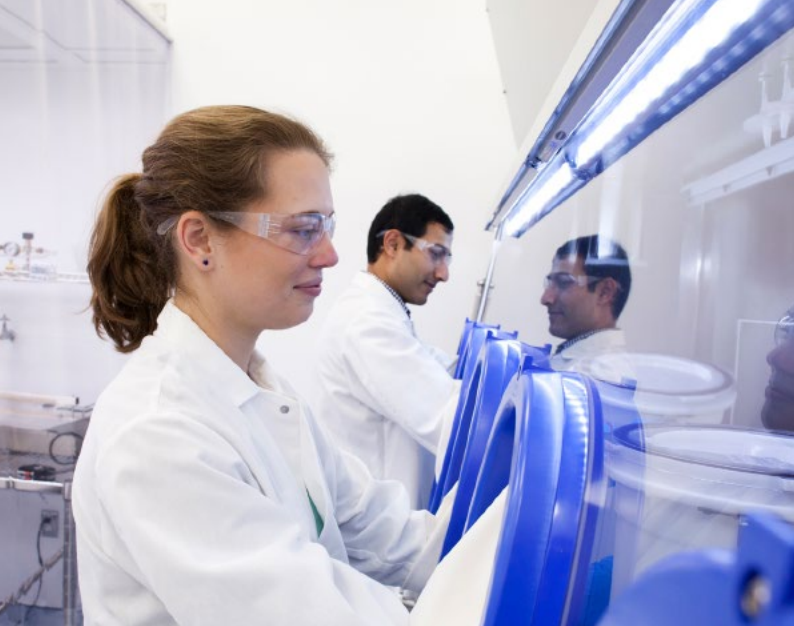
States' largest foreign trade zones (FTZs). New Jersey has five FTZs, including zones that serve the Port of New York and New Jersey, the largest maritime cargo centre on the East Coast. Foreign trade zones keep the cost of goods low and allow quicker transfer times for merchandise to reach the public.

New Jersey is also home to the busiest regional airport system in the United States, consisting of Newark Liberty International Airport (EWR), John F. Kennedy International Airport (JFK), and LaGuardia Airport (LGA). EWR offers 340 daily, non-stop international flights to 77 different destinations, including 42 nonstop daily flights from New Jersey/New York region to the UK.

Train travel is just as convenient. The state benefits from the fastest rail network in the United States, making rail access to Boston less than four hours and a visit to Washington, DC only three hours. For local accessibility, NJ Transit, New Jersey's public transportation organisation, also offers 253 bus routes and 12 commuter rail lines. Northern New Jersey is a mere 20-minute train ride from New York City, while a significant portion of Greater Philadelphia is located in southern New Jersey. New Jersey's transportation system is unparalleled.

Tailored Support for Trade

Since 2003, UK greenfield investment in New Jersey totaled over \$1.5 billion and created over 6,000 jobs. Recognising the importance of



transatlantic collaboration, New Jersey prioritises market entry and growth for British companies. The New Jersey Europe Center, a permanent office to assist European companies in relocating or expanding to New Jersey, was established in 2018 to connect European businesses to the abundant opportunities in New Jersey.

The Center offers companies detailed market assessment services, customised business proposal responses, site selection, government resources, and curated public-private partnerships. The New Jersey Europe Center remains an advocate and guide for UK businesses entering the New Jersey market.

New Jersey's international investment attraction efforts are also highlighted by its involvement in the SelectUSA Investment Summit, the highest-profile event in the United States dedicated to promoting foreign direct investment. The SelectUSA Investment Summit has facilitated more than \$78 billion in investment since its formation, creating over 95,000 US jobs. The United Kingdom is a top provider of foreign direct investment in New Jersey, responsible for 15% of the 292,500 New Jersey jobs directly supported by companies headquartered outside of the United States.

The United Kingdom and New Jersey have a shared commitment to excellence in industries like Life Sciences, Food and Beverage, Financial Services, Logistics, Offshore Wind, and Technology. New Jersey's success in fostering

innovation is evident in the accomplishments of leading UK-based companies such as Unilever, Barclays, Standard Chartered Bank, Ernst & Young, Balfour Beatty, Linde, and BAE Systems. These businesses have established themselves as major players in New Jersey and joined the many companies thriving in the state's entrepreneurial ecosystem, including 14 Fortune 500 companies, more than 1,110 multinational companies, and 225 foreign company headquarters.

New Jersey is a beacon for innovation and global connectivity – the ultimate destination for success across the Atlantic.

choose new jersey

Choose New Jersey


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Jacksonville

Located along the East Coast of the United States, Jacksonville is home to four Fortune 500 headquarters, thriving businesses and waterways that inspire innovation and well-being. With nearly 1.9 million residents, the seven-county Jacksonville region is consistently named a supernova market by Urban Land Institute, designated for its sustained population and job growth, above average levels of economic diversity and white-collar employment, and strong investor appeal.

Dynamic Business Environment

Delivering the perfect combination of talent, infrastructure and available office and industrial space, the region is not dependent on any one industry. Growth has been especially evident in our target industries, with all seeing significant gains in job opportunity, talent development and investment:

- Advanced Manufacturing
- Transportation and Logistics
- Financial Services
- Technology Services
- Life Sciences
- Corporate Operations

A spirit of innovation remains at the forefront of our growing economic landscape as our business climate allows organisations of all sizes to find professional success with our diverse collection of industry ecosystems that continue to attract talent and suppliers.

America's Logistics Centre

Over the years, there has been a significant investment in the region's rich logistics infrastructure and its key location as the Westernmost area on the Atlantic Ocean which enables same-day access to 98 million US consumers. The infrastructure found in the region's seven counties includes: two deep-water ports, three interstates, four rail lines and an international airport system.

The Jacksonville Port Authority (JAXPORT) offers 140 direct ocean service connections in 70 different countries, including a direct container service to/from three destinations in Europe in partnership with UK-based Ellerman City Liners.

International companies with global plans see the Jacksonville region as a strategic gateway into the United States because of our transportation and logistics infrastructure, but they also recognise it as a destination for corporate operations and skilled talent base.



Strong International Ties with the UK

In the Jacksonville region's continued commitment to draw global industry to Northeast Florida, a delegation embarks on an economic development mission to the UK every year. These efforts over the last ten years have led to the creation of US headquarters and the growth of high wage jobs in the Jacksonville region – UK companies Paysafe and SmartStream Technologies have both expanded their operations to the area in recent years as a result of these efforts, compounding the region's strength in finance and technology.

At the end of 2023, a Memorandum of Understanding (MoU) was signed to increase trade and bilateral investment, strengthen business ties and grow academic partnerships between Florida and the UK. The MoU focuses on fintech, health tech, aviation and aerospace, artificial intelligence and more. While the Jacksonville region has had strong ties with the UK for many years, we look forward to continuing the facilitation of partnerships and collaboration as part of this global initiative.

Unmatched Quality of Life & Unlimited Opportunities

Not only is the local talent a competitive differentiator for the Jacksonville region, so is

its quality of life. With access to top schools, beautiful outdoors, blend of home sizes and prices, favourable cost of living and so much more, the water-based lifestyle and prime location provide an abundance of opportunities for residents to enjoy an ideal work-life balance.

Take Your Company Further in Jacksonville

JAXUSA Partnership is the JAX Chamber's regional economic development division overseeing the efforts of the seven counties of Northeast Florida. Using strategic research and targeted marketing, JAXUSA focuses on recruiting new companies, increasing private capital investment and expanding the existing business community.

Let JAXUSA help your company expand to the United States and reach new heights in the Jacksonville region. Take the first step today by visiting JAXUSA.org



JAXUSA Partnership



www.JAXUSA.org



www.FindYourJax.com



www.EarnUp.org



Indiana

Setting The Tone for Future Growth

Known as the Crossroads of America and ranked as Forbes #2 US state to start a business, Indiana is a global destination for business, and the world is taking notice. Indiana has approximately 1,050 international businesses, supporting 209,100 jobs in the state. Seeing the enormous potential for business growth in future-focused industries in Indiana, over 95 UK businesses have realised the importance of a supportive relationship with the state, building upon already well-established cooperation and trade relations and chosen Indiana for their US operations.

This partnership was further solidified when the UK signed a Memorandum of Understanding (MoU) with Indiana, as its first state-level trade and economic development agreement in May 2022 at the Indiana Global Economic Summit. The MoU has provided a framework for increased engagement on economic development, trade promotion and academic collaboration by creating jobs and growing businesses.

Indiana has received many accolades for its various wins and successes, #1 in Business Facilities (Manufacturing Outputs), and #3 Tax Foundation Property Tax Rank, including CNBC's #5 in Infrastructure, among others. State leaders have made numerous investments to elevate the global brand. By working with a global partner like the UK, there is endless potential for growth in all facets of the economy.

In Indiana, we are working toward a robust hydrogen ecosystem that will spur future growth, reduce pollution and enhance energy security. Most recently, Indiana announced a partnership with other midwestern states to establish a regional hydrogen coalition, including private partners like British Petroleum (BP). The Midwest Hydrogen Coalition Memorandum of Understanding (M-H2 Coalition MoU) focuses on developing a robust hydrogen market, supply chain and workforce across the Midwest that will lead to more economic development, promote energy independence, reduce pollution and



improve public health outcomes. The M-H2 Coalition MoU will enable existing industries to remain globally competitive and encourage new industries to build and grow in the Midwest.

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.

The state has transformed into the perfect destination for EVs, growing the next generation of energy talent alongside them. Companies like Toyota, Honda and Cummins have committed to building next-generation electric and hybrid technologies in Indiana. Samsung SDI's joint ventures with Stellantis and GM are investing a combined \$5.5 billion and creating more than 3,100 new, high-wage jobs marking the state's largest EV investment to date.

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 2,700 Life Sciences companies, Indiana is a hotspot for life sciences talent with companies, like Eli Lilly supporting over 63,000 jobs throughout the state.

Home to 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 the future.

Indiana is accelerating its growth and invites British companies to join the more than 95 other UK-based companies in our state. Together, these companies, including Rolls-Royce, British Petroleum, BAE Systems, Tate & Lyle and DS Smith, support more than 26,300 jobs across the state.

In the heart of the Midwest, Indiana also 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, 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 come here for our fiscally predictable business climate but stay for our Midwestern work ethic and vibrant communities.


- #2 US State to Start a Business (Forbes 2024)
- #1 in the Midwest and #6 Nationally (Chief Executive Best & Worst States 2023)
- #5 Infrastructure (CNBC 2023)
- #5 Cost of Doing Business (CNBC 2023)


For more information, contact:



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**HERE TO
HELP**



**UK
Government
Department
for Business
and Trade**

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

Our teams of trade advisors across the United States 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 the full range of DBT services, UK companies should get in touch with the Export Support Service to determine appropriate next steps and connect to the right resources. Depending where a company is on its export journey and what type of support is required, an introduction may be made to other UK-based resources, such as the UK Export Academy or UK Export Finance, or to the International Markets (IM) team in North America.

Companies that meet the eligibility criteria may access IM via their International Trade Adviser or the Export Support Service. IM is designed to provide on-the-ground expertise to help businesses understand and tackle the opportunities and challenges that may arise when exporting to international markets.

The service provides complimentary support, including one-to-one advice from an in-market adviser; access to a library of sector reports and exporting guides; and introductions to a network of private sector service providers who can assist with issues on a commercial basis, including accounting, legal, logistics, market research and more.

Helping Businesses Sell Overseas

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

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

Opportunities for UK Businesses in North America

DBT has Export Market Guides to help companies identify opportunities and prepare to do business overseas. Please review our guide for the USA to see detailed information. DBT also provides free international export sales leads from its global network. Search for opportunities by sector and overseas market at the Export Opportunities page.

UK 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 the risk of not getting paid for products.



Department for
Business & Trade

Department for Business & Trade

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**UK
Government
UK Export
Finance (UKEF)**

Trade for Prosperity

UK Export Finance (UKEF) is the UK's export credit agency. Created in 1919 as the world's first institution of its kind, our mission is to ensure that no viable UK export fails due to lack of finance or insurance.

There are three ways in which the UKEF supports British companies:

- We win export contracts by providing attractive financing terms to their buyers.
- We fulfil contracts by supporting working capital loans.
- We ensure that businesses get paid by insuring against buyer default.

In 2022-23, UKEF provided £6.5 billion of financing for UK businesses and supported up to 55,000 jobs, contributing £4.1 billion to the UK economy.

UKEF has a strong track record of supporting British businesses to take advantage of opportunities in the USA. One example is the Yorkshire-based bed and mattress manufacturer Jay-Be. In August 2023, UKEF issued a General Export Facility (GEF) guarantee securing £2.5 million in funding from Santander UK, enabling Jay-Be to export to and invest in production facilities within fifteen overseas markets, including the USA.

UKEF was also able to assist Copeland Distillery, a Northern Irish gin distillery based in County Down. We provided two GEF guarantees, amounting to nearly £250,000, enabling the fast-growing business to boost its working capital and export to the US market. It has since gained a foothold within nine states in the country.

UKEF offers substantial support for UK companies looking to export to the United States, a market where it can offer more than £4 billion



in support; it is ready to help businesses of all shapes and sizes, including small and medium-sized businesses. In 2022-23, 84% of the businesses we supported were SMEs, with 82% based outside of London. Through our GEF, we have supported SMEs with up to £25 million in trade finance, without requiring a specific export contract. We also recently changed the terms around our financing to make it easier than ever for SMEs to access support.

Export Finance Managers are regional representatives of UKEF. They are local points of contact for exporters and businesses with export potential. An Export Finance Manager can help your business get a better understanding of your export finance requirements.

Find an Export Finance Manager and learn more about how UK Export Finance can help your business in the USA at www.ukexportfinance.gov.uk




**UK Export
Finance**

UK Export Finance



www.ukexportfinance.gov.uk



US Government SelectUSA

Housed within the U.S. Department of Commerce, SelectUSA is the only federal-level program dedicated to facilitating high-impact business investment into the United States. SelectUSA raises awareness of the critical role economic development plays in the US economy, including contributing 16 million jobs through direct or indirect foreign investment.

Here to Help

SelectUSA works with global companies, US economic development organisations (EDOs), and other federal, state, and local government agencies to provide 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 US 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

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 and territories. The summit provides an opportunity for businesses to explore the exhibition hall featuring EDOs from 50+ states and territories, service providers, industry experts, and international tech startups. Summit participants can attend more than 100 Investment Academy Sessions designed to provide information from policy and industry experts and government speakers offering actionable information on everything from developing a workforce to understanding incentives. For more information on the wide range of investment resources available at the Summit, go to: <https://www.trade.gov/selectusa-investment-summit>

Interagency Engagement

As Chair of the Interagency Investment Working Group (IIWG), SelectUSA coordinates activities among more than twenty federal agencies that promote business investment and respond to questions impacting investment decisions. The program works with IIWG partners to provide address on investment needs and to respond to concerns relating to federal regulatory issues, helping companies and organisations navigate a system that might be unfamiliar to them.

Data Analysis

Recognising 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. SelectUSA investment specialists help companies find useful information and interpret unbiased data they need on a wide range of topics – from information on the overall economy and investment trends through industry overviews and data about consumers, US workforce, specialised clusters, and available federal resources.

Information on services available for investors can be found here: <https://www.trade.gov/selectusa-investor?anchor=content-node-t14-field-lp-region-2-2>



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British American Business

Here to Help

BritishAmerican Business is the leading transatlantic trade organisation, representing over 420 member companies from the UK, US and elsewhere, all of whom are active and do business in and between the US and the UK.

BAB incorporates and represents the American Chamber of Commerce in the UK and the British-American Chamber of Commerce in the US. As part of our offering, we convene our members for professional and personal networking, we advocate for pro-business policies and regulations, and we help companies achieve and celebrate their expansion across the Atlantic.

Whether you want to be part of the most important transatlantic business network, be connected to peers, government representatives, clients, service providers or colleagues in different US states, counties, or cities; whether you want your company's influence on policy matters, to actively participate in our countless platforms and events, have an organisation champion your success, or learn about the latest updates and opportunities in the transatlantic space – this is what BritishAmerican Business can offer.

Members of BritishAmerican Business enjoy a whole range of benefits, from networking opportunities, business insights, policy engagements, and trade and investment promotion platforms, as well as access to a team excited about your growth story, and well-connected with relevant stakeholders who can help you with your company's journey.

Key activities in our trade promotion portfolio include BAB's popular 'Accelerate' series, a targeted business networking community for small and middle market companies looking to establish a transatlantic footprint; hosting trade delegations both sides of the Atlantic; and the Transatlantic Growth (TAG) Tracker, which tracks and champions investments made by American and British firms across the Atlantic.



Get in touch with our team to learn more about how we can help and sign up for our monthly trade and investment updates www.babinc.org/mailling-list. Learn more about BAB at www.babinc.org



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BritishAmerican Business



The BritishAmerican Business Network

Here to Help

The BritishAmerican Business Network (BABN) is a network of individual chapters in major business centres throughout North America and the United Kingdom. While chapters in the UK can serve as a good local network for companies keen to start their expansion journey, US-based chapters can serve as a useful local network for companies who have just landed. Chapters are local hubs for connections, trade and policy engagements, as well as valuable networking platforms with key stakeholders. Pages 106-107 list all the Chapters and relevant contacts.

BABN Chapters are deeply rooted in relevant stakeholder communities with relationships to US and UK Governments, Economic Development Organisations (EDOs), local Chambers of Commerce, Universities and more. Membership of local BABN Chapters includes benefits such as access to local and relevant transatlantic communities, business insights and marketing platforms, events, celebrations and networking, as well as policy and trade insights. Linked to the BAB Network is the British-American Group of Lawyers (BAGOL), a network of attorneys from the various BABN Chapters. The group provides opportunities for making or receiving referrals and exchanging or disseminating information of common legal significance.

Every year, Chapters of the BAB Network and their members come together for Transatlantic Conference, a unique opportunity to meet and network with businesses, government leaders, and leaders of the wider network.

BABN is governed by a Board of Directors, managed by a Steering Committee, and supported by a Secretariat.

Learn more about the BAB Network at www.babn.org

BABN | BRITISHAMERICAN
BUSINESS NETWORK

BritishAmerican Business Network (BABN)



www.babn.org

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An aerial, top-down view of a large container port. The image shows a dense arrangement of multi-colored shipping containers (red, blue, yellow, white) stacked on the deck of a ship. Yellow and blue gantry cranes are visible, extending over the containers. The ship is docked at a pier with yellow safety markings. The water is a deep blue-green. The overall scene is one of intense industrial activity and global trade.

British Chambers of Commerce

International trade and investment are woven into the DNA of the British Chambers of Commerce. For over 160 years, we've been working to promote trade between UK businesses and global markets. Our international Chamber network means we're in a unique position – as enablers and facilitators of trade. Connecting UK businesses with over 75 countries worldwide.

Here to Help

There really is a 'special relationship' on trade between the UK and the USA. The US is the UK's largest trading partner. In Q3 2023 figures show trade between the two countries was worth £315.1 billion. We're working hard, in partnership with colleagues at BritishAmerican Business, to make sure that trade relationship grows even stronger. In recent weeks, I've been in the United States myself to hear more about the amazing partnership work between business on both sides of the Atlantic.

We're living in challenging times – with the ongoing war in Ukraine, rising tensions in the Middle East, and the continuing fallout from the pandemic. They are all having an impact on global trade. But with the right help, assistance and direction companies are still succeeding. The global British Chambers of Commerce network is the first port of call for that practical support. We believe that international trade can make every business a stronger one.

International trade and investment are successful when a true partnership is established, between countries, between businesses, and between individuals. Technology now allows relationships to be built quickly and a shared understanding to be built at speed. Chambers have a track record of bringing people together around the world and identifying benefits for all.

In the coming years, the global business environment will continue to change beyond all recognition. We need to be focused on helping businesses in the USA and the UK adapt to a low-carbon, digitally focused future. Chamber members around the world are leading the way in our journeys to net-zero and our understanding of AI. But we want more companies to work together on these important challenges and opportunities. Trading together, investing together and sharing ideas together.

I pay tribute to BritishAmerican Business – and its members. The market access support you offer to many thousands of firms every year is

first class. The results are clear to see. More trade and more companies trading between our two countries. And we know that once you open the door to overseas trade and investment, the possibilities for expansion are endless.

Throughout our long history at the BCC, we've seen it time and again – businesses that embrace international trade grow stronger and flourish. That's why we're determined to build a business community in the UK where more than half of companies export. Our Chamber Network has already helped thousands of members achieve this, and we're ready to assist thousands more.

The amazing track-record of the Chamber of Commerce network, both here in the UK and around the world – means that I'm hugely optimistic about the future. Working together we can increase trade, build relationships and optimise business opportunities between the UK and the USA for many decades to come.



British Chamber of Commerce



www.britishchambers.org.uk



@britishchambers



British Chambers of Commerce



British Chambers of Commerce



British Chambers of Commerce



Shevaun Haviland

Director General,
British Chambers of Commerce



UK Minister of State for Trade Policy The Rt Hon Sir Conor Burns MP speaks at BAB's Transatlantic Growth reception, 2023

The BritishAmerican Business Transatlantic Growth Campaign highlights and celebrates the inspiring stories of businesses from SMEs to MNCs that underpin the transatlantic trade and investment relationship between the US and the UK, creating growth, prosperity, and jobs on both sides of the Atlantic.


Every year, BAB recognises and promotes companies that have used the strong, unique economic relationship between the US and the UK to grow their business across the Atlantic and have made long-term commitments to the transatlantic economy. The TAG campaign recognises companies at all stages of their growth journey and invites them to participate in a series of events and engagements throughout the year.



If your company has a great story to share,
please get in touch with Alice Mount at

 amount@babinc.org

To learn more about the campaign and meet
companies recognised in 2024, visit

 www.babinc.org/tag

TAG

TRANSATLANTIC GROWTH

A partnership that redefines transatlantic travel

The Virgin Atlantic and Delta Air Lines® partnership is designed with transatlantic business travel in mind. Not only do we fly to over 200 US destinations, we're the most connected transatlantic partnership, with convenient schedules, rewarding mutual loyalty programmes, and co-location at key international airports. Plus, with Wi-Fi available on almost all flights, you'll stay connected in the clouds too.

Onboard both airlines, customers will experience warm, personal service, award winning entertainment, and innovative products in some of the best premium cabins in the sky.



Transatlantic Council Members

BritishAmerican Business's Transatlantic Council membership puts member companies at the heart of key events and conversations, providing a platform for impactful engagement and fostering lasting connections.

We would like to thank all of our Transatlantic Council Members for their support:

Accenture	Broadridge	Legal & General
Acrisure Group	BT	LetterOne
AIG	Chegg	Mars
AlixPartners	Chevron	Marsh McLennan
American Express	Citi	McKinsey
AMEX GBT	Debevoise and Plimpton	Merck / MSD
Ascot	Deloitte	Moderna
AstraZeneca	Delta Air Lines	Pearson
AT&T	Diageo	Rolls Royce
Bain & Company	DP World	S&P Global
Bank of America	Drax	Standard Chartered
Barclays	EY	Suntory Global Spirits
Blackrock	Fitch Group	Thoughtworks
Blackstone	HSBC	Tikehau Capital
Bloomberg	J.P. Morgan Chase & Co.	Turner & Townsend
Boston Consulting Group	JetBlue	United Airlines
BP	KPMG	Virgin Atlantic
British Airways	Latham & Watkins	WTW

#GOTRANSATLANTIC



Interested in expanding your business to the UK?

Check out Finding Your Way: The Trade and Investment Guide to the UK

www.babinc.org/trade

BritishAmerican Business and
BritishAmerican Business Network 2024

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Design: **Flamingo Creative**

Layout: **Colourview London**