

FINDING YOUR WAY

The Trade and Investment
Guide to the UK

2023/24

HELPING YOU GROW



LONDON & PARTNERS



Front cover:
Clifton suspension bridge, Bristol, UK

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WELCOME



Introduction

What world-first bourbon is born in the USA, but matured in Britain, and whose origin involves a Derby-winning horse and the Beatles? If you're interested in knowing the answer, or rather in learning more about the story, speak to the team from Never Say Die, or read about their unique journey across the Atlantic in this Guide (page 22).

For us at BritishAmerican Business, the very idea that there is a whiskey out there that is distilled in Kentucky, ocean-aged on a six-week trip across the Atlantic and matured in barrels in Derbyshire, United Kingdom represents the inspiration for why we produce this report. Never Say Die's story of entrepreneurship and ambition stands for the many companies, and the people behind them who see the transatlantic corridor as part of their business growth ambition every single year.

In that spirit, we are delighted to present to you this new edition of the BritishAmerican Business Trade and Investment Guide to the UK – the most comprehensive guidebook for US companies seeking to expand their business to the UK.

Whether you plan to export a product or service, or are a company seeking to establish an international presence in the UK, this Guide, like its predecessors, walks you through key areas of practical advice on the issues that companies must consider when expanding: from logistics, legal services or finance; it introduces the reader to the diverse UK nations and regions in which they can grow and innovate, and it provides information on the services that both governments and leading associations and networks provide to help you be successful in your expansion endeavors.

For many US businesses looking across the Atlantic, the UK has long been a natural destination for American products and services, or a base to serve the wider Europe, the Middle East and Africa (EMEA) region given its long-standing and deep political and cultural ties, but also its reputation as a good place to do business. All of this remains true.

Yet, especially for smaller and middle-market companies, the success of an expansion will always be determined by thorough preparation.

The good news is that there is more support and information available than ever before. Both governments and business stakeholders, including BritishAmerican Business and Chapters in the wider BAB Network, have stepped up in their efforts and work to help companies find their way across the Atlantic. This report aims to reflect just that.

In this latest edition of our bi-annual guide to investing in the UK, 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, and with organizations and business networks in the UK and USA. In addition, we have continued to showcase the diversity of businesses and transatlantic growth stories in our 'Case Studies' section (pages 16 – 27) alongside the unique offerings and opportunities that lie in each of the UK's four nations, and the regions within them. Our 'Getting Started' section (pages 28 – 35) provides an overview of the advice detailed in this guide, to help you filter the wealth of information available.

With the release of this Guide we have sought to complement the good work done by both the US and the UK Governments in strengthening the transatlantic economic corridor, such as the US-UK SME Dialogues, the US-UK Trade Dialogues, or the UK's trade engagement with US states. On that note, we encourage you to read the Special Feature in this Guide on how the UK seeks to strengthen economic ties with individual US states in parallel to the work done at the federal level – an initiative we very much support (pages 14 – 15).

This leaves us to thank all the various partners whose contribution made this Guide possible: US Commerce Under Secretary Marisa Lago and UK Minister for Investment, Lord Johnson of Lainston CBE for their personal endorsement; the UK Department for Business and Trade and the US Commerce Department, as well as their various agencies and teams for their continued 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 whose dedication in preparing the Guide builds on the same special ingredient used by Never Say Die: *pure passion*.



Duncan Edwards

Chief Executive Officer,
BritishAmerican Business



Tamra Eker

Managing Director,
BritishAmerican Business
President, BritishAmerican
Business Network



Emanuel Adam

Executive Director, London
Chief Trade and Policy Officer,
BritishAmerican Business



Alice Mount

Executive Director, London,
BritishAmerican Business

Welcome from the UK

As Investment Minister at the UK's Department for Business and Trade, I have a clear brief: to promote the UK as a world-class investment destination and to ensure that it is known as such by our friends and partners around the world.

By any indication, this call is heard loudest and clearest in the USA. No other country invests in the UK more, with American investment accounting for nearly 25 pence of every pound of the UK's inward investment. This complements a thriving trading relationship between our two countries worth £262.7 billion last year.

In 2019, American-owned businesses supported nearly 1.5 million jobs across the UK. In other words, almost 1 in 20 UK workers work for US-owned businesses.

This is the sign of a strong trading relationship between two key players on the world economic stage. We lead the way in technology investment together and play a crucial role in promoting investment and research in each other's countries.

UK FDI stock reached over £2 trillion for the first time earlier this year. In start-up funding we are second only to the USA proving that the UK is a globally competitive economy with a highly skilled workforce, focusing on cutting-edge innovation in key areas like science, services and research.

What is particularly striking, however, is that this impressive FDI milestone was reached thanks to £90.4 billion of increased investment from our friends in the USA, particularly in the UK's professional, scientific and technical services sectors.

What is important to remember is that behind every trade and investment statistic are businesses, large and small, made up of people making a real difference to our economies on both sides of the Atlantic. For instance, every day, more than a million Britons go to work for American-owned companies and vice versa. We share in each other's inventiveness, productivity and commercial leadership.

It is clear to see that the UK and USA have a relationship that is flourishing but we should still drive for more investment and activity in each other's economies.

I strongly believe that this year's edition of BAB's Trade and Investment Guide gives a powerful account of the UK's investment offer. Importantly, the Department's extensive network of trade experts, located in nine cities across the US, are on hand to help you take your next investment step.

As an independent trading nation, the UK is open and ready for business. We are securing pioneering trade and investment deals, embracing the world's fastest-growing markets, and shaping the industries of the future. I very much hope you will be part of it.



Lord Johnson of Lainston CBE
Minister for Investment,
Department for Business and Trade

Welcome from the US

Now more than ever, the special relationship between the United States and the United Kingdom is vitally important to our shared economic prosperity. The United Kingdom remains a close partner in advancing our vision of national security through economic prosperity.

In 2022, even in the wake of global economic headwinds, two-way trade between the United States and the United Kingdom stood at \$295.2 billion, a 19.4% increase from 2021. The United Kingdom is a key investor in the United States as the fourth-largest source of Foreign Direct Investment (FDI), totaling \$565.2 billion in 2021, and supporting over 1.2 million good-paying American jobs. The UK's regulatory landscape is transparent, and it has a long tradition of protecting intellectual property, making it an attractive place for American companies to do business.

Our US Commercial Service team based in London stands ready to help American exporters develop the market intelligence and provide the assistance that they need to access the UK market. Our team has found success for US companies seeking to do business in the United Kingdom in many key sectors such as the Cyber Security, Aerospace and Defense, Clean Energy, Financial Technologies, and Autonomous Vehicle sectors. We encourage American exporters to contact our team so that we can help you start your export journey.

We greatly appreciate our close collaboration with BritishAmerican Business. Their engagement and advocacy for companies on both sides of the Atlantic help us keep our pulse on market developments, challenges, and opportunities. We very much appreciate this guide developed by their trade experts. On behalf of the International Trade Administration, thank you to the BritishAmerican Business team that made this new guide possible. We very much look forward to continuing our work with you.



Marissa Lago

Under Secretary of Commerce
for International Trade

Why the UK? Six Reasons

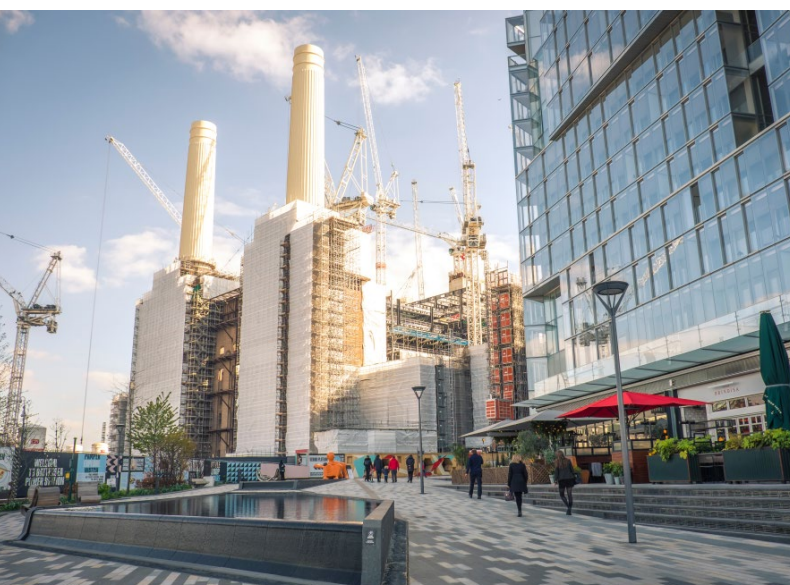


One of the Most Important Consumer Markets for American Goods and Services

The UK boasts the sixth largest consumer market in the world, representing 4.05% of the world consumer market, with an annual GDP of \$3.13 trillion. The UK is the second largest economy in Europe by nominal GDP, and the ninth largest economy in the world in terms of Purchasing Power Parity. American products are common, well-liked, and an integral part of the economy.

FDI Hotspot for US Companies

The UK is a highly globalized economy and one of the most attractive places for Foreign Direct Investment (FDI). US companies are the largest investors in the country by a wide margin, and are present in all UK nations and regions, operating across all major industries. Recent examples of US investment in the UK include Mangata Networks LLC and Moderna. In 2023, the UK moved up to become the third most important country in the world for global companies to invest in.



A Favorable Environment for Business

The UK is known for its business-friendly environment and is recognized as one of the world's top-ranking economies. The UK offers businesses a liberal, pro-innovation economy, a world-leading Intellectual Property (IP) regime, a high-spending consumer market, world-leading talent, as well as generous incentives of up to 230% in tax credits for companies investing in UK R&D projects. A US-UK tax treaty outlines ways to protect expats of the respective countries who pay taxes on their incomes while living abroad.

A Central Location for US Business

For over 100 years, the UK has been a gateway for US businesses to Europe and the wider EMEA region; many US companies have their EU HQ or primary location in the UK, including UserTesting who opened their first European site in Edinburgh in 2019. In addition, Heathrow Airport ranks among the airports with the most connections to the US, with recent new connections being added to Tampa, Florida, and Cincinnati, Ohio. Heathrow Airport is the most important international connecting hub for American Airlines.



A Strong Support Infrastructure

Companies keen to expand to the UK have access to a well-tested and comprehensive support network of government agencies, trade and investment promotion bodies, and private stakeholders in both the US and the UK, including regional District Export Councils (DECs) with a UK focus, such as the DEC in Virginia/Washington DC, the Massachusetts Export Center, regional outposts from the US Chamber of Commerce, as well as BritishAmerican Business, the Chapters of the BritishAmerican Business Network (BABN) and all partners featured in this Guide. In addition, the UK Government serves the US through dedicated trade specialists and sector teams in its eight Consulate Generals and several Government Offices, including in Raleigh, Seattle, Denver, and Minneapolis-St. Paul. The US Commercial Team at

the US Embassy in London provides dedicated export and investment advice to companies looking to expand to the UK from the US.



A Great Transatlantic Trading Story

The UK and US not only share one of the longest and most stable political and cultural relationships, but also an important trading relationship. Bilateral trade in goods and services exceeds \$220 billion every year; almost 10% of all UK imports are from the US, while the US receives almost 15% of all goods the UK

exports to the world. The US-UK trading relationship is underpinned by various treaties and government initiatives, dialogues, and other cooperation platforms. Most recently, the UK began signing Memoranda of Understanding with individual US States, including North Carolina and Indiana, to develop stronger economic collaboration at state level.

The Industries of the UK



Health and Life Sciences

The UK is a renowned center for life science and healthcare innovation, with a integrated collaboration network across industry, academia, government, the NHS, and other healthcare stakeholders. The UK is second only to the US for life sciences inward investment, with a great number of investment opportunities, ranging from data-driven healthcare solutions to diagnostics.

6,330 companies in the UK Life Sciences industry employing over 268,000 people	£88.9bn annual turnover of UK Health and Life Sciences industry	1st in the G7 for Life Sciences research by citation impact	£1bn of funding available from The UK Government and its partners
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Financial Services

The UK is one of the world's leading financial centers, with a well-developed infrastructure and innovation-friendly regulatory and legal framework. In addition to being the world's leading center for international debt insurance, commercial (re)insurance and foreign exchange trading, the UK is also spearheading innovation and growth in new areas such as FinTech and Green Finance.

8.3% of the UK's total economic output is from Financial Services, valued at £173.6bn annually	1.08m Financial Services jobs, representing 3% of the total UK workforce	£63.3bn of Financial Services exports in 2021	#1 Most attractive country in Europe for future financial services investment
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FinTech

The UK is the second largest destination for global FinTech investment after the US and the most attractive destination for FinTech in Europe. There is extensive government support for innovation and growth, ranging from tax-relief schemes, innovation accelerators and £50bn available to support FinTech firms.

76,500

people employed in the UK FinTech sector in approx. 2500 firms, expected to double by 2030

£9bn

invested in 2021, a 217% increase from 2020

11%

of the global FinTech industry is represented by the UK

2nd

in the world for FinTech investment behind USA



Technology

The UK has a flourishing home-grown technology sector, with particular growth areas in Artificial Intelligence (AI), Cyber Security, robotics and autonomous systems, zero-emission vehicles, and FinTech. Supported by various government-backed initiatives, the UK produces more tech unicorns than any other country in Europe.

1/3

of foreign tech investment into Europe captured by the UK in 2021 (£29.4bn)

4th

most innovative place in the world (Global Innovation Index 2017-2021) and the 3rd in Europe

£540bn

The combined value of UK tech companies founded since 2000

25%

of the UK's Unicorns (privately-owned startups with values over \$1bn/£882m) created in 2021 alone

The Industries of the UK



Food and Drink

There is strong consumer demand for new food and drink products in British supermarkets. It is also an excellent testbed for new products. The UK's innovation culture, competitive pricing and tax environment, and stable supply chains has sparked a thriving AgriTech sector, with specialties in GM production, plant health and improving plant production.

4.1m

people employed in the sector, 13.4% of British employment

£116.2bn

contributed by the sector to national Gross Value Added in 2020

£240bn

of consumer expenditure on food, drinks and catering in 2021

78%

of agri-food businesses in the UK are SMEs (8,285 businesses)



Creative Industries

Whether it be TV, music, publishing, video games, or advertising, the UK's Creative Industries offer plenty of opportunities for new products and investment. Boosted by a talented workforce, technology partnerships and generous incentives, the sector exceeds the national average growth rate by a factor of five.

£13.2m

contributed to the UK economy every hour by the Creative sector

No.1

video game market in Europe, supporting 20,400 jobs

26%

of expected growth in the Creative sector by 2025

£42m

pledged to help SMEs in the Creative Industries grow and expand in the UK



Retail

The UK is one of Europe's largest retail markets, Europe's largest E-Commerce market, and home to the highest proportion of international retailers. Consumers from all over the world enjoy and shop for products in the UK. A noticeable number of American businesses have chosen the UK as a core market before expanding to other parts of Europe.

£91bn

made in online retail sales in the UK, the highest in Europe

3m

employed in the UK retail sector

£18.5bn

provided in support of UK exports by UK Export Finance from 2016-2021

5%

of annual UK GDP generated by Retail sector



Clean Growth

The UK's commitment to net zero, married with the UK's leadership in areas such as technology and infrastructure, has produced one of the world's most interesting destinations for sustainable products and innovation. Whether it be electric vehicles (EVs), green infrastructure or sustainable energy, the UK offers plenty of opportunities to invest and to bring new innovations and products to market.

460,000

jobs created by EV manufacturing in England

95%

of Britain's energy to be low-carbon by 2030

480,000

jobs to be created by private sector investment by 2030

2.4%

of UK GDP to be spent on R&D by 2027



Signing of MoU between the UK and the state of South Carolina

Taking Trade Local: State-level Engagement with the US

A Special Feature from the Department for Business and Trade

State-level Trade Engagement in the US

It is the Government's aim to make it quicker, easier, and cheaper for UK and US firms to trade and invest. As such, the UK is taking a twin-track approach to trade engagement in the US – strengthening our ties with individual US states in parallel to our work with the federal government.

The Department for Business and Trade (DBT) sees huge potential in deepening our existing relationships at a state level, including through Memoranda of Understanding (MoUs) on trade and economic cooperation.

So far, MoUs have been signed with Indiana, North Carolina, and South Carolina in 2022, and further states (including Oklahoma, Utah, Texas, and California) are being actively engaged.

More broadly, DBT are also engaging with partners across the US to remove barriers, including exploring how to improve UK firms access to the US state-level government procurement market, and working with UK regulators to secure recognition of professional qualifications.

Architecture provides a great example of what's possible on professional qualifications. On 16th February, the UK's Architects Registration Board

(ARB) signed a mutual recognition agreement with the US's National Council of Architectural Registration Boards (NCARB) – the first such agreement the ARB has ever concluded. This landmark agreement makes it easier for eligible architects to register to work in each country, helping the UK's world-class architects export their expertise across the Atlantic.

What are Memoranda of Understanding?

MoUs establish a bespoke framework for economic cooperation between the UK and states upon areas of mutual interest.

For example, in Indiana, the focus is on advanced manufacturing and materials, energy, and innovation and regulatory cooperation (amongst others), and in North Carolina, it's on cooperating on achieving net zero greenhouse gas emissions through the development and deployment of clean energy industry and technologies. In South Carolina, the MoU is much more narrowly focused on the automotive and life sciences sectors.

What Happens Next?

Signing an MoU is not the end point, but the start. The UK Government is working hard to ensure these MoUs facilitate the maximum economic

potential for the UK and each respective US state. The Government sees this being realised by:

- Unlocking trade barriers;
- Promoting UK business, through trade missions;
- Seizing and promoting opportunities for investment;
- Sharing expertise; and
- Growing bilateral trade.

The implementation of these MoUs requires commitment from UK and state governments alongside engagement from business; which is why the MoUs that have been signed have established working groups at both levels.

The UK looks forward to continuing to work closely with its partners in state governments and in industry to deliver a regular drumbeat of targeted activity under these MoUs to ensure they reap real benefits to businesses and consumers in both the UK and the US.

What Has Been Achieved so Far?

The UK and US are already making the most of the opportunities created by the MoU programme and delivering follow up-activity benefitting businesses across both countries.

■ **In Indiana:**

- The MoU has helped UK firms with specialist expertise in engineering, technology, and energy to engage with the state government – supporting Governor Holcomb’s commitment to innovation and sustainability.
- In December 2022, DBT held its first bilateral working group, established by the MoU, with a focus on realising opportunities in energy transition, sustainability, and government procurement.
- The UK Government was proud to host a delegation from Indiana in February this year in both London and Cardiff, with a focus on green technology, women’s economic empowerment, and levelling up: all key themes in the MoU.
- The UK plans to hold a follow-up Indiana business-to-business working group in Spring 2023 to align with the one-year anniversary of the MoU’s signature.



First meeting of the UK-North Carolina MoU Working Group in Charlotte, NC

■ **In North Carolina:**

- In November 2022, the UK Government arranged for a delegation of twelve UK offshore wind leaders to visit the state and meet Governor Cooper and local businesses – leading to an exchange of best practice and identification of new trade and investment opportunities.
- The inaugural meeting of the UK-North Carolina working group – established by the MoU – took place in Raleigh, North Carolina in January, which identified further opportunities to advance cooperation.

■ **In South Carolina:**

- The UK Government has agreed two priority sectors for collaboration with South Carolina, which reflect shared areas of expertise: automotive, including electric vehicles; and life sciences.
- The UK is looking forward to the inaugural UK-South Carolina government-to-government working group which will take place later this year.

Get in touch with Kristan Walters, Head of Delivery – Bilateral Trade Relations: North America (Kristan.Walters@trade.gov.uk) if you’d like more information about state level work and how you can get involved.



ChargePoint, a California-based electric vehicle infrastructure company, secured itself as an international leader for EV charging after entering the UK market in 2017. Growing twenty-fold in 5 years, they continue to look for companies wanting support in their energy transition.

CASE STUDIES



Beacon Interactive Systems

Beacon is a US-based defense contractor, delivering digital transformation for edge operations to the US Department of Defense, its allies, and partners. Built to the rigorous demands of a defense marketplace, Beacon's products digitize operations across energy management, maintenance activities, and sustainment efforts. Results include streamlined workforce performance, improved decision-making at the edge, and increased real-time visibility into readiness of mission-critical assets.

With products in active deployment across the ships, subs, and carriers of the US Navy as well as across US Air Force flightlines, Beacon is scaling its national security impact to deliver similar performance-improving capabilities to US partners and allies. Implementing Beacon's digital products has a game-changing impact enabling joint readiness pictures and interoperability of critical resources, both workforce and physical.

As a business with clear global ambitions, Beacon is executing a focused and nimble approach to global markets growth. Developing relationships with local partners and regional representatives in target markets has been an essential step to expanding trusted local connections and understanding the needs in those markets. In selecting target markets, key considerations have included language, business



culture, and the nature of US ties with those countries.

To great success, the Beacon team has engaged and worked with both regional and national offices of the U.S. Commercial Service as well as the Commonwealth of Massachusetts organizations. This support has been vital in facilitating direct engagement with US partner countries via virtual events, international trade shows and trade missions. Furthermore, their guidance was instrumental in helping Beacon obtain an EAR-99 commercial certification for their products.

Having received traction from US allies to deliver increased capacity and improve fleet interoperability, the company is also actively investing in and exploring the ways in which Beacon products can benefit UK customers. Initial steps into the UK market have included market reconnaissance and face-to-face meetings with UK representatives in the US. The company is looking forward to developing strong partnerships in the UK market to make a positive and lasting impact on the joint global force.



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 [Beacon Interactive Systems](https://www.linkedin.com/company/beacon-interactive-systems)

 Boston, MA



EOM Offshore specializes in marine mooring and oceanic survey solutions to support multiple marine industries and research projects. Focused on near real-time acoustic marine mammal monitoring (Passive Acoustic Monitoring or PAM), EOM Offshore offer solutions worldwide through its network of global partners. Additionally, oceanographic studies, offshore wind, aquaculture, wave energy conversion systems, harbor protection, and conservation initiatives represent a sampling of their current projects and partnerships.

EOM also provides marine products and consulting services, as well as complete system design and production. Planet Ocean Ltd. (based in Bracebridge, Camberley, UK), and EOM Offshore together have forged a strong partnership. Planet Ocean brings a wealth of experience and 40-plus years of marine expertise to worldwide oceanic settings. Over the last 5 years, EOM Offshore and Planet Ocean have worked closely on several projects in and around the United Kingdom.

By utilizing EOM Offshore's products and solutions, coupled with Planet Ocean's expertise and acumen, they have been successfully awarded several projects throughout the UK. The two organizations continue to jointly develop additional opportunities.



 www.eomoffshore.com

 [EOM Offshore](#)

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 Pocasset, MA

 Camberley, Surrey

Case Studies



MANGATA

Mangata Networks

Mangata is an American company specializing in satellite-enabled telecommunications services. Headquartered in Arizona, Mangata's ground-breaking technology can either host communications on its own platform or integrate it into existing networks. The company intends to offer affordable satellite connectivity that can be seamlessly integrated into any global network. In 2021, Mangata decided to establish a European research and development hub in Edinburgh, Scotland with a new hub at Prestwick International Aerospace Park, joining other major aerospace companies already operating in the park. An initial 575 jobs will be created by Mangata as part of an initial £87.3 million investment by the company in Scotland. Longer-term, Mangata aims to establish Scotland as the centre of its European operations, which could see significant further investment, growth and employment opportunities. Brian Holz, Mangata's CEO and founder, has hailed the investment as "just the beginning of a long friendly partnership" with Scotland.

Describing the decision making, the company pointed to Scotland's research and development prowess, skilled talent pool, and public-private collaboration as key drivers. Mangata's facility will combine the company's research and development, production, and operation



capabilities and will produce and test satellites for space and launch environments. The facility will be ready for use by late 2024. The investment was supported by a funding package of £3.6 million from Scottish Enterprise – Scotland's national economic development agency – in partnership with the Scottish and UK Governments and the South Ayrshire Council. The agency has been crucial in helping to guide Mangata through the expansion process.

"All the Scottish organisations involved have been incredibly supportive of our efforts to bridge the gap in global connectivity and access. Mangata is passionate about connecting humanity all around the world, using the systems we will develop in Scotland. We saw this same spirit to serve in the local and global community in our interactions in Scotland. They are so committed to helping each other. That drive is at the core of our shared values and mission."

Juliette Neu, Chief Experience Officer
at Mangata Networks



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[Mangata Networks](#)



Phoenix, AZ



London

Quokka

Quokka

Quokka, formerly known as Kryptowire, was established in 2011 with funding from the US Defense Advanced Research Projects Agency (DARPA), the Department for Homeland Security Science and Technology (DHS S&T) Branch and the National Institute for Standards and Technology (NIST); with a remit to improve Mobile Security across industry, academia and government.

As an acknowledged mobile security leader, Quokka provides services to many US and international clients across a variety of sectors, for example, in the US Government; the Cybersecurity and Infrastructure Security Agency

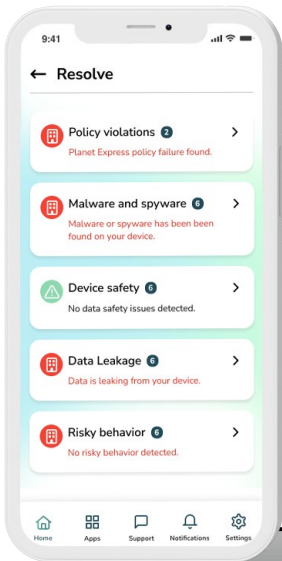
(CISA) has put Quokka at the heart of its Mobile Application Vetting Shared Service to other government departments.



In the UK, Quokka, through US Cloud-based services, has provided automated mobile application security and privacy testing for over five years. Malcolm John, Quokka's Strategy Adviser, based outside of London is a regular attendee

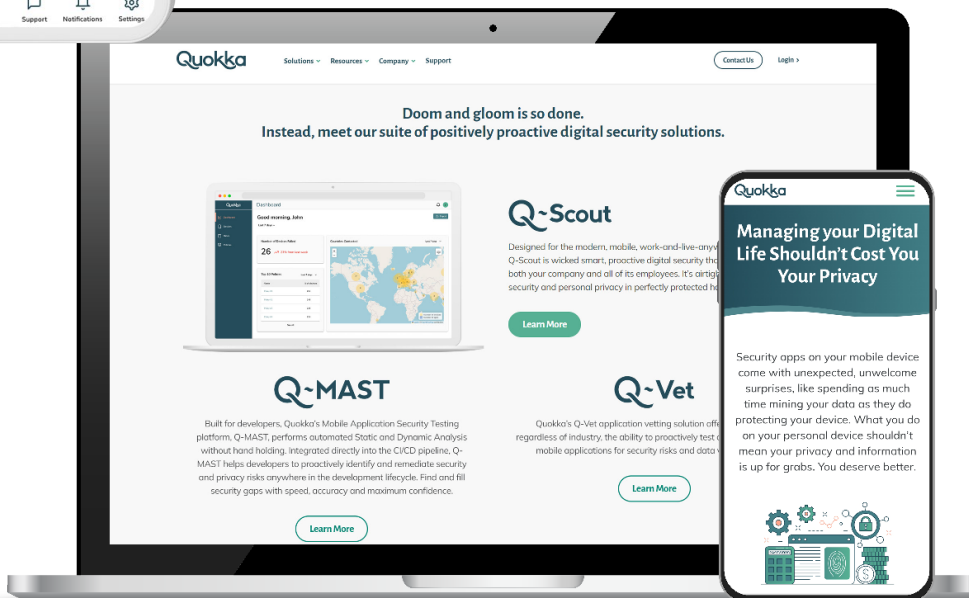


of BAB Events, and has been leading Quokka's UK awareness and engagement activities and driving business growth in the region. Malcolm introduced Quokka to BAB and other relevant organisations, providing access to trade associations and facilities, such as Tech UK, but also providing knowledge of the UK business environment and culture. Quokka now has an enviable and increasing customer base, predominantly in Health, Government and Finance, including some BAB members.

Going forward, Quokka envisages US Cloud-based growth will continue, but to address an increasing need regarding Digital Sovereignty requirements, consideration is being given to establish more local cloud-based services, including a more physical presence in the UK and other European countries as the business need dictates.



 www.quokka.io
 McLean, VA





Never Say Die Bourbon

Never Say Die is the English take on the American Dream.

Never Say Die is a traditional Kentucky Bourbon made with a mash bill of 75% corn, 21% rye and 4% malted barley and limestone filtered water rich in minerals from the deepest aquifer in Kentucky. The extra ingredient is pure passion: Never Say Die.

The exposure to ocean air and the contrast in climate (as we know too well, the UK is somewhat cooler and less humid than Kentucky) results in a unique flavor: lively spice and citrus notes that melt into vanilla, leather and caramel, with a lasting smooth finish.

The idea for Never Say Die was born at the Kentucky Derby, when old friends David Wild and Pat Madden were talking about racing and Pat told the story of Never Say Die, the horse that was born at Hamburg Place, his family's farm. After a few mint juleps, they decided to build a team and create a premium bourbon that would travel as



a world's first, in barrels, to the UK to be further matured and bottled, following in the hoof steps of its namesake, Never Say Die – the first American racehorse to win an English derby in 70 years.

In 2017, Pat and David founded Never Say Die Bourbon alongside Brian Luftman, Shane Baker, Pat Heist, Martha Dalton and Fran O'Leary. Fast-forward five years and the first batch of Never Say Die Bourbon made its maiden voyage from Kentucky to Derbyshire's White Peak Distillery, landing on English shores in July 2022.

Since September 2022, Bourbon fans have been able to purchase the very first bottlings of Never Say Die.

Never Say Die is available to buy from Whiskey Exchange, Master of Malt, House of Malt, The Whiskey World and Milroys. For more information visit neversaydiebourbon.com



 www.neversaydiebourbon.com

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 [Never Say Die Bourbon](https://www.facebook.com/never.say.die.bourbon)

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 Lexington, KY

 London



Labcorp

Labcorp is a leading global life sciences company that provides vital information to help doctors, hospitals, pharmaceutical companies, researchers, and patients make clear and confident decisions. Through its diagnostics and drug development capabilities, Labcorp provides insights and accelerates innovations to improve health and improve lives. Headquartered in Burlington, North Carolina, the company employs over 80,000 employees across the globe and operates in over 100 countries.

In 2021, Labcorp announced plans to redevelop a vacant landmark building to create a new clinic in Leeds, United Kingdom. The facility will support biotech and pharmaceutical companies in their R&D efforts to develop new medicines for patients around the world. At 125,000 square feet, it will offer early clinical studies and includes four pharmacy preparation laboratories and 100 total beds – a 30% increase in capacity.

Describing the choice to invest in the UK, Dave Simpson, Labcorp’s VP of Global Clinical Trials and European Lead, pointed to successful collaboration with Leeds on staffing, facilities, supply chain, and expansion of the company’s volunteer database.

The clinic has been designed and will operate with environmental sustainability in mind – a commitment bolstered by Labcorp’s decision to refurbish an existing building rather than demolish and rebuild. The facility will accommodate over 500 colleagues and will support local supply chains and research and development, fostering economic growth in the community and delivering real results for patients in Britain. The clinic will open in March 2023.*

*In 2022, Labcorp announced its intent to spin-off its clinical development business by midyear 2023. The independently traded company will operate under the name Fortrea and will include the Phase I clinic in Leeds, United Kingdom.

 www.labcorp.com


 [Labcorp](https://www.linkedin.com/company/labcorp)


 [@Labcorp](https://twitter.com/Labcorp)

 [Labcorp](https://www.facebook.com/Labcorp)

 [Labcorp](https://www.youtube.com/Labcorp)

 [@Labcorp](https://www.instagram.com/Labcorp)

 Burlington, NC (Headquarters)

 Various sites in the UK

Case Studies



ChargePoint

For more than a decade, ChargePoint has focused on enabling the movement of people and goods via electricity. Today, ChargePoint facilitates electric vehicle (EV) adoption as one of the largest charging networks in the world with a leading position in North America and in Europe.

The UK was one of ChargePoint's first points of entry into the European market when they expanded into Europe in 2017. Since then, ChargePoint have grown a team specializing in a range of engineering disciplines including power electronics and mechanical engineers and software developers.

In the UK ChargePoint has grown to a staff of almost 100, 20 times the number they had five years ago. The majority of the team are located at their Research & Development facility in Theale, Berkshire which opened in 2019.

ChargePoint continues to create job opportunities and has more than doubled talent over the past year in the UK and across Europe. ChargePoint's state-of-the-art R&D facilities are designed for the testing and evaluation of ChargePoint's EV charging products; in addition, it has a growing sales force and network of resellers and installers, offering a boost to employment across the country.

ChargePoint received the interest and support of UK Government at Ministerial and official level from several government Departments, although they do not solicit grants or financial support for any expansion or operations activities in the UK or Europe.

Going forward, ChargePoint continues to expand its engineering and sales activity in the UK and Europe, developing and selling technology which supports companies like Enterprise Holdings, EG Group and CBRE to build charging solutions into their business offerings.

 www.chargepoint.com

 [ChargePoint](https://www.linkedin.com/company/chargepoint)

 [@ChargePointnet](https://twitter.com/ChargePointnet)

 [@chargepoint](https://www.instagram.com/chargepoint)

 [ChargePoint](https://www.facebook.com/ChargePoint)

 [ChargePoint](https://www.youtube.com/ChargePoint)

 Campbell, CA

 Theale, Berkshire





HOVER ENERGY

Headquartered in Dallas, Texas, Hover Energy's mission is to help the planet achieve real zero. With their ground-breaking technologies and partnerships, Hover designs, develops, and deploys Wind-Powered Microgrids™ that harness the power of nature to generate power onsite, directly where consumed.

In February of 2023, the British Ministry of Defence ("MoD") became the first entity in the UK to install the global award-winning Hover Wind-Powered Microgrid™. The HMS Eaglet, located in Liverpool, is a shore base for units including the Royal Naval Reserve, Naval Regional Command Northern England, the Sea Cadet Corps, and more. Hover's exclusive UK partner, Task Contract Solutions, completed the project for the MoD and is working with Hover to deploy in many locations throughout the UK.



www.hoverenergy.com



[@hover_energy](https://twitter.com/@hover_energy)



Dallas, TX



London

Squadron Leader Mark Byrne said,

"The installation of the Hover Energy wind turbine at HMS Eaglet in Liverpool is a very significant moment for us as it represents a step change in the evolution of our sustainability work in the North West... Our forecasts show that the Hover Energy wind turbine will drive down our grid electricity consumption by a baseline of 63% which will save a significant amount of taxpayers' money. Although economic drivers in these challenging times are extremely important, we see energy security and resilience as being equally noteworthy. HMS Eaglet is a major hub for collaborative work with other agencies including 'blue light' and civic services. These are all factors that demand an assured level of energy supply, making the new system vital to the site's security."

Case Studies

slalom

Slalom is a purpose-led, global business and technology consulting company. From strategy to implementation, their approach is fiercely human. In seven countries and 44 markets, they deliver practical, end-to-end solutions that drive meaningful impact for organisations. Backed by close partnerships with over 400 leading technology providers, a 13,000+ strong team helps people and organisations dream bigger, move faster, and build better tomorrows for all.

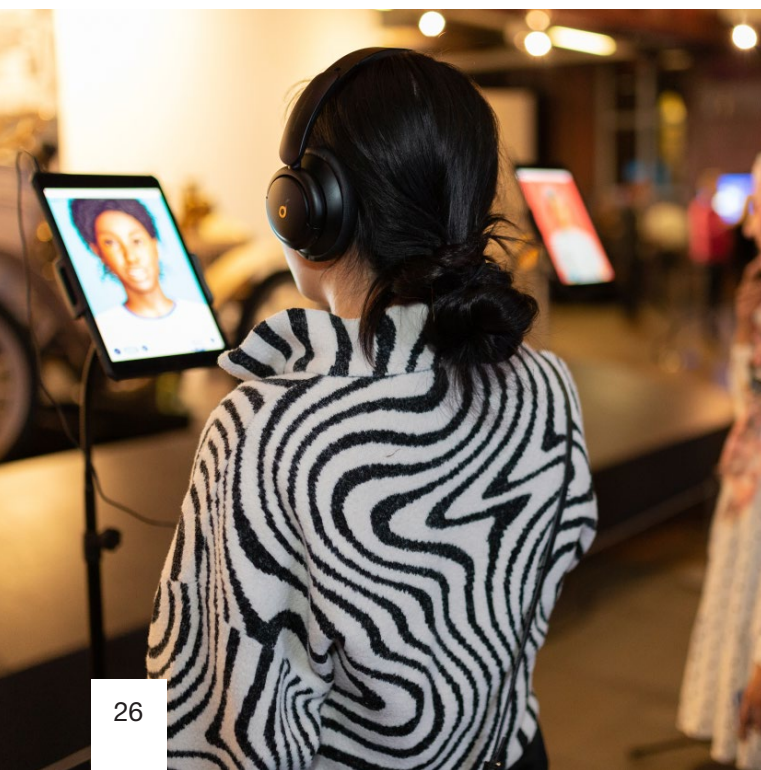
Slalom was encouraged to come to the UK by clients and partners based in the USA; they were seeking in-country support, not remote.

Transition for Slalom was eased considerably by this support. Slalom sought the advice and counsel of the existing ecosystem in the UK. The UK offers a lot of potential options, so razor-sharp focus and adaptability have been instrumental to each success.

Since 2014, the UK arm has grown considerably; welcoming it's 500th hire in 2022. Opening their Manchester office in 2019 was another major milestone and takes their local support model to an area of the UK with considerable need and growth.



The future will see Slalom further expand its European footprint. In 2023, they will launch in Ireland. Back in the UK, they are expanding the number of organisations they are working with – including a deeper focus on industry/role-specific needs today and inspiring their futures.



Learn more:

 www.slalom.com

 [slalom-consulting](https://www.linkedin.com/company/slalom-consulting)

 [slalomuki](https://twitter.com/slalomuki)

 [slalomuki](https://www.instagram.com/slalomuki)

 Seattle, WA

 www.slalom.com/locations/seattle

 London

 www.slalom.com/locations/london

BAB Accelerate

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

With events held regularly in the US, UK, and also 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 Accelerate sessions. We are pleased to announce the return of in-person events for attendees in Midtown Manhattan and London, noting that all guests are welcome to

join, regardless of proximity to specified event locations. Some programming will remain in the virtual format as content and context lend themselves accordingly.

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



BAB New York Accelerate Speed Networking & Reception



BAB New York Accelerate Networking Reception, Hosted by Charles Tyrwhitt



BAB Accelerate Fireside Chat & Networking Reception with Danny Lopez, CEO, Glasswall Solutions



**GETTING
STARTED**

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

Congratulations! If you are reading this text, it means that you are most likely looking to learn more about how to successfully expand your business to the UK.

We are sure that you have already done some research on the internet or spoken to peers in the field. Maybe you are already linked into some of the many support networks – including the ones that we feature in this Guide – but we know that there is a good chance that you still may have some unanswered questions in terms of how to go about the expansion.

The good news is, there are more resources available to you than ever to ensure you get it right, and many American companies have been very successful in doing so – have a look at the inspiring company expansion stories featured in this Guide! Yet, getting started is not always straight forward, and it often involves processing and filtering a lot of information at once.

When looking to export or to expand your business abroad, many different considerations spring to mind, such as how best to find clients and distributors, how to correctly ship a product, how to set up your business overseas, deciding on where to go in a new market, or how to get people and talent across the Atlantic. The different sections in this Guide, whether it be ‘What to Know’, ‘Where to Go’ or ‘How We Can Help’ will hopefully offer you useful answers to so many of these questions, and you are welcome to just flick through the pages based on your interest.

This feature – ‘Getting Started’ – is meant to help you filter which information and support you may need among everything that is available. Because both the information you need and the support you can use will largely depend on what type 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, most importantly, save you time.

Here is how you can get started:

1 **Your Business:**

What do You Offer? How Big is the Business?

Where Are You Based? What is Your Current Market?

- a. The answers to these questions will, most importantly, define whether the UK is a good market for your company and product. For companies exporting, the International Trade Administration (ITA) has put together a helpful [UK Market Overview](#) that takes you through some of the main challenges, opportunities and methods of market entry. For companies active in the food and drink sector, the US Foreign Agricultural Service has also published an updated [Exporter Guide](#) with information on all relevant things to consider when looking at market entry.
- b. In addition to the resources mentioned above, your answers will also define whether and where you are eligible for customized support from government, for example from the U.S. Department of Commerce and the Small Business Administration (SBA), and which office is responsible for you. For example, both the [U.S. Department of Commerce](#) and the [SBA](#) have Regional Offices all over the country with dedicated staff and resources. *(Learn more in the ‘How We Can Help’ section in this Guide.)*

- c. Your answers will also define your eligibility to regionally organized trade shows and support schemes. Many US States and cities, for example, organize in-person and virtual trade missions to the United Kingdom. Many US States, in addition to their own programs, also offer funding support to smaller companies through the SBA's [State Trade Expansion Program](#).
- d. Finally, your answers will help supporting partners understand what kind of support you need in terms of whether you are starting from scratch or whether you can build on existing trading experience in the company. The ITA and SBA have several online tools, for example an [Export Readiness Assessment](#), that can help identify your export and expansion readiness.

ONLINE RESOURCES

International Trade Administration: Country Commercial Guide: United Kingdom
www.trade.gov/knowledge-product/united-kingdom-market-overview

Foreign Agricultural Service United Kingdom: Exporter Guide:
apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Exporter%20Guide_London_United%20Kingdom_12-31-2020

US Department of Commerce Office locations: www.commerce.gov/locations

US Small Business Administration: Get local assistance: www.sba.gov/local-assistance

US Small Business Association: State Trade Expansion Program (STEP):
www.sba.gov/funding-programs/grants/state-trade-expansion-program-step

International Trade Administration: Exporter Assessments:
www.trade.gov/exporter-assessments

2 Your Product: Services or Goods?

- a. How your exporting and expansion journey goes may well depend on whether you sell goods, services, or both.

If you produce goods destined for export, for example, you will need to ensure that your product meets country-specific standards, regulations, packaging and labelling requirements, among others. Depending on the product, the latter can be a longer and complicated process, and it will most often require an in-house regulatory team and/or external specialists.



Which criteria your product will need to meet depends on the product/service. The sources from the US Government mentioned in the first section, such as the [UK Market Overview](#) by the ITA, offer a good overview of what to consider. Also, an established shipping services/logistics provider can also be a good partner to help navigate these processes, including on 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 worry about customs declarations, but very similar considerations about market entry will apply, particularly around how you provide the services and how you design your business (and tax) structure around it. (*Learn more in the Tax and Accountancy section in this Guide*).

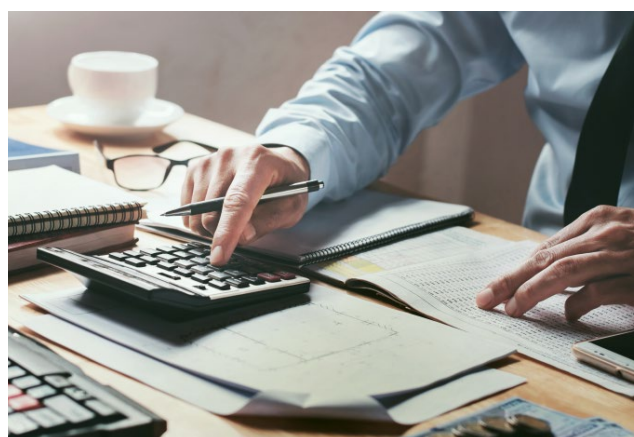
What both services and products have in common is that you will have to take a number of legal issues into consideration, ranging from the protection of your IP to drafting commercial contracts (*Learn more in the Legal Services section in this Guide*).

ONLINE RESOURCES

International Trade Administration: Country Commercial Guide: United Kingdom: www.trade.gov/knowledge-product/united-kingdom-market-overview

3 Your Capacity: Do You Have the Operational and Financial Capacity to Expand?

- a. The answer to this question is crucial in deciding how fast and broad you can start your expansion process and when you should look for additional support.
- b. For example, we know lots of smaller businesses that start their expansion process to the UK simply because it is known to be a good market for American



products and/or because of direct inquiries from potential customers in the UK, for example through E-Commerce. But sometimes these companies don't have sufficient funding (yet) to expand in a large scale. Other companies who do have the necessary funding decide to go direct into the market through acquisition or by setting up a branch or full legal presence. (*Learn more in the Tax and Accountancy and Legal Services section in this Guide*).

In any case, companies looking how best to finance the expansion should first speak to a local bank or a bank specialised in helping companies expand, ideally with a network in the UK. In addition, it is worth speaking to a [finance specialist](#) at the SBA who can provide training and counselling on the export financing options and ways to mitigate risk (*Learn more in the Finance section in this Guide*.) The ITA has also put together a [Trade Finance Guide](#) that will give you a good overview of what options there are for businesses. Finally, local District Export Councils, such as the one in Virginia, also provide [tools and information](#) on all of the above.

ONLINE RESOURCES

US Small Business Administration: Local Assistance: www.sba.gov/local-assistance

US International Trade Administration: Trade Finance Guide: www.export.gov/tradefinanceguide

District Export Council Virginia / DC: Export finance, costs, and insurance are all critical factors for a successful export business: vadccdec.com/export-finance

4 Your Expansion Channel: How Would You Like to Bring Your Product to Market?

- a. The answer to this question is key as it classifies you as an ‘exporter’ and/or ‘investor’, both of which not only take you on a different expansion path but also lead to different support networks.
- b. For example, if you are an exporter to the UK, you will need to think about how to find local distributors and how to manage the sale of your product from abroad, in addition to the administration of shipping. We encourage you to take advantage of the support provided by the many partners – many of which are featured in this Guide – whether it be the ITA, SBA, District Export Councils, State Development Agencies such as the Nebraska Department of Economic Development, or the US Commercial Services Team at the US Embassy in London (*Learn more under HOW WE CAN HELP in this Guide*), as well as online resources.
- c. Finding a distributor or a client in the first place can prove to be challenging, particularly for smaller businesses. In our experience, participating in a [trade delegation](#) or speaking to an expert who can advise in suitable distributors is often one of the best ways to achieving this. In addition, the ITA also offers [dedicated information and services](#) around how best to find a buyer abroad.
- d. Developing an E-Commerce presence in the UK has become a popular way to bring a product to market. The US Government offers a variety of online resources, ranging from a [dedicated information brochure](#) to a [special section in the ITA Commercial Guide for the UK](#) that walks you through areas such as payments, IP, tax, and market-trends. UK-specific information on online and distance selling can be found at www.gov.uk/online-and-distance-selling-for-businesses.
- e. If you are planning to invest, meaning that you put capital (and people) on the ground, think of the UK Government teams based at the British Consulates and UK Government offices across the US, as well as the UK Investment Team based out of Chicago that can accompany and guide your expansion from the very start, and ensure a smooth handover to relevant teams in the UK (*Learn more under HOW WE CAN HELP in this Guide*). One way to get in touch with the right support from the UK Government is by submitting a request via the [Great.gov.uk portal](http://Great.gov.uk).
- f. As mentioned before, companies that physically expand will need to look at the best way to establish a presence. There are several options that companies can consider. Generally, businesses can be registered through the [UK Government website](#), but before that it is worth exploring with an expert what legal structure suits the business best (*Learn more in the Tax and Accountancy and Legal Services section in this Guide*).
- g. Another consideration to make when putting resources (which could be even just a contracted salesperson) on the ground is how best to employ them. What options you have will depend on whether you have a legal presence in the UK, and what form that legal presence takes. (*Learn more in the Immigration section and Legal Services section in this Guide*).



ONLINE RESOURCES

International Trade Administration: Meet Buyers and Partners:
www.trade.gov/meet-buyers-events

United States Trade Representative: E-Commerce Guide for US Small Businesses to Sell Online in the UK
ustr.gov/sites/default/files/IssueAreas/Small-Business/eCommerce_Guide_for_US_Small_Business.pdf

US International Trade Administration: United Kingdom – E-Commerce
www.export.gov/apex/article2?id=United-Kingdom-eCommerce

UK Government: Online and Distance Selling
www.gov.uk/online-and-distance-selling-for-businesses

UK Government: Why Invest in the UK?
www.great.gov.uk/international/content/investment/why-invest-in-the-uk/

UK Government: Set up a Business in the UK www.gov.uk/set-up-business

5 Your Location:

Where do You Want to Expand in the UK?

- a. As the introduction to the 'Where to Go' section in this Guide states, the UK may only be the size of Michigan, Oregon or Wyoming, but it still matters where you put your business as the UK has a diverse range of clusters and business attributes to offer across its regions and nations. In the same way that New York City and the West Coast are not the default destinations for British businesses anymore, so too can American businesses be found all over the UK, in every region and nation.
- b. As with many of the other decisions a company must make, the final answer may lie in the product or service you offer, what you need for it (e.g. talent in a specific sector or industry), and what the target audience for the product or service is.
- c. For companies that export it will most likely depend on the sales channels and distributors where you ship your product as you can easily reach all of the UK (and Europe) from almost anywhere quite easily.
- d. For companies that seek to invest, it makes sense to build the investment (e.g. an office) around an anchor client or existing industry clusters, such as in e-mobility or healthcare. Other considerations could be the availability of talent, logistical infrastructure, and dedicated support and incentive schemes from local trade and investment development agencies (*Learn more under 'Where to Go' in this Guide*).



6 Your Support System:

What Support System do You Already Have in Place?

- a. The final question that we feel can help you filter your research is to establish which support system you already have in place and what further support you may need. There are at least three categories of support systems companies may want to consider:
 - i. First, as soon as you consider expanding to the UK, connect with both US and UK Government offices in your area (and abroad) and agencies with services in the field. While governments cannot and should not be able to answer every single question, the services offered – many of them are featured in this Guide – are relevant, informative and, in most cases, free of charge (*Learn more under HOW WE CAN HELP in this Guide*).
 - ii. Second, look out for organizations such as District Export Councils, internationally oriented Chambers of Commerce, and sector-specific organizations that offer services to companies keen to expand abroad. [BritishAmerican Business](#) and its wider [network of Chapters](#), for example, in addition to the production of this Guide, offers ‘[Accelerate](#)’ a targeted networking community and platform specifically for middle-market companies, growth businesses and startups looking to establish a transatlantic footprint. BAB also tracks and celebrates fascinating investment stories through its [Transatlantic Growth \(TAG\)](#) campaign.
 - iii. Third, one way or another, 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 chosen for this guide provide many of the services we consider most essential, but there are also other great companies, such as Members of BAB [The Comms Guys](#) who can help you set up international phone numbers, or [Onyx Property Management](#) and [Office Freedom](#) who can cover all property and office needs your growing business may have.
- b. In any case, based on your answers to the first five questions, you can speak to any of these partners or instruct in-house colleagues accordingly in an informed way. If you are starting from scratch, no worries, this Guide and our BAB team will happily walk you through these steps and connect you with all the relevant partners you need.

Good luck!

ONLINE RESOURCES

BritishAmerican Business: www.babinc.org

BritishAmerican Business Network Chapters: babn.org

BAB Accelerate www.babinc.org/bab-accelerate

BritishAmerican Business Transatlantic Growth Campaign:
www.babinc.org/tag-22

The Comms Guys – Telecoms Specialists!: thecommsguys.com

Onyx Property Management: www.onyxpropertymanager.com

Office Freedom: www.officefreedom.com



**WHAT TO
KNOW**





Emanuel Adam

The finance aspect of your business expansion includes several areas: First, when growing abroad, having a stable financial foundation is crucial to turn your company's ambition into reality and to keep it there. There are several ways to fund your growth, from government backed funding schemes, such as the [US Commerce Department Competitive Grant Program to Support US Exports](#) or the programs made available through the [SBA-backed State Trade Expansion Program \(STEP\)](#), investor-backed venture capital, banking loans and crowdfunding. The US Government also provides useful Export Finance Guides that walk businesses through the [fundamentals of trade finance](#) and the [products](#) that your business may need to support the expansion journey.

Second, when thinking of finance, you will naturally be thinking of banking services. Unfortunately, opening a bank account is still not as straight forward as you might think, as some banks have limits in terms of offering such a service to organizations registered in the US or entities with no physical presence in the UK. It is worth speaking to your home

bank to see whether it has a UK presence, 'international' accounts, or a correspondent banking relationship with a British partner bank. In addition, it may be worth exploring whether your bank of choice has a special offering for companies keen to expand abroad.

A good alternative or complementary product to your international finance services will be the use of a credit card that enables B2B payments globally. Learn more about this option in the following section, kindly provided by our partners at American Express.

ONLINE RESOURCES

US Department of Commerce: Competitive Grant Program to Promote U.S. Exports: www.commerce.gov/news/press-releases/2022/02/commerce-announces-competitive-grant-program-promote-us-exports

US Small Business Administration: State Trade Expansion Program (STEP): www.sba.gov/funding-programs/grants/state-trade-expansion-program-step

International Trade Administration: Introduction: Opportunities, Risks, and Trade Finance: 2016.export.gov/tradefinanceguide/eg_main_043220.asp

US Small Business Administration: Export Products: www.sba.gov/business-guide/grow-your-business/export-products

American Express Helps Power Small Businesses for a More Global, Digital Future

Written by:



Courtney Kelso

Executive Vice President and General Manager of Commercial Card Products, American Express



Dean Henry

Executive Vice President and General Manager, Global Business Financing, Payments & Digital Experiences, American Express

Small and Medium-sized Enterprises (SMEs) play a vital role in driving economic growth. As the pandemic forced businesses to rethink how they operate, it also made them rethink where they operate – and many decided to go global.

Two-thirds of the world's purchasing power is held in foreign countries, according to the US Small Business Administration. Meaning businesses that don't have plans to expand globally are leaving major growth opportunities on the table. Digitization has broken down barriers and made it more accessible for businesses to operate internationally. In the UK economy in particular, small and mid-sized businesses are valued as a key growth engine.

American Express has a deep history of championing small businesses and a 170-year heritage that is synonymous with trust, security, and service excellence. As a global leader in business payments and the number one small business Card issuer in the US¹, we are constantly innovating and expanding our lineup of new offerings designed to meet businesses' evolving needs, from managing day-to-day business expenses to making seamless international payments.

We understand how SMEs operate and what their needs are, positioning us to meet those needs as we offer a one-stop digital shop for businesses looking to expand and digitize. Whether swiping a card, initiating a digital payment or using a virtual card, businesses can spend at the suppliers that matter to them, with the security and backing of American Express.

Helping Your Business Grow Globally

Over the past few years, there has been a shift in how businesses do business, operate, or expand globally. Businesses today are starting, growing, and competing on a global scale and need the right tools and resources to do so competitively. In fact, we saw significant demand from our US SME Card Members for a simple solution that streamlines cross-border payments and offers a chance to earn rewards.

To help make it easier for US small businesses to compete on a global scale, we offer [American Express Global Pay™](#), a digital platform enabling US businesses to make domestic and international B2B payments – from Boston to London and beyond. With Global Pay, businesses can send payments funded from their business bank account to their suppliers in more than 70 countries, across a range of currencies, with eligible customers also earning Membership Rewards® points on their foreign exchange payments². We created this solution with our customers' day-to-day work in mind. The steps needed to make a payment are simple and intuitive, and Global Pay is mobile-friendly for businesses on the go, saving them trips to the bank.

In the UK a growing number of B2B businesses across construction, shipping, IT, and more accept American Express. We're expanding our network of B2B suppliers in the UK and beyond, across all sectors that our customers operate in, with the goal of being accepted at the merchants that really matter to business owners.



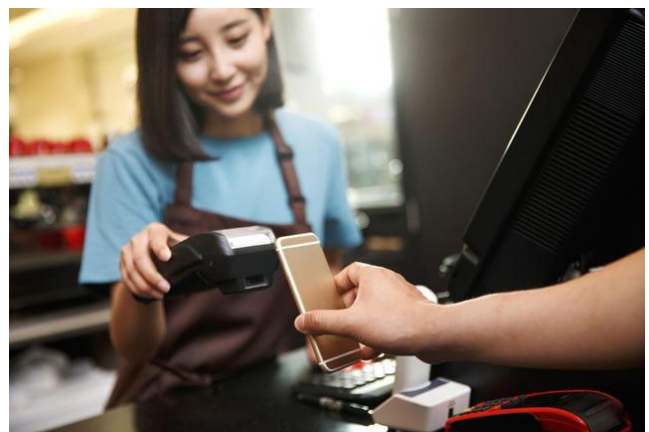
Tools for Your Businesses' Evolving Needs

We know that no two businesses are alike, but if there is one thing they have in common it's that they are almost always strapped for time, juggling competing priorities and seeking efficiencies in their processes. Our business Cards are built especially for business and allow SMEs to separate work purchases from personal ones, more easily keep track and report spending, keep business expenses off a personal credit report, and more – all to make running a business a little bit easier.

We are committed to providing Card Members with tools that help them access financing and spend capacity so they can purchase what they truly need to run their business. For example, certain Cards offer the ability to revolve transactions on the Card through our Pay Over Time offering when more time is needed to pay and no preset spending limit (NPSL) for those bigger business purchases.

Our aim is to deliver small business Cards that meet businesses' most pressing needs today, offering the ability to easily make B2B purchases around the globe, earn valuable rewards for spend, travel with ease and comfort, manage cash flow – all backed by our exceptional servicing.

As we drive towards an even more digital future, we are building payment capabilities through our Card offerings and beyond, all to help Small and



Medium-sized Enterprises facilitate business-to-business payments across the globe. You can learn more about the American Express Cards and services that may be right for your business at www.americanexpress.com/us/credit-cards/business

Paid for by American Express

- 1 The Nilson Report for non-AXP purchase volume in 2021; American Express based on internal data.
- 2 American Express Global Pay customers can earn 1 Membership Rewards point for every \$30 equivalent when sending a foreign exchange payment (maximum of 4,000 points per payment). To earn Membership Rewards points, customers must have an American Express Card that is enrolled in the Membership Rewards program. Other terms apply.



American Express

 www.americanexpress.com

What's the next move for your business?

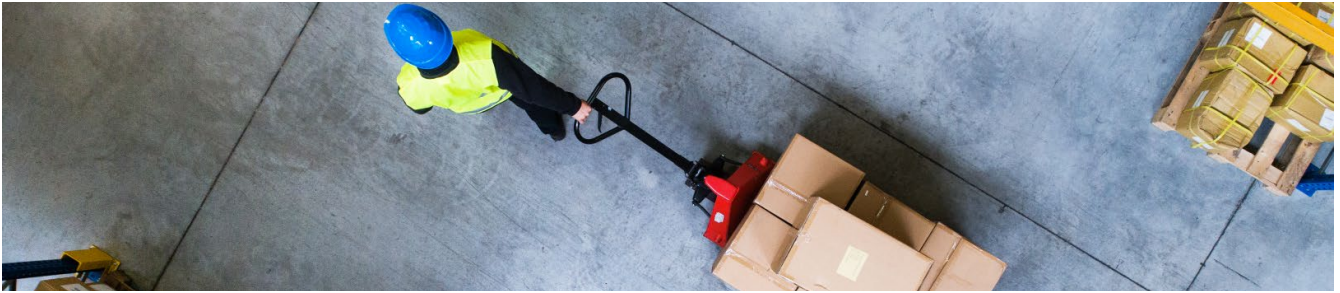
Trust the FedEx delivery network to take you there.

fedex.com/next



FedEx[®]
Express

Where now meets next



Sophie Rahemanji

If your expansion includes bringing any physical product into the UK you will want to consider how to get it there in a cost-effective, sustainable, and compliant way.

The good news: exporting a product from the US to the UK is not necessarily complicated. For you to see which rules apply, follow the [step-by-step guidance](#) on the UK Government website. Exporters should also review the Customs, Regulations & Standards section in the [UK Country Commercial Guide](#) by the U.S. Commercial Service, and the [Export/Import section](#) on the website of the US Customs and Border Protection (CBP) agency. These sources should allow you to familiarize yourself with any trade barriers, tariffs, import requirements and documentation, labeling and marketing requirements, licensing requirements, the use of US Trade arrangements, standards and customs. Learn more in the 'Getting Started' section of this Guide.

In addition to your own research, we also recommend connecting with your nearest [U.S. Commercial Service office](#) in the United States. At these offices, trade experts can provide export counseling and support as well as customized services to help you navigate the export process. New-to-export or new-to-market businesses can also benefit from a range of useful [seminars](#).

Learn more in the 'How We Can Help' section, the 'Getting Started' section, and the ITA's [Market Overview for the UK](#).

Finally, we recommend exploring how a transportation partner can help you manage your export journey. FedEx, for example, has a [Small Business Centre](#) that offers customized logistics advice and services, ranging from navigating destination regulations, customs and fees to information about the required documentation. FedEx also runs an annual [Small Business Grant \(SBG\) competition](#) whose winners receive print credits and additional consultations. Learn more about logistics in the following section, kindly provided by our partners at FedEx.

ONLINE RESOURCES

US Government: United Kingdom Country Commercial Guide: www.trade.gov/united-kingdom-country-commercial-guide

US Customs and Border Control: Basic Importing and Exporting: www.cbp.gov/trade/basic-import-export

US Government Services for US Exporters: www.trade.gov/let-our-experts-help-0

US International Trade Administration: Connecting You to Global Markets www.trade.gov/export-solutions

FedEx: Small Business Shipping Starts Here: www.fedex.com/en-us/small-business.html

FedEx: Small Business Grant Contest: www.fedex.com/en-us/small-business/grant-contest.html

Crossing the Pond: Supporting US SMEs to Trade in the UK Market

Written by:



Paul Wicks

Managing Director Marketing Europe,
FedEx Express

E-Commerce is no longer just a “trend”: It’s increasingly the default way to do business. This recent shift to E-Commerce has opened up new opportunities for small- and medium-sized enterprises (SMEs) to grow their business, both on a domestic and international level. And looking across the pond to the United Kingdom could be a golden opportunity for U.S. SMEs since there is a clear demand for US products in the UK.

The U.S. is Britain’s largest trading partner¹. Total trade in goods and services (exports plus imports) between the United Kingdom and United States was \$301.9 billion in the four quarters to the end of Q1 2022, an increase of 11.5% or \$31 billion from the year before.

U.S. SMEs need little convincing of the value of going international. The FedEx 2021 Trade Index², a survey conducted among 1,000 small business leaders, indicated that trade is viewed as an opportunity at both company and country level. Three in four respondents view expanding trade between the U.S. and customers in other countries as a good thing, with nearly half believing that expanded trade will help their business or company, specifically. An even higher percentage, 78%, agree that increasing trade will lead to opportunities and job creation.

Having said that, going international is a big step, and a major element of competing outside of the US is figuring out how to get products from point A to point B. Many of the partners SMEs are working with domestically in the U.S. may not have

the scale and transportation network to reach international customers at a competitive price and speed. At FedEx, we connect over 99% of global GDP through our almost 700 airplanes and more than 210,000 motorized vehicles, transporting an average of 16.5 million packages daily.

In the UK, 4,500 drivers make 13,700 weekly ground connections to and from 78 locations, providing U.S. businesses with nationwide UK coverage in 1-2 days with FedEx. This allows U.S. shippers to compete with businesses in the UK and start growing market share. A recent FedEx investment of 626,000 lbs of additional weekly capacity between the U.S. and the UK ensures volume as well as speed is not an issue. SMEs can choose from an extensive range of services, including a dedicated E-Commerce product – FedEx International Connect Plus – a service that balances speed and attractive rates.

Supporting SMEs in Multiple Ways

FedEx team members at thousands of locations across the U.S. are ready to assist customers with international shipping. Their expertise includes navigating destination regulations, customs and fees, ensuring shipments have the appropriate documentation, and guidance on international shipping rates. And many resources are available online as well: The online FedEx Small Business Center is fully focused on SMEs and offers both practical shipping information and inspiring trends and insights for maintaining and growing a business. Peers and experts share their knowledge on topics such as change management, HR, E-Commerce, fulfillment, inventory management and sustainability.

For many SMEs, entering the FedEx Small Business Grant (SBG) Competition has contributed to enhancing and growing their business internationally. The SBG Competition championed smaller U.S. enterprises since 2012 and awarded more than \$1.5million in cash to over 100 small businesses. Other prizes include financial and



digital consultations and the establishment of marketing automation.

In its own supply chain FedEx is committed to supporting and working with small, diverse, and minority-owned businesses. Small businesses make up 88% of the FedEx supply chain, and more than half of the FedEx supply chain spend in each global region went to small businesses – which collectively supported roughly 810,000 small business jobs around the world.

Doing Business in a Sustainable Way

With sustainability being an increasing priority for many consumers, business owners are rightfully looking for partners addressing today's environmental challenges. On a company level, FedEx is working towards global carbon neutral operations by 2040. \$2 billion in initial investment is being deployed into vehicle electrification, sustainable energy, and carbon sequestration research to help support this goal.

Fifty percent of all FedEx's newly procured parcel pickup and delivery vehicles will be electric by 2025, rising to 100% by 2030, thus enabling products to be delivered more sustainably in the first- and last-mile. In addition, the introduction of e-cargo bikes into our delivery fleet in London, Edinburgh, Glasgow, Huntington, Norwich and Cambridge, is proving to be an effective alternative

to vans thanks to their ability to take shorter, less-congested routes and cut carbon emissions. FedEx also offers customers reusable packaging and packaging made from recycled materials, with the resources of the FedEx Packaging Lab available to help customers find the right solutions for their products and sustainability goals.

Because of our vast network, expert support for SMEs, and investment in sustainable solutions, FedEx is the ideal partner for SMEs looking to tap into the UK market. And with the UK continuing to turn predominantly to U.S. businesses for their imported goods, SMEs should seize this golden opportunity to utilise existing demand and enhance their customer base.

1 assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1098516/united-states-trade-and-investment-factsheet-2022-08-19.pdf

2 [FedEx Trade Index: As U.S. Small Businesses Rebound from Pandemic, Trade Viewed as Opportunity at Both Company and Country Level](#)



FedEx Express

 fedex.com/gb

SAMSUNG

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amazon seller

Select Your Marketplace

ASIA



China



India



Japan

EUROPE



Germany



Spain



Italy



France



United Kingdom

NORTH AMERICA



Mexico



Entisam Saleh

One of the fastest growing ways of trading with the US is via 'E-Commerce,' which involves buying or selling products or services over the internet. This can

include an online marketplace, selling via social media or your company website. The advantages of E-Commerce are that your products can be found 24/7, it is generally a quick process, and you can link your shipping processes straight into the selling process.

There is an increasing amount of information available in the public domain that can help you define and design your E-Commerce journey, including a specific [leaflet](#) from the US International Trade Administration (ITA) and the Small Business Administration (SBA) that walks businesses through crucial steps and considerations in the E-Commerce journey, starting from how best to develop an E-Commerce strategy, IP, data privacy, online payments and taxes. This, plus the information provided in the 'Logistics' section about how to

export and ship your product to the UK should provide a comprehensive understanding of what to consider. For more information, see also the 'Legal Services' and 'Getting Started' section in this Guide.

There are a number of websites that specialize in providing E-Commerce support to businesses. In addition, similar to shipping partners, E-Commerce companies can be a good partner for your export journey. Amazon, for example, offers an [online guide](#) for businesses looking to sell using E-Commerce. Amazon also assists businesses in how to fulfill and ship products all over the world. Learn more about E-Commerce in the following section, kindly provided by our partners at Amazon.

ONLINE RESOURCES

United States Trade Representative: eCommerce Guide for U.S. Small Businesses to Sell Online in the UK: ustr.gov/sites/default/files/IssueAreas/Small-Business/eCommerce_Guide_for_US_Small_Business.pdf

Amazon: What is ecommerce? All you need to know: sell.amazon.co.uk/learn/what-is-ecommerce

Sell with Amazon in the UK: Your First Step Into the EU

The process of expanding your business to global markets can feel daunting. But Amazon is here to help your business thrive in the UK, every step of the way.

Americans and Britons have a shared history and a “special relationship” that dates back centuries, and that unity extends across today’s modern business landscape, especially with Small and Medium-sized Enterprises (SMEs). These companies are central to a transatlantic partnership that drives growth and job creation for both economies.

For US-based businesses, the UK is an ideal market for initial global expansion, and as a first step toward even further growth in the lucrative EMEA marketplace. The UK is one of the largest E-Commerce countries in Europe, and our shared language of English can make for a smooth expansion.

We know the process of bringing your business to global markets can feel daunting. But Amazon is here to help you and your business thrive

every step of the way, from deciding where and what to sell, through registration, listing, shipping, fulfillment, and optimizing your business’ growth once it has launched.

Amazon’s US Global Selling (USGS) team’s mission is to fuel US-based Selling Partners (SPs) in their international expansion by providing timely engagement and guided education. Our vision is to help all Sellers recognize and accomplish their next step in global expansion.

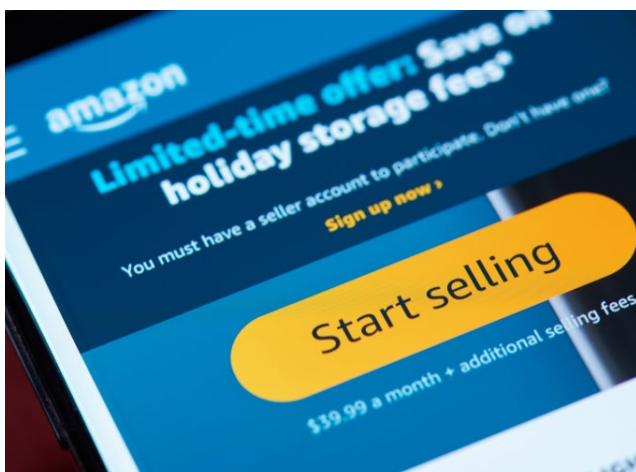
Here’s how Amazon can help your business launch and thrive in the UK and beyond...

Deciding Where and What to Sell

You’ve got your sights set on taking your business global and reaching more customers, but don’t know where to start. First, do some research on your potential customers. Amazon has marketplaces in North America, Europe, Latin America, the Middle East and North Africa, and Asia, each with different customer preferences, cultures, and languages. It’s important to understand what those customers need and how you can tailor your products to meet those needs. Next, decide what to sell. This includes making sure your product works in that country and is compliant with local taxes, regulations, and laws. Amazon has services that can manage those details for you, making the global selling journey that much easier. With a little thought and help from Amazon Global Selling, you can be open for business all over the world in no time.

Register and List

Your business is running smoothly right where you are. But you have a case for reaching global markets, from Seattle to Tokyo to London. It’s easy to register with Amazon Global Selling. First, visit “Sell Globally” in your existing account and create a selling account in the region you’d like to sell. Now you can track and manage your



amazon global selling



business in one place. Next, review which of your current offers you'd like to feature in new marketplaces. Amazon provides a number of tools to manage your offers across regions, including setting prices and translating offers into the right language.

Ship and Fulfill

Whether you're new to international shipping, or you're a seasoned expert, it's good to consider how you'll ship and fulfill international orders. Learn the different ways Amazon can help with shipping globally. Let's explore your options: 1) You can ship and fulfill yourself. 2) You can enlist Amazon services to take care of inbound, exporting, and other international fulfillment operations. Or 3) a combo of both: you ship and fulfill some products, and Amazon ships and fulfills some. Amazon's fulfillment services make managing international sales easier. Our global fulfill networks ensure customers receive products quickly. Also, FBA (Fulfilled by Amazon) works similarly in all of Amazon's global marketplaces. Where products Fulfilled by Amazon are eligible for Prime, thus more appealing to Prime customers around the world. Wave goodbye to complex global processes and say hello to convenient global shipping. It's time to set sail with the help of Amazon Global Selling.

Manage Your Business

Congratulations! You've successfully navigated the world of international business. You've registered, decided, and listed what to sell, and made some decisions about how to fulfill and ship your products all over the world. Now learn about the additional tools, support, and guidance Amazon has to help you manage your international sales. Selling internationally on Amazon requires you provide customer support in the native language of that marketplace. Amazon FBA provides direct customer support for all fulfillment questions in the necessary languages. Amazon helps guide your business to make smart choices about inventory and ways to optimize your product portfolio, as well as providing self-service tools to determine your pricing. And our advertising and marketing tools help you reach customers through targeted ads to boost sales and grow your presence. Also, we can help you get paid in the currency of your choice. Watch as your international business takes off.



Amazon

 www.amazon.co.uk



Annual Compliance

Timing your Launch

People

Business Model Design

Form of Overseas Presence

Common Challenges

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Keeping your international expansion journey on track can feel daunting, but we are here to help you at every stop along the way.

To find out more, visit
www.blickrothenberg.com/internationalexpansion



Dominic Parker

The UK is known to have a manageable and transparent taxation system. The key tax to consider for US firms looking to expand and formalize their presence in the UK is the UK

[corporation tax](#), which sits at 25%.

For all businesses selling products and services in the UK, including US businesses exporting to the UK, the UK imposes a [Value Added Tax \(VAT\)](#) on the final consumption of most goods and services supplied in the UK. The current rate is 20%, with a 5% rate for certain supplies. There are also zero-rated supplies.

In addition to checking what you must pay, it is worth exploring whether your company can benefit from various tax relief schemes. These include a favorable intellectual property regime and other incentives for innovative businesses (e.g., [the Patent Box](#)), or for the creative industries (e.g., film and high-end television [tax credits](#)). Tax relief schemes are constantly changing; so this will require some research and advice.

To get further guidance on UK tax and accountancy rules, and the intersection between US and UK obligations, check the information the [UK Government](#) provides and consult with an experienced tax and accountancy firm that can offer consultations on managing UK tax, improving business efficiency, and reducing costs, and auditing, as well as assisting with the US reporting of overseas business. Learn more in the following section, kindly provided by our partners at Blick Rothenberg.

ONLINE RESOURCES

UK Government: UK Corporation Tax:

www.gov.uk/corporation-tax

UK Government: Value Added Tax (VAT):

www.gov.uk/topic/business-tax/vat

UK Government: Guidance: Use the Patent Box to reduce your Corporation Tax on profits www.gov.uk/guidance/corporation-tax-the-patent-box

UK Government: Business Tax:

www.gov.uk/browse/business/business-tax

Keeping Your International Expansion Journey on Track

The UK has a proud history of supporting businesses to expand internationally. As a result, it's often the jurisdiction of choice for US-parented groups, either as the first jurisdiction for a group's international expansion or as an entry point into Europe or EMEA.

This is supported by the UK's well-established tax, accounting, and legal system. Successive UK Governments have implemented reforms to make the UK a more attractive jurisdiction for US-parented groups. These include:

- The lowest rate of Corporation Tax of the G7 countries
- The introduction of a number of innovation incentives (Patent Box, R&D tax credits and creative tax reliefs)
- A favorable double taxation treaty network
- The establishment of the 'Office for Investment' that provides dedicated support to inward investment projects

London-based tax and accounting firm Blick Rothenberg offer a full suite of outsourced payroll, tax and accounting services to international groups. Below they summarize the main steps a group should consider when looking to establish a presence in the UK.

1. Timing Your Launch

The timing of launching into a new market like the UK is often critical. Prior to Covid it was common for groups to plan out their expansion with a six month plus timescale (typically following a material fundraising event) and to follow a number of deliberate steps to establish a UK presence. Since Covid, however, we have seen a trend of groups expanding into the UK much faster and

much sooner in their growth cycle. This trend has been accelerated with the advent of global remote working and the introduction of new ways of hiring key talent.

Establishing a UK presence is neither complex nor overly burdensome. In some cases, it is possible to incorporate a UK limited company within a very short timescale (less than one day). However, we typically recommend that groups adopt a longer lead time (typically three to six months). This allows sufficient time to understand and map out commercial objectives, explore options and clarify the support that teams will require across various workstreams. Planning ahead will give clarity as to the anticipated timeframes for the submission and approval of any required registrations for tax and accounting purposes. A planned, phased approach can help groups identify and prioritize their key, strategic goals.

2. Form of Overseas Presence

Groups can adopt a number of different routes into the UK market. Some of these may not require a formal legal presence in the UK. Typically, the first question to consider is whether the proposed operations in the UK create a taxable presence or permanent establishment (PE) in the UK. If a PE exists, the group should then consider the most appropriate form of legal presence in the UK.

The two most common types of entity registration that we see are a UK limited company and a registered establishment (a branch) of the overseas entity. A UK limited company has some advantages such as limited liability, no requirement for the US-parent company to publicly file its accounts in the UK, and of course the softer benefit that a UK company is a local business with a greater sense of permanence and commercial standing than an establishment of an overseas entity.



If a group does not intend to have any ‘boots on the ground’ in the UK, or will engage with third party distributors or resellers, then it may be possible to mitigate the need for a more formal legal presence in the UK (if certain thresholds are not breached).

3. Business Model Design

The choice of business model for the UK operations will influence the local tax and accounting reporting obligations. If the UK entity contracts directly with customers, then revenue will be recognized in the UK entity and may need a corresponding transaction with the US-parent company (e.g., a license fee or royalty payment). Alternatively, some groups prefer that the US entity contracts with customers and the UK entity provides support services to the US-parent company. This is most common in the early years of operation while the group establishes itself in the UK.

The choice of business model will also impact whether a registration is required for Value Added Tax (VAT), the sales tax chargeable by businesses if they are making taxable supplies (sales) above a certain threshold (currently £85,000). A VAT registration (if required) can be obtained from the

UK tax authority in less than two weeks. Certain groups may not be required to register for VAT although there may be benefits in obtaining a voluntary registration so that VAT incurred on costs (e.g., office rent etc) can be recovered.

Many US-headquartered groups use the UK as a springboard from which to launch wider international operations. The UK is a very attractive location for this given its access to Europe and its strong double taxation treaty network. The UK is also often used as a holding company, whether for holding investments in overseas subsidiaries or as an M&A platform for future acquisitions.

4. People

Before employing a team in the UK, a UK payroll registration is required. This registration is straightforward and typically takes two weeks once the application has been submitted to the UK tax authority. Payroll is then administered, typically monthly, to deduct at source from the employee’s payslip the required amount of Income Tax and National Insurance Contributions (similar to Social Security). There is also a requirement to offer employees a workplace pension.

Expected benefit packages for UK employees differ from a standard US package. US groups should take the time to understand these nuances to attract and retain the highest caliber of staff. UK employees increasingly seek stock options, particularly in the technology sectors, and there can be attractive, tax efficient ways for qualifying groups to grant options to a UK team.

Specialist advice is recommended for groups that wish to transfer existing US employees to the UK under an international secondment arrangement. There are potential tax efficient secondment arrangements that can be of benefit to both the employer and the employee.

US groups may also consider alternative ways of engaging with UK talent. This may include the use of independent contractors or engagement via an EOR/PEO. It is important to fully analyze the tax implications of these arrangements as the UK has anti-avoidance rules that place obligations on the employing entity. For contractors, the definition of what constitutes a contractor for UK tax purposes differs from the US and groups should take professional advice to ensure that contractors are not actually de-facto employees.

5. Year-end Filings/Annual Compliance

Unlike the US, every UK limited company is obliged to prepare and file a set of statutory financial statements on public record with UK Companies House, within nine months of the period end. These financial statements may require an audit if certain thresholds are exceeded, on a group basis, at the balance sheet date.

For a UK establishment or branch, it is the US entity that is required to publicly file its financial statements. This can come as a surprise to US groups that are less accustomed to publicly disclosing financial statements. For these reasons we often see US groups establish a UK limited company as opposed to an establishment or branch, however, this should be reviewed in detail with your advisors to ensure the most appropriate form of entity is established.

For tax purposes, there is a requirement to prepare and file an annual Corporation Tax return with the UK tax authorities. The deadline for filing is 12 months after the year-end. Any Corporation Tax due must be paid nine months after the year end. The UK Corporation Tax rate is currently 25%, having increased from 19% in April 2023. Even at 25% this will still represent the lowest Corporation Tax rate of the G7 countries.

The UK has a number of attractive tax incentives that groups should evaluate, which include:

- **Research & Development (R&D) Tax Credits** – available to companies undertaking qualifying scientific or technological research work. The UK has two regimes, one for Small and Medium-sized Enterprises (SMEs) and one for larger groups (called the RDEC regime). Under the SME regime, companies can claim a deduction of 186% of qualifying R&D expenditure or claim a cash credit if loss making. Large companies, and other companies not eligible to claim under the SME regime can claim an above-the-line R&D Enhanced Credit (RDEC) which, after tax, yields a net benefit of 16.2% or 15% of qualifying R&D spend (depending on whether the company is a 19% or 25% taxpayer respectively).
- **Creative Reliefs** – similar to the R&D regimes, the UK has introduced a number of tax incentive regimes for creative industries (film, high-end television, animation, children's television, video games and theatre).
- **Patent Box** – development work undertaken in the UK leading to a qualifying patent may allow a company to benefit from the UK Patent Box regime and elect to apply a 10% Corporation Tax rate to profits attributable to qualifying patents.
- **Capital Allowances** – under UK tax rules, accounting depreciation is replaced by tax relief for qualifying capital allowances. The rate of allowance is dependent upon the nature of the fixed asset that has been acquired. The UK Government announced the end of the



‘Super Deductions’ scheme as of 31 March 2023, that provided enhanced tax-deductible allowances for expenditure on certain plant, machinery and equipment incurred between 1 April 2021 and 31 March 2023. As with the Super Deduction, it is intended to encourage additional investment into the UK and to help the economy recover from the Coronavirus pandemic. The Full Expensing deduction allows for a tax deduction of up to 100% of the cost of the qualifying plant and machinery expenditure and is given in full in the accounting period when the expenditure is incurred. This new super deduction has broad application across a number of industries, but it is particularly relevant to UK infrastructure projects.

6. Common Challenges

International expansion offers exciting opportunities to many US groups. The international landscape is constantly evolving, and new business models create tax risk for groups.

Two key challenges we often find are:

1. Use of an Employer of Record (EOR) or Professional Employment Organization (PEO) – in some instances, groups may engage with a third-party EOR or PEO to

assist with their expansion into the UK. This can be a suitable interim/short term option (typically less than three months), to act as the ‘employer of record’ for UK employees and manage all local payroll, benefits and associated compliance obligations whilst a longer-term solution is sought. However, if the activities of the team in the UK create a permanent establishment, an EOR/PEO is not the best solution as these models rarely deal with UK Corporation Tax and any associated statutory filing obligations. We recommend groups evaluate the tax implications of such arrangements not only from a payroll perspective but also from a Corporation Tax, VAT and share options (if relevant) perspective.

2. Remote Working – the desire to build out the best team and the recent changes in attitudes to remote working can result in a UK entity employing individuals outside of the UK. Advice should always be sought to ascertain the local payroll position and any wider reporting that may need to be considered as each jurisdiction has its own, individual rules.

Would You Like to Know More?

If you would like to discuss how the above may affect your business, please get in touch with James Dolan or Melissa Thomas.



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Kathleen Tsantes

When expanding or working in the UK, there are several necessary legal services (in addition to immigration services) that you may need once your business reaches a tangible stage for international growth. These range from setting up a business in the UK, purchasing real estate, setting up commercial contracts, and the protection of your intellectual property (IP) rights. Taking legal questions into consideration is particularly relevant as there are areas where practice is different from the way things are done in the US.

For example, when setting up a business in the UK, US businesses have several options to do so, ranging from incorporating a company, entering into a joint venture with a UK company, acquiring a UK entity, establishing a branch or entering into a distributor or agency arrangement. The most suitable arrangement will depend on the nature of the business and legal considerations, such as whether the UK entity should be a legal entity in its own right or linked to the US entity.

Another example where legal advice is useful is the protection of your company IP. Even if you are registered or have an IP right in the US, these

protections are territorial and do not necessarily apply to the UK. The US Commerce International Trade Administration (ITA) provides useful [steps](#) to take before entering the expansion journey. For businesses operating in the UK, the UK Government provides relevant information on its [website](#). Both the US and the UK Governments have also produced a specific leaflet on [Protecting Intellectual Property in the United Kingdom](#) that is specifically designed for US companies looking to do business in the UK.

Whether it be setting up a business or protecting your IP, a qualified legal partner can be a good partner. Learn more about legal services in the following section, kindly provided by our partners at Irwin Mitchell.

ONLINE RESOURCES

US International Trade Administration: United Kingdom – Country Commercial Guide: www.trade.gov/country-commercial-guides/united-kingdom-protecting-intellectual-property

UK Government: Guidance: IP Basics: www.gov.uk/government/publications/ip-basics/ip-basics

UK Government Guidance: UK toolkit for US SMEs: www.gov.uk/government/publications/protecting-intellectual-property-in-the-united-kingdom/uk-toolkit-for-us-smes

Doing business in the UK – Navigating your way through three key legal issues

There are a myriad of legal issues facing a US business when setting up or expanding activities in the UK. We have highlighted three key areas, which businesses need to consider at an early stage and where practice notably diverges between the US and UK.

Corporate/Company Formation

<p>Incorporating a Private Limited Company</p>	<p>This is the most common option; the process of incorporating a private limited company is quick – typically completed within 24 hours. There is no minimum share capital and no need for resident directors.</p> <p>Key points to note:</p> <ul style="list-style-type: none"> ■ Companies are required to identify people of significant control (PSCs), e.g. individuals who hold, directly or indirectly, more than 25% of the shares in the company. ■ Information that is publicly disclosed on the UK Companies House register includes the company’s registered office address and the directors’ correspondence address. ■ Companies are required to file annual accounts and a confirmation statement (confirming that the information held by Companies House about the company is up to date) at least once a year.
<p>Establishing a UK Branch of the US Company</p>	<p>If the US company sets up a branch in the UK (such that it has some degree of physical presence in the UK), it will need to be registered with Companies House as an overseas company.</p> <p>The UK branch is not a legal entity in its own right. This means that it is the US company that will be entering into contracts, hold assets, and acting as an employer.</p>
<p>Acquiring a UK entity</p>	<p>UK-style deals are similar to those in the US, but some differences include:</p> <ul style="list-style-type: none"> ■ In US-style deals, warranties are typically given on an indemnity basis compared to a common law contractual basis in UK-style deals, where the extent of recovery is based on the diminution in value of the shares or assets purchased as a result of the breach of any warranty. ■ Escrow accounts are not as common in UK deals as compared to the US, and should therefore be considered and agreed on at an earlier stage of negotiations.
<p>Joint Ventures</p>	<p>Joint ventures can take the form of contractual joint ventures or corporate joint ventures.</p> <p>A contractual joint venture is created by contract, and does not create a legal entity separate from its participants. Flexibility is therefore a key advantage, as parties are not constrained by company, partnership, or trust law.</p> <p>A corporate joint venture involves incorporating a company of which each party is a shareholder. A key advantage is the company’s separate legal personality, which allows it to hold assets, conduct business, and enter into contracts in its own name.</p>
<p>Distributor or Agency Arrangement</p>	<p>Depending on the industry in question, a distributor arrangement (where products are purchased by the distributor then resold in the UK) or agency arrangement (where an agent assists in making contracts between the US company and clients) may be viable options for doing business in the UK.</p>

Employment/labor law considerations

There are many stark differences between US and UK employment laws. In the UK, an employee's employment rights can arise from their contract of employment (including both express and implied terms), from statute and from collective agreements made between a trade union and an employer. UK law grants employees a wide-range of protections that create obligations and potential risks for employers, these include:

<p>Right to an Employment Contract</p>	<p>Unlike the US, all employees must be provided with a written statement, which can take the form of a letter not necessarily a formal contract, setting out the main contractual terms and conditions on or before their first day of work.</p>
<p>Pay, Holiday and Leave</p>	<ul style="list-style-type: none"> ■ All employees are entitled to be paid at least the national minimum wage for all working hours. For adults over 23 years old this is £10.42 per hour. ■ Employees must automatically be enrolled into the employers pension scheme and contribute to their pension if eligible. ■ 28 days paid holiday (inclusive of public holidays) for a full time employee. ■ Up to 52 weeks (partially paid) maternity leave but must take 2 weeks after the baby is born. Employees are also entitled to paid adoption, paternity leave, shared parental leave and unpaid paternal leave of up to 18 weeks per child.
<p>Discrimination</p>	<ul style="list-style-type: none"> ■ Protection against unlawful discrimination. ■ Employees and applicants for employment have statutory protection against discrimination on a number of grounds: age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation. ■ Compulsory retirement of employees will constitute age discrimination unless it can be justified as a proportionate means of achieving a legitimate aim.
<p>Termination</p>	<ul style="list-style-type: none"> ■ Unlike the US, there is no “employment at will” notice periods. ■ Post termination restrictions (restrictive covenants) are only effective if those restrictions protect a legitimate business interest of the employer, the restriction should go no further than is required and is are reasonable in scope. In order to protect a business, rather than just relying on post termination restrictions, employers should incorporate express contractual terms restricting the employee's right to use or disclose the employer's confidential information. ■ If an employer dismisses an employee, and in so doing breaches the employer's contractual or statutory obligations to give the employee notice of termination, an employee is entitled to receive compensation for wrongful dismissal. After two years of employment, an employee has a statutory right not to be unfairly dismissed. ■ A statutory redundancy payment to an employee who has been continuously employed for at least two years and is dismissed because the employer has: <ul style="list-style-type: none"> ● ceased doing business of the kind that the employee was employed to do, ● ceased doing business at the place the employee is employed, o. ● a reduced need for the work of the kind performed by the employee.

Intellectual Property Rights – Your essential toolkit

Rule 1	Clear your rights. Just because you have secured registered protection (whether for a patent, trademark or design) in the US, does not mean you can either use or register it in the UK. Do not set up a corporate structure and register a company name without having first checked if the name is free from third party rights – just because it's available to register, does not mean it is free to use (let alone be capable of registered protection).
Rule 2	Protect and layer your rights. Don't just rely on a single right, whether that be, trademarks, copyright or other rights. Understand how the varying IP rights protect distinct aspects of your products/services and, where possible, combining these different rights can build a ring of steel around your business and what you do.
Rule 3	Police your rights. Use professional monitoring services in relation to your business and brand names and maybe the activities of your competitors. Monitoring services are your eyes and ears and typically identify any potential unauthorized use of your rights at a very early stage which can mean a swifter and more amicable resolution. In relation to your valuable unregistrable rights, such as confidential information and database rights, consider how you can track any misuse, for example seeding your databases/customer lists.
Rule 4	Have an enforcement/defense strategy as part of your overall IP/risk and reputation management strategy. Don't be surprised by conflict. Be clear as to what is a red line for your business and necessitates legal intervention and to what extent.

Key UK IP rights and how these compare to the US

UK IP rights	Comparison with US
<p>Copyright</p> <p>Protects original literary, dramatic, musical and artistic works, software, web content, sound and music recordings, film and television recordings and broadcasts.</p> <p>Unregistered right, arises automatically on creation, no requirement for registration.</p> <p>Be aware: Any copyright created by independent contractors (i.e. not employees) is owned by the contractor unless there is an agreement to the contrary. This is often a surprise to business who assume because they commissioned and paid for work they own it. That is not the case in the UK.</p>	<p>Comparable protection.</p> <p>Main practical difference is requirement of registration in US if you intend to enforce your copyright.</p>
<p>Database Rights</p> <p>Extremely valuable, unregistered IP right of application across all businesses.</p> <p>Protects collections of data or other information which are structurally organized, this would include databases such as customer lists.</p>	<p>No equivalent right in the US.</p>
<p>Design Rights</p> <p>There are different types of design rights, both capable of registration and/or arising on creation so subsist as unregistered rights.</p> <p>Protection can extend to protecting shapes or objects, product appearance, packaging, designs, color combinations and surface decoration, together with the aesthetic look and appearance of products as well as functionality.</p>	<p>US design patents are not a direct equivalent. The cost for securing an EU or UK registered is relatively low compared to the US and the procedure is quick as there is no examination of the application.</p>




<p>Patents</p> <p>Protection extends to novel inventions, processes and products.</p>	<p>The US and the UK are both members of the Patent Co-operation Treaty allowing for a “bundle” of patent rights to be obtained through the filing of one application.</p> <p>The prosecution of patents in the UK and at the EUIPO is far less adversarial compared to the US.</p>
<p>Trademarks</p> <p>Protection can extend to names, logos, sounds, colors, smells and sometimes slogans.</p>	<p>It is generally easier and much quicker to secure registration in the UK, assuming an application is smooth running a registration can typically be achieved in 4-6 months.</p> <p>The UK Intellectual Property Office does not examine applications in the same way as the USPTO, it is far less interventionist and any trademark prosecution proceedings are far less adversarial when compared to the US.</p> <p>Unlike in the US, you do not have to prove use in the UK in order to secure registration.</p>

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

Irwin Mitchell


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Mazar Ahmed

As a business expanding into the UK, whether it is to grow locally through investment or to explore export markets, it will be necessary to think about how to get yourself or your employees across the Atlantic for the long or short term.

Conditions for your specific visa will depend on the length of your stay and the type of work you will pursue. If you come to the UK for less than six months for academic or business-related activities, such as attending conferences, conducting academic research or meeting business partners, you will not need a visa, though the UK is about to introduce an [Electronic Travel Authorization \(ETA\)](#) scheme that will require all travelers to the UK to register online ahead of their planned travel. If you plan to work out of the UK (and get paid there) or to stay and work longer than six months, you will need a work visa. The UK immigration system offers several routes for obtaining work visas, including temporary

and permanent options. The main route for US citizens seeking to work in the UK is via work permits, general or via intra-company transfer, which enables employers to sponsor skilled workers. Other immigration pathways exist for investors and entrepreneurs seeking UK residency.

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

ONLINE RESOURCES

UK Government: UK Electronic Travel

Authorization (ETA): www.gov.uk/guidance/electronic-travel-authorisation-eta

UK Government: How to apply for a visa to come to the UK: www.gov.uk/apply-to-come-to-the-uk

Mobility Options for US Companies, Entrepreneurs, and Investors

US businesses expanding into the UK can take advantage of immigration options, for long- or short-term stay, that enable work, business development activity and investment. Whether or not you need a visa for your stay depends on the kind of activity you want to pursue and the anticipated length of stay. US citizens, and other “non-visa nationals” will not need a visa if they come to the UK for less than six months for business related activities, such as attending conferences, meeting business partners/ clients or undertaking fact-finding research. Work, and stay beyond six months, will require permission under one of the immigration routes set out below.

Opportunity

The new “Global Britain” policy framework, implemented after the UK left the EU Single Market, means that US businesses and talented individuals have equal access to the British labor and investment market with their European counterparts. Positive reform to the UK’s immigration rules has been implemented to make the schemes easier to access and navigate, alongside a multi-year policy of simplification, streamlining and digitization. Transatlantic employers have welcomed and benefited from these innovations.

Global Britain

In addition to the many reformed entry routes discussed below, the UK government has promised “transformational change for everyone who interacts with the immigration system and crosses the border.”

Priorities contained within the government’s “Plan for Immigration¹” include:

- New and reformed immigration routes that support Global Britain and economic recovery.
- Simplifying systems and processes to improve the operation for users, staff, and wider stakeholders.

- Implementing digital systems that transform the customer experience, including at the border.
- Overhauling the operation of the UK border by introducing a universal permission to travel requirement (like the US ESTA program), for all non-British or Irish citizens wishing to enter the UK and adopting increased automation. The new scheme will be known as the **Electronic Travel Authorization (ETA)**.

The ETA will not permit work in the UK – only “permissible activities” such as business meetings, conferences and training will be allowed. Six months is the maximum period of stay in this category, although border officials generally expect such visitors to be entering for much shorter periods. It is best to check with an immigration advisor in cases where a work authorization may be required.

Sponsorship

At the heart of the points-based model that governs most entry options is a sponsorship scheme. US businesses wishing to transfer talent into the UK can assign Certificates of Sponsorship to key individuals. Most of the options lead to permanent residence and, ultimately, British citizenship.

The main schemes are:

- **Skilled Worker** – a route for skilled individuals with a job offer from an approved employer sponsor.
- **Global Business Mobility (“GBM”): Senior or Specialist Worker** – a route for established workers being transferred by the business they work for to do a skilled role in the UK (“Intra-Company Transferees”).
- **Global Business Mobility: Graduate Trainee** – a route for workers being transferred by the company they work for overseas to undertake a role as part of a structured graduate training program.



Positive Change

The minimum skill level for Skilled Worker applications has been reduced to RQF level 3 (roughly equivalent to A-level) and the skill level for GBM is at RQF level 6 (equivalent to a bachelor's degree). This opens the UK's doors to a wider pool of international talent.

Crucially, the UK government has removed requirements for sponsors to advertise roles externally to show an attempt to recruit from the resident labor market. This has made process times, and record keeping obligations, far less burdensome than before. Quotas no longer apply – there is no cap on the numbers of non-resident workers who can be employed in the UK.

Entrepreneurs and Highly Skilled Individuals

Work is being done on reform to routes for private individuals and businesses wishing to establish UK subsidiary operations. Recent innovations include:

- **UK Expansion Worker** (based on an earlier “Sole Representative” scheme) that facilitates moves to the UK to undertake work related to business expansion, including establishing subsidiary entities and branch offices.
- The **High Potential Individual** route enables graduates from non-UK top 50 globally ranked universities to gain a 2- or 3-year entry to the UK.
- There are also routes for “**Start-Up**” businesses and “**Innovators**”. Hopefully these

schemes will be expanded and developed over time to meet the UK's objective of being an international center for innovation and tech.

Timing and Cost

Most UK immigration applications are submitted online – supporting documents can be uploaded. Consideration normally takes 2 – 3 weeks (priority services are also available to expedite cases). Family reunion cases (joining a spouse/ partner for settlement) can take much longer.

It is important to note however that the UK government imposes various taxes and other charges to the schemes – the UK operates an expensive immigration framework. Potential applicants should always check the criteria, process times and costs with an experienced immigration specialist. This will avoid pitfalls that can result in delays and extra expense.

¹ New Plan for Immigration: Legal Migration and Border Control, CP 706 July 2022

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Paige Yepko

For successful businesses, moving key personnel to a foreign location to help build the business will eventually become an important task. Fortunately, in addition

to a familiar language and culture, the UK also provides a range of easily accessible education options for children moving together with their parents.

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

In addition, the UK is host to several American and international schools, particularly in the Greater London region, but also in other cities across the UK. Some of these institutions offer multiple curricular choices including the American system, but also UK based curricula such as the International Baccalaureate (IB).

Key to finding the right pathway for your children is exploring the various options available which best suit your family's needs, such as your location and education history, as well as a child's learning style. Learn more about pathways for education in the UK in the following section, kindly provided by our partners at TASIS – The American International School in England.

ONLINE RESOURCES

UK Government: Guidance: School applications for foreign national children and children resident outside England: www.gov.uk/guidance/schools-admissions-applications-from-overseas-children

Educating the Global Leaders of Tomorrow

The opportunity to live overseas can offer an exciting and rewarding experience, but employers find that family concerns are often critical to both the acceptance, and the eventual success, of employee assignments. For families, identifying the right school for their children ranks high among the practical considerations. Consistency of curriculum and familiarity with an education system may be paramount for some, while families with teenagers might focus on the impact of their move on the university application process. A supportive English-as-an-Additional-Language program can make all the difference to students whose mother tongue is not English.

Non-academic reasons also influence choice. International schools often support transitioning families through settling-in programs, and children and parents alike may feel less “foreign” among other expatriates. Interaction with students from many nations also enhances the educational experience.

American and International Schools

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

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

understanding and a respect for others. To excel in a “VUCA” world – full of Volatility, Uncertainty, Complexity, and Ambiguity – future global leaders must be equipped to understand the connections and interrelationships of diverse ideas and actions. Our alumni regularly affirm that their TESIS England experience opened their minds to different points of view, opened their eyes to the importance of mutual respect and collaboration, and opened their hearts to an understanding of those they previously thought of as “other.”

The British System

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

It can also be difficult to secure places at desirable state schools and academies (funded by the local authority or central government, respectively) which may have long waiting lists. Usually families must have an address within the school’s catchment area before applying and availability of places is not guaranteed. In London, demand is fierce for the most popular schools. Statistics released by London Councils in March 2022 show that just over 30% of pupils did not get into their first-choice secondary school.

In England, year groups are strictly based on the student’s age on September 1. Children start formal school with structured learning in the term in which they turn five and, by age six, are expected to be able to read and to know math facts. There is a common misconception that, as a result, American/international schools lag behind UK schools in math and literacy, but the evidence shows otherwise. The variation between



individual students is greater than that between the two systems, so the key is to ensure that the school provides appropriate support for students at both ends of the spectrum.

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

Choosing the Right Pathway for your Child

Bob Johansen, author and distinguished fellow with the Institute for the Future in Silicon Valley, offers this translation for VUCA: Vision, Understanding, Clarity, Adaptability. These are the skills that are increasingly essential for success. Choosing the right educational pathway can be difficult and confusing, but one thing is certain: a relocation abroad gives your children an unparalleled opportunity to develop the international-mindedness that will serve them well in the complex and interconnected world of their future.

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

TASIS The American School in England offers a challenging American curriculum with Advanced Placement courses and the International Baccalaureate Diploma Programme to day (ages 3-18) and boarding (ages 13-18) students from more than 60 nations. On our beautiful Surrey campus, we achieve something remarkable through our sense of community, international values, and true partnership with each family – nurturing life-long learners who flourish as principled individuals within a global society.

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**WHERE
TO GO:
REGIONS
AND NATIONS**



Emanuel Adam

The UK is only as big as Michigan, Oregon or Wyoming; however, it matters *where* in the UK you choose to establish your transatlantic footprint. *Chargepoint*, featured

in this report, for example, chose Theale, Berkshire, in the South-East of England as a location for their Research & Development facility. *Mangata*, also featured in this report, decided to establish a European Research and Development hub in Edinburgh, Scotland with a new hub at Prestwick International Aerospace Park. *Labcorp*, also featured in this report, announced plans to redevelop a vacant landmark building in Leeds, in the North of England to create a new clinic.

Behind every decision about where to expand your business stands a careful assessment of where it makes most sense for the business and its products. As diverse as the reasons can be,

similarly diverse is what the different UK nations and regions have to offer.

The **South of England** is an economic powerhouse, marrying creative, digital and technology innovation with traditional industry. London not only features a hub for professional services, retail and tech, it also connects the region via several major airports and train stations that serve international destinations, including France, Belgium and the Netherlands. In addition, the region is home to 21 million people, four of the ten leading global universities, and several industrial clusters, including the Life Sciences and Biotech triangle between Cambridge, Oxford and London.

The nation of **Wales** boasts a vibrant cluster of Advanced Manufacturing, Life Sciences, Clean Tech, and Digital sectors, which are home to more than 1,300 foreign-owned companies. In addition to the Creative Industries, which is one of the fastest growing sectors in the nation, Wales is also a vibrant part of the UK's growing activity in



Clean Growth, Compound Semiconductors and MedTech.

The **Midlands** region capitalizes on its central location to be a key distribution hub, with the East Midlands Airport being the busiest ‘pure’ cargo airport in the UK. The Midlands is equally home to a leading Life Sciences industry and is at the forefront of new technologies such as the development of alternative fuels. The Midlands Engine partnership, featured in this report, serves as a local convening platform to drive economic growth.

The **North of England** prides itself on being the driving force behind the UK’s Industrial Revolution in the 18th century. That legacy continues today with world-leading expertise in Advanced Manufacturing, Clean Energy and more. For example, most of the UK’s car production operations are in the North, with ambitions to establish a leading European Electric Vehicle Hub and supply chain cluster. In addition, the North’s ports are a primary destination for American and

European imports and exports. Learn more about Liverpool’s innovative Freeport in this Guide.

Following the UK’s exit from the European Union (EU), **Northern Ireland** has turned into a uniquely attractive place to do business, thanks to its continued access to both the UK and the EU Single Market. In addition, Northern Ireland offers a well-trained workforce, competitive operating costs and generous incentive schemes, and support through the local economic development agency, InvestNI. Learn more about InvestNI in this Guide.

Scotland has long been a prime destination for US firms seeking to expand to the UK, due to the attractive triangle of the availability of talent, the solid track record in industries such as Finance, Engineering, Life Sciences, Technology and Energy, and the support they receive through Scottish Development International (SDI), who, like their partners from the other UK nations, also have a strong and growing presence in the US. Learn more about SDI in this Guide.



Welcome to Kent – So Much More than the Garden of England

A Gateway Location Between London and Europe

The Kent region offers the most competitive proposition for businesses moving to the UK. Here you will find a rich talent pool, enviable quality of life and vital space to grow on London's doorstep.

The region is home to over 70,000 companies, including some of the UK's most innovative brands, where multinationals such as Pfizer, Taittinger and Coty work alongside the brightest new start-ups in the UK.

Cost-effective Commercial Property

Increasing numbers of ambitious business owners are choosing Kent. Lower operating costs, access to a skilled workforce and excellent

connectivity to London are all factors, alongside the pull of thriving clusters, particularly for Creative & Digital, Life Sciences, Construction, Manufacturing and Food & Drink production companies. Alongside this, changing retail trends have led to recent high demand for logistics space in Kent, including a £205 million investment by Amazon in one of the largest warehouses of its kind in Europe, and 750,000 sq. ft of high-quality warehousing distribution space from Panattoni, the largest logistics real estate developer in the UK and Europe.

Food & Drink Innovation

Kent and Medway is home to many of the most exciting and innovative food and drink businesses in the UK and overseas – from growers of fruit

and vegetables to food processors and makers; robotic specialists to engineers automating the supply chain.

Growing Kent and Medway is the name of the organization bringing together research and the talent of new and established businesses across the region. Together this exciting network is leading the way in meeting the growing demand for healthier and more sustainable food production.

It gives businesses the opportunity to connect with new clients, customers and partners, offering a range of research grants and funding – from £5,000 to £250,000.

Kent is also home to a Food and Drink Accelerator supporting businesses looking to develop their plant-based food or drink idea and scale up fast, with technical, business and financial support to help take their concept to market.

The Biotechnology Hub at the University of Kent, meanwhile, is supporting research into alternative plant-based foods as the future of the food supply chain. It is also supporting businesses to solve challenges – from developing more eco-friendly packaging options to reducing the environmental impact of managing crop diseases.

Finally, Kent's new GreenTech Hub for Advanced Horticulture will help the UK fresh produce sector to meet the challenge of climate change. In addition to 21,500 sq. ft of specialist glasshouses, 14 modern polytunnels, growth rooms and cold rooms, a Wine Innovation Centre and Research Winery points to this region's growing reputation as a key UK region for English wine.

International Creative Production

Kent is part of Creative Estuary which is transforming 60 miles of the Thames Estuary across Essex and Kent into one of the most exciting cultural hubs in the world. They are driving forward the creative and economic evolution of this unique region, unlocking its potential both as an international production hub and a collaborative, inspiring place to work for a new generation of creative talent. The creative and cultural industries contribute more than £100bn per year to the UK economy, helping

to attract investment, catalyze innovation, and enhance distinctive places and communities.

Amongst the 7,000 creative companies located in Kent, more than 1,500 have located here over the past five years, thanks to a surge in creative talent leaving London for Kent's exciting coastal communities.

2022 meanwhile has seen progress with plans for Ashford International Studios, part of a broader redevelopment of a derelict Victorian-era railway works, representing a £250 million investment in the Kent and Medway region. The plans include 160,000 sq. ft of new production space and a 30,000 sq. ft media village with a new Kent Film School adding a further dimension to a project that has been described as a 'game-changer' for creative-led regeneration, all less than 38 minutes by train from the heart of London.

Setting Up in Kent

Any business looking to expand or move internationally will need time to plan and prepare their operations. Locate in Kent offers a free service to support you every step of the way tailored to your specific business needs.

Our soft-landing package means that relocating to the Kent region is one of the easiest routes to establishing a UK business.

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London

London is a city of innovation and ingenuity, with an immense track record of world firsts for companies trying new technologies. Early-stage funding is almost double the global average, so this is where startups become unicorns. Offering a rich diversity of talent, London is the obvious first choice for US companies looking to expand in Europe. Here are seven reasons to choose London:

1. The World in One City

- A global hub for business, in which 300+ languages are spoken.
- Direct flights to 369 international destinations, including 1,029 weekly flights from North America. Heathrow Airport alone handles over 70 million passengers each year.
- 25% of entrepreneurs throughout the world have a significant relationship with two or more entrepreneurs in London.

2. A Thriving Ecosystem

- 102 unicorns have been created in London – more than Amsterdam, Dublin, Paris or Berlin.
- Between 2017 and 2022 the city saw \$5.8bn of total VC climate tech investment.

- London and its surrounding areas host 55% of the European headquarters of the world's largest 500 companies, with unrivalled access to corporate buyers.

3. Global Talent

- London is Europe's leading tech hub, with more than 589,000 employees working in the sector.
- Four universities in the world's top 40 (more than any other city) and five in the top 200.
- Entrepreneurial talent flocks to the capital. Estonian Kristo Käärman founded Wise (Transferwise) and Portuguese entrepreneur José Neves created Farfetch in London.

4. Accessible Investment

- Home to more than 250 foreign banks; the highest concentration in any financial center.
- In 2022, London remained the top European destination for tech investment; attracting \$19.8bn of VC investment. \$10bn more than Paris and over \$14bn more than Berlin.
- Europe's largest ever Series B funding round was secured by London-based Improbable.



5. Diverse Consumer Base

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

6. The London Life

- With more than 857 art galleries, 215 museums, and 69 Michelin-starred restaurants, there's inspiration around every corner.
- The world's largest "urban forest," London's reputation as a green city expands far beyond its reputation for sustainable development. London has a vast array of outdoor spaces to enjoy, including 151 registered parks and gardens, eight Royal Parks, and four UNESCO World Heritage sites.
- London offers a number of experiences as unique as the city itself. From immersive tech art exhibits to the newly refurbished Battersea Power station which transformed the historic space into a place to eat, drink, live, work and play.

7. Future Ready

- London is the leading tech hub in Europe, which opens up an array of new opportunities for global scale-ups looking to set up in the UK.
- London's ambition is to be the world's smartest city. The capital's streetlights are fast-becoming charging points for electrical vehicles. "We had global ambitions from day one. London was, therefore, the logical place for us to found WorldRemit – its ability to connect and bridge with other financial services hubs is unparalleled." Catherine Wines Director and Co-Founder, World Remit.

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The Midlands Engine

The Midlands is the beating heart of the UK, with the largest regional economy in the country outside London. Learn more about our world-leading sectors: from agri-food to transport and future mobility. The Midlands Engine Partnership is a pan-regional, apolitical partnership that convenes, connects and acts as a focal point to drive economic growth – for the greater benefit of our people, places and businesses. This shared aim of greater prosperity is what unites us and what directs our work, in collaboration.

The region is at the forefront of developments in future fuels – with an eco-system of universities and businesses working at the bleeding-edge of innovation around green hydrogen and offshore wind. Energy transition opportunities include harnessing repurposed power stations and an array of future-focused energy opportunities. Leading the way in renewable energy production, our region is home to the world's biggest offshore windfarm in Lincolnshire, providing 18% of England's renewables capacity.

The Midlands is also home to the largest MedTech cluster in the UK, generating £1.6 billion for the economy every year. Across rehabilitation,

health technology, medical technologies, manufacturing and R&D, the region has world-class clinical and academic capabilities coupled with well-established, highly productive, high-innovation enterprises.

Last year during the summer, the region was home to the Commonwealth Games which took place in Birmingham City. The Birmingham 2022 Festival was enjoyed by an audience of more than 2.4 million and reached more than 41,000 participants. The Festival, the six-month celebration of creativity that accompanied the Commonwealth Games, brought not only pride and joy to the city – it gave a dramatic boost to the regional economy.

Welcome to the UK's Midlands Engine

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

Clean Energy & Energy Saving

The Midlands is well known for energy research and receives 35% of all UK Research Council Funding for the sector. The Energy Systems Catapult Centre is a market leader in energy

efficiency research and system integration improvements, while the Energy Research Accelerator focuses on tackling challenges such as environmental impact. The region is also home to global energy businesses such as Alstrom, Cummins, EON, General Electric, National Grid & Rolls-Royce.

Next Generation Transport

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

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

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

Biopharmaceuticals & Medical Technology

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

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

Food Processing & Innovation

Food Processing Efficiency – Employment in the food industry has recently increased by 9%

in the Midlands, due to the strong performance of our major manufacturers, including Muller, Mondelez, Pepsico, Arla and Weetabix, as well as many fast growing, high quality, fresh food producers.

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

Advanced Materials

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

UK Infrastructure

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

How Do I Pursue Opportunities with You?

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



Department for
Business & Trade

The Midlands Engine



www.midlandsinvestmentportfolio.org



Welcome to Liverpool

A thriving metropolis renowned for its creative arts, musical heritage and deep-rooted maritime history, Liverpool City Region has always been a leader for change. Since the early-19th century, Liverpool's globally-connected transatlantic port has positioned us at the epicentre of international trade and innovation.

Why Liverpool?

With an economy worth £25.3bn, Liverpool City Region's investment opportunities are recognized on a global stage. For example, The North West region exported £4.2bn worth of goods to the United States in 2021, 9.7% of total UK exports. Reinforcing the region's uniquely attractive offering, the maritime port of Liverpool is the UK's busiest western-facing port and conducts 45% of all trade between the US and the UK.

In January 2023, the UK government granted Liverpool City Region (LCR) official UK Freeport status. It serves as one of only eight Freeports in

England and is a flagship initiative commissioned by the UK's Department for Levelling Up Housing and Communities (DLUHC).

The Freeport initiative has the mandate to become a:

1. Vehicle for Regeneration & High-Skill Job Creation
2. Hotbed for Innovation & Net Zero
3. National Hub for Trade and Investment

With the LCR Freeport now entering its delivery phase, those investing in the city will receive myriad benefits concerning tax, customs and planning. Some examples of the key sectors in the region highlight the value LCR Freeport can provide:

Automotive

Liverpool City Region's robust automotive sector is responsible for 95% of the UK's car production within a 3-hour drive and is home to 18 of the world's 20 largest automotive suppliers. Ford

Motor Company, the leading multinational automobile manufacturer, recently announced plans to invest £150m in its Halewood site, which borders Liverpool City Centre. Ford's investment will help to drive the production of electric vehicle parts and establish Halewood as one of Europe's EV hubs and automotive supply chain clusters.

With Liverpool City Region to serve as Europe's leading EV site, the city region is on target to achieve the LCR Freeport's ambitions of reaching carbon net zero by 2040, ten years ahead of the national goal. The development of the LCR Freeport will spark opportunities to support critical strategic supply chains such as Automotive - EV battery manufacture. With the development of the LCR Freeport, businesses that wish to invest in Liverpool's automotive industries will have access to exclusive tax and customs benefits.

High-Value Manufacturing

With a highly-skilled manufacturing workforce and pioneering capabilities clustered across various sites, such as Liverpool's Knowledge Quarter, Liverpool City Region also forms part of Europe's largest bio-manufacturing industry. Companies within Liverpool's manufacturing sector include the likes of Jaguar Land Rover, Unilever and AstraZeneca. With £1bn worth of investment in the city's logistics infrastructure, now more than ever is a time to invest in Liverpool City Region.

Health & Life Sciences

Liverpool City Region is home to many of the UK's most advanced data, computing and AI technologies. The city's Knowledge Quarter includes world-class facilities such as The Liverpool School of Tropical Medicine, the first institution in the world dedicated to research and teaching in the field of tropical medicine.

Other principal institutions in the Knowledge Quarter include the University of Liverpool, John Moores University and the Royal Liverpool University Hospital; Liverpool's Knowledge Quarter is fast becoming one of the world's leading innovation neighbourhoods.

Regarding trade, Medicinal and pharmaceutical products were the largest commodity group exported to the United States from the UK in the year to the end of Q3 2022 (£5.9 billion or 11.0% of all UK goods exported to the United States)

LCR Freeport's Unique Tax and Customs Site: How We Can Help

After receiving formal approval in January 2023, LCR Freeport aims to support businesses looking to invest in the mentioned sector and other strategic industries. The LCR Freeport boasts an integrated cluster of logistics and freight facilities to support the import and export of goods internationally. LCR Freeport can offer tax incentives and simplified customs procedures to international businesses interested in Automotive, Advanced Manufacturing, Health & Life Sciences and more. If you're considering investing in Liverpool, Liverpool City Region's Metro Mayor Steve Rotherham champions "If you share our values and want to take your business to the next level, there is nowhere better than our area.

Get In Touch

For more information regarding investment opportunities, please contact:



Alexandra Clark, Programme Developer

 alexandra.clark@liverpoolcityregion-ca.gov.uk



Wales

Wales has a history of innovation and continues to be at the cutting-edge of technology and sustainability.

Wales has a talented workforce and strong Research and Development facilities. It's producing technology for the future in advanced manufacturing, life sciences, clean tech and digital sectors. More than 1,300 foreign-owned companies are operating in Wales, including Toyota, GE, Sony and Airbus.

Expanding Your Business

Wales is highly competitive on cost, with great value for office and industrial space.

Welsh businesses access graduates from four QS world-ranked universities. The excellent quality of life and leisure opportunities attracts many talented graduates to live and work there.

Investing Capital

Large capital and venture capital investors in Wales enjoy a range of regional and national

incentives, including grants towards capital expenditure and job creation.

£1.7 billion has been committed to progress city and growth deals across all of Wales. The investments are creating world-class infrastructure that enables businesses to grow and flourish.

Buying Goods and Services

Wales offers access via rail, road, and air to major cities in the UK and internationally, with Cardiff less than two hours from central London by train.

Wales has eight enterprise zones across the country, providing a range of financial incentives, each specializing in a particular sector. The Anglesey enterprise zone focuses on low-carbon energy.

- **Less than two hours** train travel between Cardiff and London
- **£15.2 billion** of goods exported from Wales in 2021
- **3 National Parks** which cover 20% of Wales
- **3,600 tech businesses** employing 45,000 people

- **£794 million** spent on R&D in 2019
- **8 Universities**
- **30%** of the Welsh population aged 21-64 are college graduates
- **Over 3 million** population

Strategic Markets – Creative and Digital

Creative industries is one of the fastest growing sectors in Wales, with an annual turnover of more than £1.7 billion. Wales has a thriving TV and film production industry, producing shows such as Sherlock and His Dark Materials.

Wales is also home to a strong fintech and InsurTech cluster, supporting companies including GoCompare and Admiral.

Clean Growth

The Renewable Energy sector in Wales generates over £4.8 billion in revenue. Innovative projects coupled with commitments for a low-carbon future present opportunities in renewable energy technologies. Wales has the potential to generate around 10 gigawatts (GW) from marine energy alone.

Tourism

Tourism in Wales is a £6 billion industry and offers vast opportunities for growth. Wales has three National Parks and five Areas of Outstanding Natural Beauty. The coastal path outlining the entire coast spans across 1,400 kilometers.

High Potential Opportunities Compound Semiconductors and Applications in South Wales

South Wales is pioneering the way forward in designing, developing, and commercializing the compound semiconductors needed for a net zero economy.

The CSconnected cluster in South Wales offers companies an end-to-end opportunity to service the growing global demand for compound semiconductor-enabled technologies, worth a projected £230 billion by 2024.

Sector and Market Opportunity

South Wales offers investors a complete opportunity to meet growing demands for advanced, reliable technology in one location.

Assets such as the Institute for Compound Semiconductors and the Centre for Integrative Semiconductor Materials are driving innovation. Assets such as the Compound Semiconductor Centre and the Compound Semiconductor Applications Catapult are accelerating the integration and commercialization of this technology.

Collaborative opportunities exist with compound semiconductor companies in the region including IQE, Rockley Photonics and SPTS Technologies (a KLA company).

MedTech Health in Wales

The Welsh MedTech sector presents companies with specific commercial opportunities to collaborate, develop and commercialize new and disruptive medical and healthcare technologies across categories such as neuroscience, neurodegeneration, dementia, cancer, wound care and tissue regeneration.

Investors in the Welsh MedTech sector can exploit unique, secure anonymized health data for the whole population of Wales.

Organizations offering expertise across a range of high-priority conditions include:

- Cardiff University's Brain Research Imaging Centre (CUBRIC)
- Wales Cancer Research Centre
- Welsh Wound Innovation Centre
- Centre for Ageing and Dementia Research



**Department for
Business & Trade**



**Adran Busnes
a Masnach**

Jonathan Walters, Investment Partner



DITWales@trade.gov.uk



jonathan.walters@officeforinvestment.gov.uk



+44 7483 830114



Welcome to Scotland

FÀILTE GU ALBA

WELCOME TO SCOTLAND: the small country making a big impact on the global landscape. Scotland is where you will find excellence in education, a flair for invention and a passion for research. It's a place where great minds connect, and where health, happiness, equality and sustainability come together to produce a dynamic business environment with global impact. You'll find us progressive and pioneering. With a track record of innovation and enterprise, we punch above our weight in industries like Finance, Engineering, Life Sciences, Technology and Energy. The shining jewel in our crown is our people. By locating in Scotland, you'll access a highly educated, loyal workforce with a strong work ethic. We will work with you to meet your business and workforce needs and you'll be connected to a culture of research, innovation and creativity. Scotland is a land of great natural beauty and strong heritage, and our warmth and generosity are world renowned. Collective wellbeing is at the heart of our economic policy and we believe that long-term growth will come from prioritizing our people and our planet. Our Net Zero 2045 emissions target sets the pace for

the rest of the world and you can benefit from the huge opportunities it creates. Many global businesses which share our values have already chosen to locate, operate and grow in Scotland and we'd love you to join them. We're here for you throughout the journey – you will be supported before, during and after you locate in Scotland. Now is the time to invest in Scotland. So come on in; be part of Scotland's continuing success story.

Why Scotland? Reasons to Invest

Talented Workforce:



A well-educated, highly skilled and adaptable workforce will ensure you get the talent your business needs.

World-renowned universities ensure a steady stream of high-quality local graduates for your continued growth, and low staff turnover rates make it easy for you to employ and retain staff. We will listen to your business, giving you the opportunity to influence skills, education and training provision to maximize your human capital.

Innovation Powerhouse



Scotland has a long history of engineering and invention and today collaboration between our universities,



20 REASONS #SCOTLANDISNOW

SCOTLAND
**FIRST COUNTRY
IN THE WORLD**
TO PROVIDE
**UNIVERSAL
EDUCATION**
AS EARLY AS THE
17TH CENTURY



150
DESTINATIONS WORLDWIDE
FLYING FROM SCOTLAND'S
MAIN AIRPORTS



OFFICE COSTS
IN SCOTLAND
UP TO 40% LOWER
THAN LONDON



THE UK'S MOST ATTRACTIVE REGION FOR
INVESTMENT (OUTSIDE LONDON) YEAR ON YEAR
(UK 2021 VITALITY INDEX - LAMBERT SMITH HAMPTON)



#SCOTLANDISNOW

SCOTTISH HIGHLANDS & ISLANDS
DECLARED AS ONE OF THE
BEST

TRAVEL DESTINATIONS
IN THE WORLD
(LONELY PLANET 2019)



170 LANGUAGES
SPOKEN ACROSS SCOTLAND

GLASGOW & EDINBURGH ARE
LEADING LOCATIONS FOR
TECH COMPANIES
(CBRE TECH CITIES REPORT 2019)



EDINBURGH IN THE
TOP 3 UK CITIES FOR
ECONOMIC AND
BUSINESS VITALITY
IN 2021
(UK 2021 VITALITY INDEX - LAMBERT
SMITH HAMPTON)

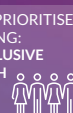


3090
COMPANIES
FROM OUTSIDE
OF SCOTLAND
OPERATE HERE
(BUSINESS IN
SCOTLAND REPORT
- SCOT GOV 2021)

5
OF OUR
UNIVERSITIES
IN THE TOP
250



SCOTLAND'S VALUES PRIORITISE
COLLECTIVE WELLBEING:
• SUSTAINABLE & INCLUSIVE
ECONOMIC GROWTH
• NET ZERO
• FAIR WORK



78%
OF ESTABLISHMENTS
WHICH HIRED A
SCOTTISH GRADUATE
FOUND THEM
WELL PREPARED FOR WORK
(SCOTTISH EMPLOYER PERSPECTIVES SURVEY 2019)



SCOTLAND IS COMMITTED
TO ACHIEVING
NET ZERO
GREENHOUSE GAS
EMISSIONS BY 2045



3 UNESCO CREATIVE CITIES:
EDINBURGH (CITY OF LITERATURE)
GLASGOW (CITY OF MUSIC)
DUNDEE (CITY OF DESIGN)

SCOTLAND HAS THE
HIGHEST PERCENTAGE
(22%) OF INTERNATIONAL
AND EU STUDENTS
IN THE UK



SCOTLAND IS THE UK'S
LARGEST FINANCIAL
POWERHOUSE
AFTER LONDON

5000 YEARS
OF UNESCO AWARD WINNING
HISTORY AND CULTURE



SCOTLAND
HAS THE
HIGHEST NUMBER
OF ACTIVE SPINOUTS
IN THE UK
(OUTSIDE THE 'GOLDEN
TRIANGLE' EPSRC)



SCOTLAND IS IN THE
TOP 5 PLACES TO LIVE
IN THE WORLD
(DEUTSCHE BANK 2019 SURVEY)
EDINBURGH IS RANKED
THE HAPPIEST PLACE
TO WORK IN THE UK
(SMARTSURVEY 2001)

SCOTLAND VOTED
'MOST BEAUTIFUL
COUNTRY IN THE
WORLD'
(ROUGH GUIDE 2019)



SCOTLAND

innovation centers and businesses will help commercialize your research. Our universities produce more spin-outs than anywhere else in the UK, proving that Scotland's researchers are top of the class.

Strong, Collaborative Industries



Our dynamic industry clusters and connected supply chains will allow your company to immediately benefit from established and influential industry networks, enjoying the sharing of knowledge, networks, research and best practices from the moment you set-up here.

Lower Costs



By locating in Scotland, you will benefit from one of the lowest tax rates in Europe, together with low set-up and operating costs. Property and salary costs are up to 40% less than London.

Connectivity



A robust and efficient international transport network and advanced, reliable digital infrastructure makes Scotland the strategic location for your business.

Outstanding Quality of Life



Scotland has beautiful and accessible countryside, cosmopolitan cities and unique history. Excellent schools

and healthcare, friendly people, great leisure opportunities and short commutes all contribute to an exceptional quality of life for you and your employees to enjoy.

Get in Touch. We'd love to welcome you.

Scottish Development International has more than 30 offices throughout the world, and our global team is dedicated to helping you establish and grow your business in Scotland. To find out why #SCOTLANDISNOW for your company or to experience Scotland for yourself, get in touch and we will be happy to arrange this for you. NOW IS THE TIME TO INVEST IN SCOTLAND. WE'D LOVE TO WELCOME YOU.

SCOTLAND

 www.sdi.co.uk

 investment@scotent.co.uk

 +44 300 013 2734

 [Scottish Development International](https://www.linkedin.com/company/scottish-development-international)

 [@ScotDevInt](https://twitter.com/ScotDevInt)

 [Scottish Development International](https://www.youtube.com/channel/UC...)



The Northern Ireland Difference

From tech stalwarts in Silicon Valley to media giants in New York City and all states and sectors in between, US companies have discovered why Northern Ireland has rapidly become a location of choice for international expansion. The region's economic development agency – Invest Northern Ireland – has supported over 100 US-headquartered businesses– from Derry City & Strabane in the west to Belfast in the east. In the last five years alone 33 new US businesses have established operations there.

Why have such a record number of American companies selected Northern Ireland as a site for cross-border expansion? Well, there isn't just one reason. Let us give you our Top 10 reasons why...

1. A Proven Track Record

Northern Ireland boasts world-class strengths across a range of areas, including cyber security, precision medicine, fintech, software development, food security and advanced

engineering and manufacturing. US companies who have successfully established operations in the region in recent years include Aflac, Allstate, Baker McKenzie, Citi, Seagate, Terex and Whitehat Security.

2. Location

Situated between mainland Europe and the United States, Northern Ireland provides easy access to global markets including the key markets of Great Britain (GB) and the Republic of Ireland (It's less than 2 hours by road or rail from Belfast to Dublin). And with three airports, the region serves as a convenient jumping off point to the rest of Europe and beyond.

3. Access to Global Markets

Regional proximity is not the only access advantage. Following the UK's exit from the European Union (EU), Northern Ireland continues to have access to both GB and the EU single market. This means that Northern Ireland is



a gateway for the sale of goods to two of the world's largest markets and the only place where businesses can operate free from customs declarations, rules of origin certificates and non-tariff barriers on the sale of goods to both GB and the EU.

4. Unparalleled In-country Support

While most economic development entities offer incentives to international companies during site selection, few offer the type of comprehensive support that is found in Northern Ireland. Invest NI helps companies discover what the region has to offer, and a dedicated Invest NI advisor works with potential investors to ensure the investment process is a smooth one. Invest NI can help with property search, talent sourcing and introductions to key contacts and influencers within the Northern Ireland business and academia network—as well as advising on what financial support may be available for investors.

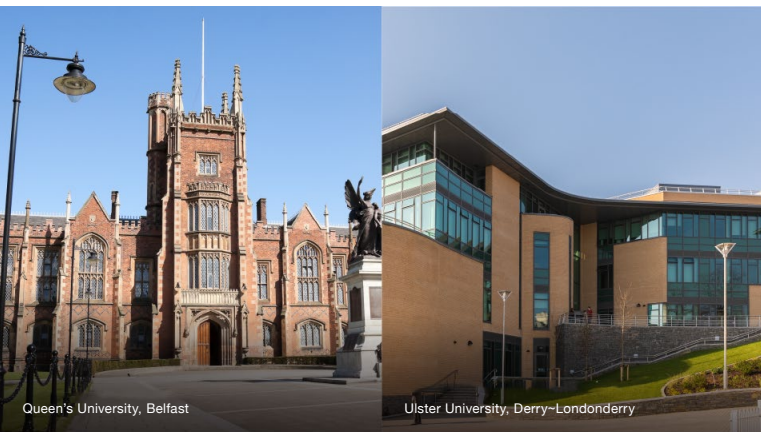
After initial set-up, Invest NI continues to work with inward investors to ensure their operation

is successful. We provide a unique partnership role for companies new to our region, working hand in hand with them throughout their lifetime in Northern Ireland. This is why over 70% of new investors go on to reinvest in Northern Ireland.

5. Education & Talent

Northern Ireland has one of the fastest growing tech clusters in the UK and is one of FT fDi Intelligence's Top 15 Digital Economies of the Future. Why? A big reason is Northern Ireland has the best performing education system for primary math in Europe, and the sixth best in the world.

The region boasts several globally recognized, technology-focused university research centers including the Intelligent Systems Research Centre (ISRC) at Ulster University, The Institute of Electronics, Communications and Information Technology (ECIT) and the Center for Secure Information Technologies (CSIT) at Queen's University Belfast. Its acumen in technology spans industry sectors from Health & Life Sciences to Financial Services.



Northern Ireland is home to world-leading universities. Queen's University Belfast is over 175 years old and a member of the Russell Group. 99% of its research environment is world-leading or internationally excellent. Ulster University is one of the largest universities in the UK and Ireland. Internationally, it is amongst the top 3% of universities and within the world's top 150 young universities.

6. Assured Skills Academies

Companies looking to expand across borders won't find anything in Europe quite like Northern Ireland's Assured Skills Program. A joint initiative between the Northern Ireland Department for the Economy (DfE) and Invest NI, the fully-funded, pre-employment training program guarantees that incoming companies can secure the right talent with the right skill sets. With direct input from participating companies and in collaboration with Northern Ireland's colleges, newly arriving

operations can hit the ground running. Our Academy Model is flexible and has been used to help companies recruit new staff in areas such as software development, data analytics, cyber security and financial management.

7. Cost-Competitive

Belfast has been identified as one of the most cost-effective cities in Western Europe. Operating costs are up to 30% lower than other locations in the UK and Europe and Northern Ireland has some of the lowest prime office rental rates in Western Europe.

8. City and Growth Deals Investment

Northern Ireland is benefitting from a package of investment of £1.3 billion from four city and growth deals. These significant deals will help strengthen the region's expertise in areas such as Digital, ICT, the Creative Industries, Agri-Tech, FinTech, Financial Services, Advanced Manufacturing & Engineering and Life & Health Sciences.

The funding will create global centers of innovation excellence. They will provide opportunities for businesses, located both in and outside Northern Ireland, to collaborate and tap into the world-leading expertise of the universities to create breakthrough technologies, products and services. Additionally, they will develop the infrastructure and test environments that will allow the next generation of products to be tested and trialed.





9. World-class Digital Infrastructure

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



10. A Great Place to Live

From short commutes to work to long hikes amid unsurpassed natural beauty, there are very few places you can travel from city center to the countryside in just a matter of minutes. Northern Ireland is such a place. Research shows Northern Ireland people are the happiest in the UK. With a low crime rate, excellent schools, friendly people and a supportive business environment – Northern Ireland is a great place to live, work, study and visit.

If you'd like to learn more about the opportunities Northern Ireland can provide your company, contact:



Andrea Haughian
Executive VP, Head of Americas

 andrea.haughian@investni.com

 www.InvestNI.com/Americas



In 2022 the US and UK governments held two US-UK Trade Dialogues that put a special emphasis on smaller businesses.

**UK-US
TRADE
DIALOGUES**



**HOW
WE CAN
HELP**



UK Government Department for Business and Trade

How We Can Help

Get support from the Department for Business and Trade to help you find the right investment in the UK.

The Department for Business and Trade (DBT) is dedicated to economic growth. It unites experts on different sectors, markets and regulations with world-class trade negotiators and business support teams stationed throughout UK and across the world. These teams share a mission to make the UK the best place on the planet to start and grow a business, and a determination to drive the growth that creates quality jobs and raises living standards.

The department does this by supporting inward investment, opening new markets for businesses by removing barriers to trade and signing trade deals, and supporting businesses to export abroad and expand at home.

The UK is the most popular investment destination in Europe, and second most popular globally behind the US, and we are committed to keeping it that way. Our international network engages with investors in 170 countries, and 9 dedicated HM Trade Commissioners (HMTCs) fly the flag for the UK – including the HMTC for North America, based in New York.

DBT's close partnership with investment agencies in England, Scotland, Wales, and Northern Ireland makes us the gateway to invest in every part of the UK and tap into rich and diverse talent pools.

We are your expert guides on your journey to invest in the UK and make us your gateway to



the world. We offer free and confidential advice and services, giving new investors the confidence to invest and helping existing investors to expand and grow.

Why the UK?

The UK is home to world-class talent produced by four of the world's top ten universities, and a robust, business-friendly environment to expand, trade, and invest. We have a mature, high-spending consumer market and an open, liberal economy.

Our language, legal system, funding environment, time zone and lack of red tape helps make the UK one of the easiest markets to set-up, scale and grow a business. In fact, the UK ranked second in the [EY Attractiveness Survey for investment destinations in 2022](#), and is the European destination that investors are most excited to invest in according to the [PwC Annual Global CEO Survey, 2023](#).

Our [regulatory](#) and [legal systems](#) make it simple to operate in the UK and manage a global business from our shores. Our framework is a benchmark used by [more than a quarter of all](#)





Liverpool is the UK's busiest western-facing port, conducting 45% of all trade in goods between the US and the UK.

[global legal systems](#) and has strong provisions for corporate governance and protection.

The quality of business services and advice you can tap into, from lawyers to bankers, is among the best in the world: only the US exports more services than the UK. These experts can not only help you invest in the UK, they can help you succeed here too.

You will also benefit from business labor laws that are more flexible than all our large European counterparts.

And we do everything we can to minimize risk and maximize innovation. For example, the Financial Conduct Authority (FCA), has recently launched Project Innovate, a program that enables start-ups and corporate innovation units to test products in the real market through a 'regulatory sandbox'.

The UK has one of the world's largest networks of tax treaties and offers 0% on withholding taxes for dividends repatriated to most countries.

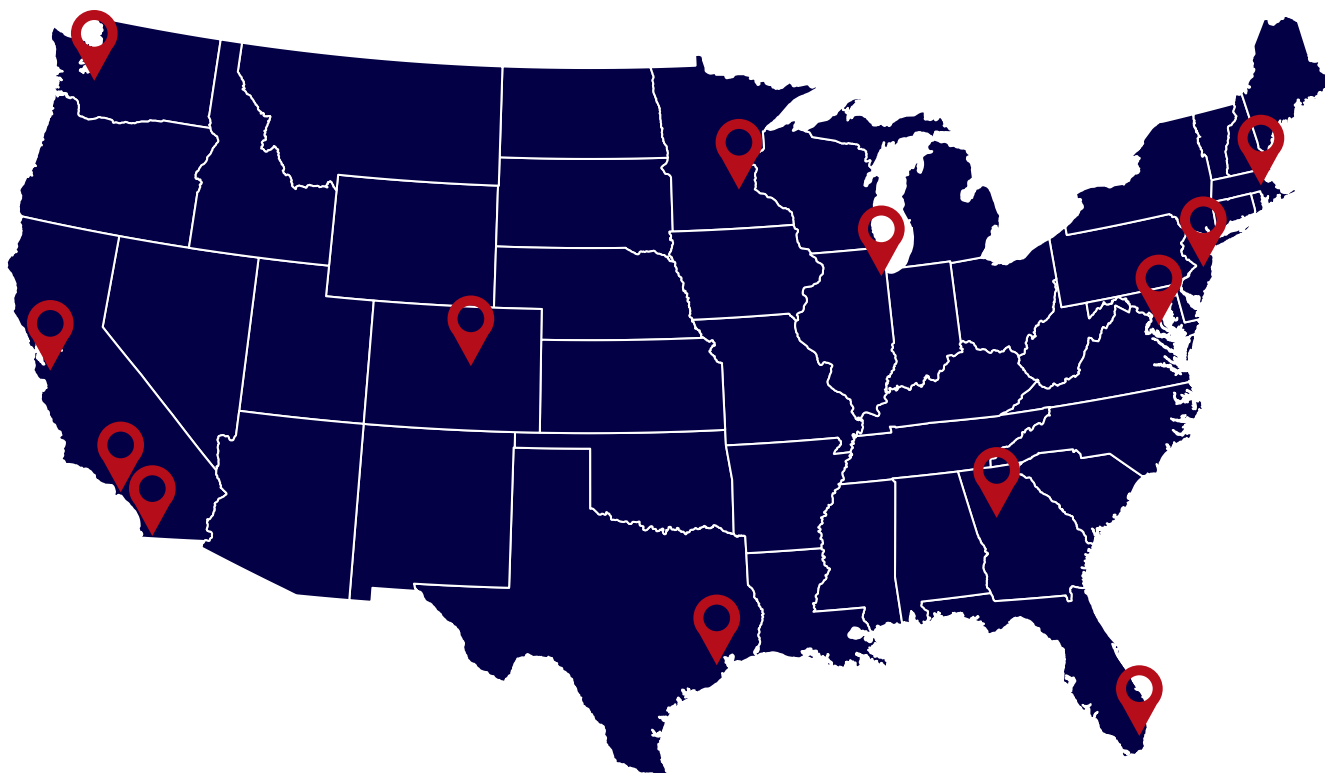
The economic power and diversity of the UK offer global businesses one of the best ecosystems in the world to grow innovative companies.

That's why we're the destination of choice for so many US investors, and whatever sector you're in, DBT is here to support your journey to make the UK your gateway to the world.

Come to DBT for support

The Department for Business and Trade's presence across the US means you are well placed to connect with the UK Government's sector and investment experts.

We have teams across the country, from Seattle to Miami, and we cover all sectors of the economy. Working with DBT helps you to open doors to suppliers and buyers, build trust with key partners, and unlock a network of Brits and Americans already expert in cross-Atlantic investment. We're here to help and look forward to supporting you in your investment journey.



DBT locations in the US:

- *British Consulate General, Los Angeles – covers southern California, Nevada, Arizona, Hawaii, Utah, Guam, Northern Mariana Islands, and American Samoa.*
- *British Consulate General, Atlanta – covers Alabama, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee.*
- *British Consulate General, Boston – covers Massachusetts, Maine, New Hampshire, Vermont, Rhode Island, and Connecticut (except Fairfield County).*
- *British Consulate General, Chicago – covers Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.*
- *British Consulate General, Houston – covers Texas, Arkansas, Louisiana, New Mexico and Oklahoma.*
- *British Consulate General, Miami – covers Florida, Puerto Rico and the US Virgin Islands.*
- *British Consulate General, New York – covers New York, New Jersey, Pennsylvania, and Fairfield County in Connecticut.*
- *British Consulate General, San Francisco – covers Northern California, Alaska, Idaho, Montana, Oregon, Washington and Wyoming.*
- *British Embassy in Washington – covers District of Columbia, Delaware, Maryland, Virginia and West Virginia.*
- *UK Government Offices in Denver, Colorado and Minneapolis/St. Paul, Minnesota to promote business, economic and political ties with those states.*
- *UK Government Office in San Diego promote business, economic and political ties in San Diego.*
- *UK Government Office in Seattle to promote business, economic and political ties with Washington State.*



**Department for
Business & Trade**

A large American flag with 50 stars is flying on a tall pole in front of a grand, classical building with ornate architectural details like columns and arches. The flag is the central focus, with the building's facade visible in the background.

US Government US Commercial Service

How We Can Help

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

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

In Washington, D.C., international trade specialists, including a dedicated United Kingdom

desk officer, provide broad policy guidance to US companies as they consider exporting to the UK, as well as other European markets. This includes in-depth analysis of UK policies and laws that could impact US companies' operations.

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

The US Commercial Service is "open for business" and ready to assist you!



Contact the US Commercial Service





British American Business

How We Can Help

BritishAmerican Business (BAB) is the leading transatlantic trade organization, representing over 400 member companies from the UK, US and elsewhere, all of whom 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 Chambers 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 need to find a base and go location shopping, find a dedicated network, be connected to peers, government representatives, clients, service providers or colleagues in different UK regions; whether you want your company's influence on policy matters, to actively participate in our countless platforms and events, have an organization champion your success, or learn about the latest updates and opportunities in the transatlantic space – this is what BritishAmerican Business can offer.

Companies interested in membership can enjoy a whole range of benefits, ranging from business insights, policy engagements, and trade and investment promotion platforms, as well as



access to a team excited about your growth story, and well-connected with relevant stakeholders who can help you on your company'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, an Annual Trade Expo, individual trade clinic advice sessions (Free of charge), and the [Transatlantic Growth \(TAG\) Tracker](#) that 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 at www.babinc.org/mailling-list.



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The BritishAmerican Business Network

How We Can Help

The BritishAmerican Business Network (BABN) is a network of individual chapters in major business centers throughout North America and the United Kingdom. While US-based chapters can serve as a good starting point to explore transatlantic ambitions, chapters in the UK can serve as a good local network for companies who expand into the UK. Chapters are local hubs for connections, trade and policy engagements as well as valuable networking platforms with key stakeholders. Pages 102-103 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 Organizations (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, one of the Chapters of the BAB Network hosts the 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


For further information, please contact:

BABN | BRITISHAMERICAN
BUSINESS NETWORK

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British Chambers of Commerce

How We Can Help

The British Chambers of Commerce (BCC) believes that international trade can make every business a better one.

It sits at the heart of a unique network of businesses across the UK and around the world.

The 53 Accredited Chambers which make up its UK Network are trusted champions of their businesses, communities, and global trade. Together, they represent tens of thousands of firms of all shapes and sizes, which employ almost six million people.

Our Chambers have a long history of providing trade facilitation, promotion and support services. They know all about the nuts and bolts of how to set partner businesses on the path to trade success.

Following the pandemic and the start of the war in Ukraine, the UK's trading relationships around the world have been shifting. And businesses, both within and without the UK, need greater support, information and incentives to adapt and identify opportunities.



Imports and inward investment are crucially important elements for the UK economy as part of that, providing key products and services for UK consumers across a wide range of sectors.

New markets are also emerging as people demand greener, more sustainable goods and services, and Chambers want to be in the vanguard of promoting this new wave of commerce for years to come.

BCC research has also shown that what can make the difference between success and failure for a business when trading internationally is:

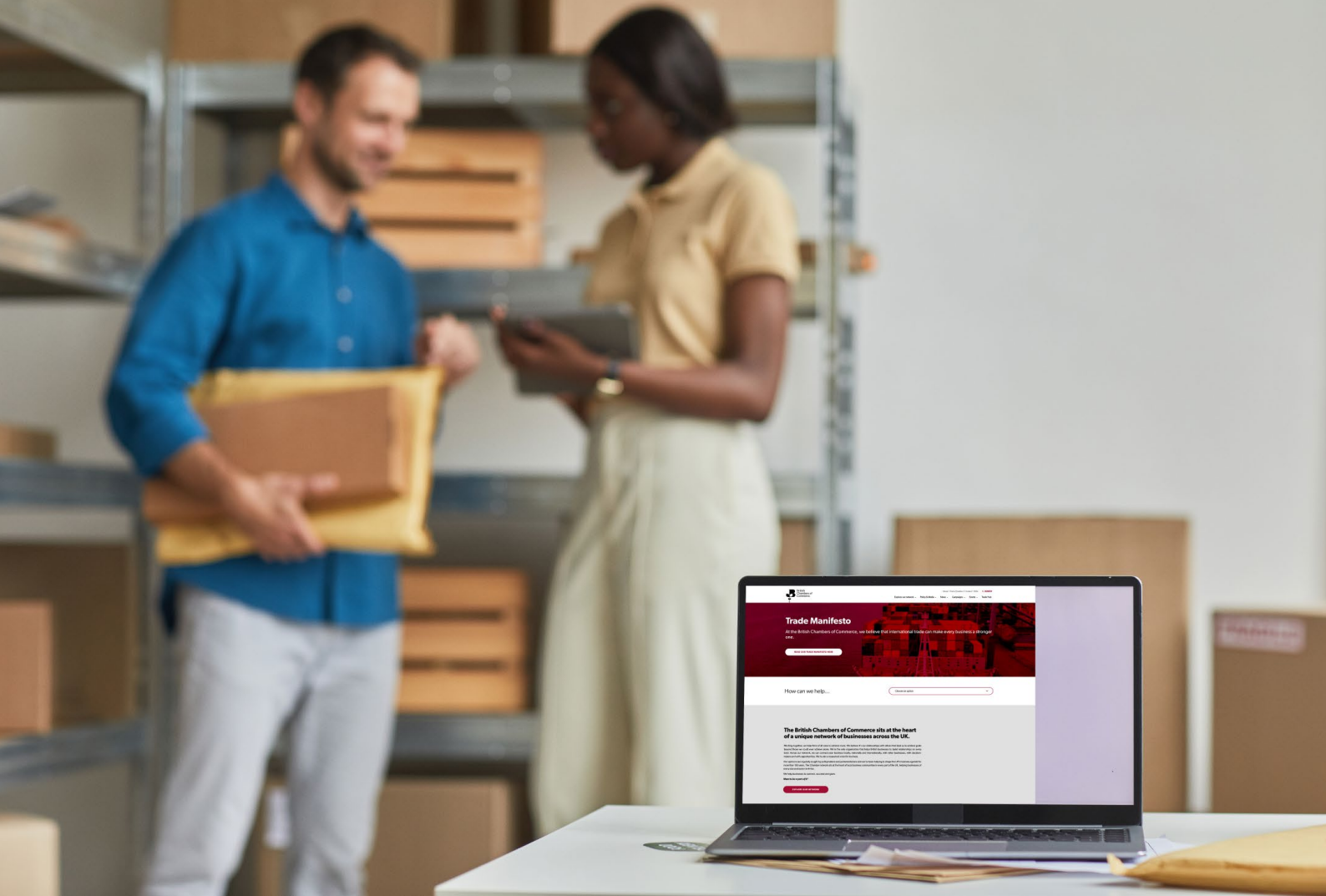
- Finding a trusted local business partner, agent or distributor
- Understanding the market opportunities and business environment
- Accessing relevant trade shows and participating in effective trade missions

Chambers of Commerce are the number one port of call for providing access to all this help that businesses need to trade successfully. They can offer advice and practical assistance in identifying the different options, such as providing a detailed analysis and recommendations on an appropriate market entry or growth strategy, and access to a trusted ecosystem of in-market guidance and support and contacts.

They know that when entering a new and potentially unfamiliar market, having a helping hand on the ground can be a comfort, as much as a practical help.



Shevaun Haviland
Director General,
British Chambers of Commerce



All of this support, advice and networking capability is also underpinned by a strong policy development capacity, with expertise and knowledge both at the BCC and throughout the network.

The BCC's ambition is to use its unique global reach, alongside its wider strategic alliances, such as with the International Chambers of Commerce, and engagement with international trade bodies, including the World Trade Organization and World Customs Organization, to offer firms the best possible opportunities to start, or continue, growing their business.

The aim is to build a proper coalition of support around a strong UK trade and investment strategy, to develop shared ambitions and goals across the full network of public and private sector organizations.

To support this, the BCC is using the power and knowledge of its network, both in the UK and beyond, to help the UK government negotiate trade agreements and treaties to open up new opportunities on digital trade, green growth,



E-Commerce, and services for exporters and importers, especially smaller firms.

Among the other changes it is currently seeking are:

- Providing better market access for professional services and mutual recognition of qualifications
- Securing real benefits for importers and manufacturers in the UK on tariff reductions and rules of origin
- Providing manufacturers with better options on sourcing materials and components
- Establishment of a UK-US Trade Council to secure deliverable benefits for business on customs processes, digital trade, data flows, and more

That's why the BCC places such a strong emphasis on policy expertise, by continually developing the knowledge and skills within its network, it can remain effective in influencing policy at all levels.

It's not about shouting the loudest, but it is about talking sense. The BCC is a reliable partner to the UK Government and international trading organizations when they seek advice on developing trade policies and reaching agreements.

The challenges of international trade are the most significant in decades. But the BCC believes that the businesspeople of the UK and US have the drive, the resilience, the adaptability and the ingenuity to take this challenge and turn it to their advantage.

The business that sees a gap opening in the market, the firm that invents a new energy-saving technology, the start-up that develops a service to help other companies become greener and more sustainable, they can all prosper in a world of international trade.

All it takes is a willingness to try.



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 [British Chambers of Commerce](https://www.facebook.com/britishchambers)

 [British Chambers of Commerce](https://www.youtube.com/britishchambers)



National Association of District Export Councils

How We Can Help



Introducing the National Association of District Export Councils or NADEC for short. The pillars of the network are to inform, educate, advocate and assist local members to become successful exporters, working in collaboration with the US Department of Commerce and relevant stakeholders.

The NADEC's support the local chapters in their mission by focusing on increasing awareness and understanding of the importance of exports to the US economy through education, legislative outreach, and engagement. There are 61 DEC chapters across the United States.

The main constituents of the NADEC are Small and Medium-sized Enterprises (SMEs). The current NADEC Chair, Jonathan Szucs of Advanced Superabrasives Inc., is the President of a small business in western North Carolina. He often states that one of the reasons that he became a DEC member was to be a voice for SMEs.

Local DEC members assist companies throughout the lifecycle of the export. They organize training programs in their regions, offer advice and often mentor companies in their areas, across a wide swath of industries. Many members have active business relationships and export sales around the world, while other DEC members, who are service providers, can promote and facilitate trade using their specific expertise.

The NADEC further supports these efforts through national committees, namely:

- The NADEC Education and Outreach committee produces monthly webinars on relevant topics to companies looking to export and shares best practices. These webinars are open to all. Please check out the NADEC website for more information on upcoming topics.





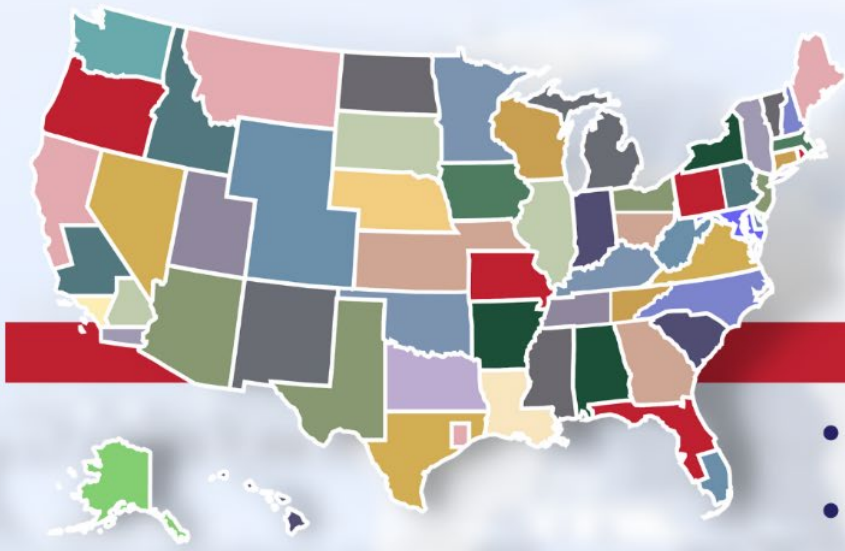
- The Trade Policy committee identifies trade policy issues that need to be addressed and contributes to new initiatives to expand SME engagement in global markets.

Another priority of the NADEC is advocacy. This comes in many forms, but is primarily focused on reaching stakeholders in Washington, D.C. For example, NADEC was instrumental in getting the 2022 Shipping Reform Act passed which helped open up containers to SMEs who were negatively impacted by trade practices outside of their control.

The Virginia-Washington D.C. DEC offers a case in point about the value that DECs can provide to UK firms, while also benefiting the regional business community. Based in the nation's capital and the adjoining state of Virginia, the Virginia/D.C. DEC is a gateway to the business and policy community for UK firms seeking a foothold in the world's largest economy.

A success story: Kathy O'Keefe, was instrumental in helping a first-time craft beer exporter enter the UK market. Working in conjunction with US government trade promotion partners, Kathy coached the brewery through their documentation responsibilities and advised them on their shipping options. "I've always enjoyed helping companies get into new markets,





By the Numbers

- **8 Regions**
- **61 Local District Export Councils**
- **1,500 Members**

www.USAExporter.org



especially first-time exporters. It's also more fun when you can ensure that those delicious American craft beers get to their final destination, cold and unspoiled. We know how our friends across the pond enjoy a tasty pint!"

Another Virginia/D.C. DEC member with active business interests in the UK is Gatekeeper Security, a world leader in vehicle and occupant screening technologies with deployed systems at numerous international borders and critical infrastructure facilities. Gatekeeper is active in more than 40 countries around the world with a significant footprint in the UK, both in terms of physical presence and sales. Speaking about the relationships he has with UK firms and end-users, Founder and CEO Chris Millar said: "We have found great success in the UK and have found opportunities mainly assisting with border controls for both private and commercial traffic

while collaborating with local UK based providers of complementary technologies".

Business colleagues from the UK should consider attending the NADEC annual conference. Our keynote event, the annual conference is taking place on May 9, 2023, in Washington and brings together members of local DEC's, government official and stakeholders for a jam-packed day of informative seminars and networking opportunities.

At last year's Annual conference, BAB's Emanuel Adam, Chief Policy & Trade Officer, spoke on a panel "UK Open for Business" which included Sarah Clegg, then Head of Trade Policy, British Embassy and Tim Crouch, Director of Investment, North America, UK Department for Business and Trade (DBT).

The recording can be viewed on the NADEC website: www.usaexporter.org under the 'Events' tag.

We look forward to welcoming you in Spring 2023!

For further information, please contact Urszula Wojciechowska, MBE., NADEC Communications Officer and BAB-NE member, at: admin@usaexporter.org



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

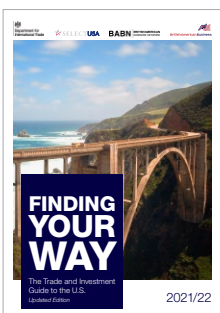
To learn more about the campaign and meet
companies recognized in 2022, see

 www.babinc.org/tag-22

TAG

TRANSATLANTIC GROWTH

#GOTRANSATLANTIC



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

www.babinc.org/trade

BritishAmerican Business and
BritishAmerican Business Network 2023

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