

UK DEPARTMENT FOR INTERNATIONAL TRADE **HIGHLIGHTING TRADE AND INVESTMENT OPPORTUNITIES IN GLOBAL BRITAIN**

In January 2017 the UK's Department for International Trade (DIT) launched its largest ever international trade and investment campaign as part of the UK Government's continued drive to be the business destination of choice.

Declaring to investors and businesses around the world that the UK is open for business, the campaign showcases the strength of the UK as a leading investment and business destination, including:

- the top destination for foreign direct investment in Europe
- third in the world for Foreign Direct Investment stock
- the fifth largest economy in the world and the second fastest growing G7 economy in 2016
- ranked in the top 6 countries in the world as a place to do business
- ranked third in the 2016 Global Innovation Index.

The comprehensive, multi-channel campaign includes advertising in international airport hubs such as Frankfurt, Paris, Amsterdam, Hong Kong, New York, Los Angeles, Dubai and Singapore,

press publications such as Handelsblatt, the Economist, Forbes and Business Week, as well as substantial digital promotion.

As part of this international push, DIT is helping international companies looking to trade with or invest in the UK to find the right opportunities. A new interactive digital service – www.great.gov.uk – provides practical advice to businesses and supports them in taking the next steps into global markets with services such as Selling Online Overseas, Export Opportunities and Country Guides.

Businesses that trade internationally are more financially stable, creating jobs and giving a boost to the local economy, both in the UK and abroad. This is why – as we leave the European Union – we will ensure that the UK remains the best destination for international business.

*Tony Sims OBE
Counsellor and Director
International Trade*



WELCOME TO A LAND ALIVE WITH OPPORTUNITY