

Moving Forward: The UK as a Global Partner



Fast track to the world ^{UK}

Strategic Benefits of UK Presence



	Benefits of a UK Base
Supports Market research	A UK base will support research prior to market entry, and the ability to liaise with regulatory bodies, standards authorities and industry partners. It will support building market share and your ability to pre-empt your competition.
Access to technical, financial and human resources	Establishing a cost effective operation to manage business across the EU will provide access to human resources with technical, financial and business development skills.
Builds brand awareness	A presence in market creates brand awareness and shows commitment enabling you to reduce costs of developing and coordinating industry alliances and channel partnerships.
Local and cultural understanding	A UK base will allow you to quickly build an understanding of the local market, sales cycles, regulatory issues and cultural awareness.
Supports effective customer service	Proximity to the market assists product development and supports Pre and After sales service ideally developing repeat business.
Control of marketing and product development	Directly control manufacturing, distribution and marketing real time, whilst gaining first hand knowledge of market requirements to contribute to product development.
Links to European research	A UK base is a vehicle to cost effectively collaborate with the European research base, whilst taking advantage of the UK's favourable taxation schemes designed to encourage research and development.

Source: UKTI, 2010

Why the UK



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Rich and diverse market	Rich and diverse market ranging from Pharmaceuticals, Fashion and Advanced Manufacturing through to primary food production and world leading businesses in Space Technologies Aerospace and Automotive engineering.
Creative and innovative	From research in academia through companies innovating in new products to design for the high street and digital creativity for the games industry, the UK has an outstanding record of achievement.
Trading nation	Fair and open trade on a level and equal basis. As a result overseas business investing in the UK can register their company, set up banking facilities and start trading very quickly and receive the same support from the UK government as any native business.
Internationally Minded	The UK is an ideal location to set up and build a business that's dependent on international links.
Easy to set up, easy to operate, competitive cost base	You can register your company in just 24 hours in the UK. All high street banks can offer business banking services with online comparison tools available to compare costs. Financial transitions and government services are easy to manage on-line.
Springboard UK	The UK is the number one gateway to Europe, giving easy access to the 27 member states of the European Union, the world's largest single market. It offers world-class transport links - with Heathrow's new Terminal 5, and more expansion planned for international airports, sea containers and the rail network.
UK labour market	The UK's labour market is one of the worlds' most flexible. This factor combined with its strong skills base in the UK is reflected in its excellent record of attracting major foreign investors from all over the world.

UK Base vs. Distributor



Potential disadvantages of using distributors:	A UK base provides ownership and control of:
<p>Fragmented Marketing - Distributors have a wide variety of products, as a result, marketing your products would be at their discretion.</p>	<p>Brand identity - Control over your brand and representation of your company products via a dedicated sales and marketing team.</p>
<p>Loss of ownership of sales & promotional strategy - The distributor may find it difficult to follow your company's core sales strategy and participate in key promotional programs that serve to reinforce your brand.</p>	<p>Sales and pricing - Operating local market company sales and pricing strategy plans allows you to fully execute your corporate goals and to control the launch of new product lines and associated sales approaches.</p>
<p>Lack of pricing control - Some distributors will expect heavy price deductions or substantial credit terms, could result in losing control of the way your products are priced.</p>	<p>Distribution channels - Ownership to create and effectively maintain and manage relationships with various distribution channels, including direct sales, distributors, exporters, sales via the Internet (ecommerce) and directly to end-users.</p>
<p>Product weakened by exclusivity - Distributors may demand exclusivity to your product, placing your financial dependence on a sole distributor and potentially limiting your business network.</p>	<p>Stock - Inventory management for your products, control over shipping orders, and quick turnaround time on your deliveries.</p>
<p>No control over customer service - In addition, poor customer service from a distributor could harm your brand's image.</p>	<p>Competitor advantage - Best price positioning for your product against competitors using an importer or distributor.</p>
	<p>Customer Service - Effective lines of communication with your clients and local assistance for technical service of your products.</p>

Softlanding Schemes



Serviced Offices Soft Landing

UKTI and Regus Serviced Offices are able to offer inward investment clients 4 months rent free on a 12 month contract*.

The offer is available across the UK * and includes the following to allow your company to hit the ground running:

- Rent, rates and service charges
- Utilities - including all heating, electricity and water
- Maintenance of building and security systems
- Building Insurance
- Equipment rental charges
- All front of house reception services
- Daily Cleaning
- Stocked Kitchen facilities

About Regus

Regus is the world's largest provider of workplace solutions and can provide clients with everything they need to assist them in establishing a presence in the UK. Regus offices are available across 80 UK locations outside of London and Regus provides specialist support services including:

- World class IT and telecoms infrastructure.
 - Unparalleled experience serving over 800,000 clients every day across the world
 - Instant savings via specially negotiated rates on everyday business products and services with Regus Purchasing Group
 - Unrivalled flexibility within the Regus network of 1,100 business centres, allowing clients to transfer their agreement to any Regus location
- Website: www.regus.co.uk
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East London: Tech City

Cluster

Over **250 high-tech companies** in Tech City including:

- Last.fm (sold to CBS for \$280million)
- Songkick (the largest global database of concerts in the world)
- Dopplr (sold to Nokia for \$22million).
- TweetDeck (sold to Twitter for \$40million)

Its not just start ups that have joined the Tech City buzz, **world leading companies** include:

- Cisco, Vodafone, Google, Facebook and Intel

Transport

Investment in the Olympic Park means Tech City will have **nine railway lines** running through the area, including high speed links to the rest of the UK and Europe

Facilities

The high-tech Olympic Park broadcast and press centres will continue to thrive after the Games, offering some of the most **globally connected space** in Tech City

Siemens to invest **£30 million in a new landmark building** in east London, comprising an exhibition and conference centre.

Along with providing research & development, and business incubator space, investment is being made in high-speed broadband and Wi-Fi infrastructure – being rolled out by BT - which will provide some of the fastest internet speeds in the whole of Europe.



Tech City Overview

Access to Europe's largest VC community.

First priority area for super fast broadband and Wifi connection.

Access to like minded technology innovators and clusters of technology companies.

Established and growing community of networking groups including TechHub, Developer's Garage, The Tea Building, Hoxton Mix and TechMeetUp.

Prime location, at the convergence of London's investment community and the advertising, music and broadcast media clusters. Two thirds of international advertising agencies have their European HQ in London
Close proximity to 4 of the world's leading technology universities - Cambridge, UCL, Oxford and Imperial.

Multi-cultural environment creating a buzz to generate new ideas and innovation and attract the best talent.

Vibrant bar and social scene including The Boundary and Shoreditch House.

The area is served by 3 major underground stations. An overground station providing fast access to outer London and Liverpool Street Mainline Station linking London to Cambridge and Stansted Airport .



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To participate visit <http://www.uk-italybusinessawards.it/>

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