

# FAST FACTS



## United Kingdom

### Export Opportunities in the UK

In 2016, the United Kingdom ranked 5th among U.S. export destinations and 4th among Virginia export destinations. Some of the top opportunities for U.S. exporters in the UK include:

- » Aerospace
- » Agricultural Sectors
- » Cyber Security
- » Medical Equipment
- » Low Carbon Energy and Smart Grids
- » Pet Products
- » Travel and Tourism

### Map of the United Kingdom



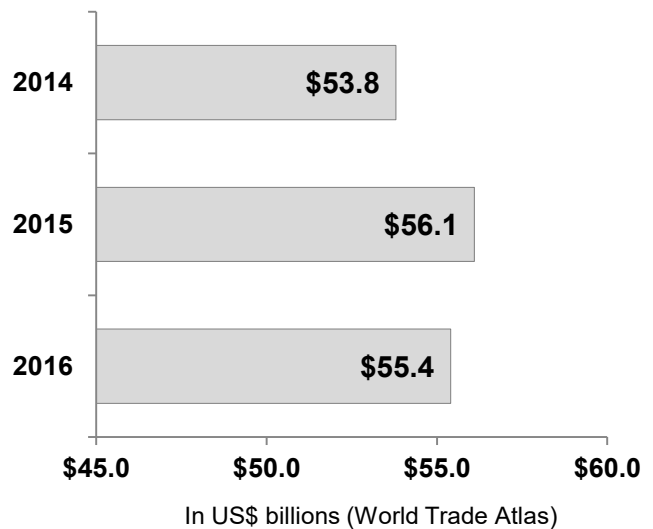
(U.S. Central Intelligence Agency)

### Top Virginia Exports to the UK

Export Category	2016 Value	Change 2016/2015
All Commodity Chapters	\$ 935.5	-10%
Industrial Machinery	\$ 180.1	11%
Aircraft & Spacecraft	\$ 129.2	45%
Plastics	\$ 121.1	21%
Wood Products	\$ 118.2	7%
Electrical Machinery	\$ 54.9	-27%
Medical Instruments	\$ 54.3	10%
Printed Books	\$ 43.1	-4%
Special Classifications	\$ 24.7	-83%
Aluminum	\$ 20.2	773%
Arms And Ammunition	\$ 18.3	88%

In US\$ millions (World Trade Atlas)

### U.S. Exports to the United Kingdom



In US\$ billions (World Trade Atlas)



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## Opportunities in the United Kingdom for Exporters

### Cyber Security

The UK market for information security solutions remains strong across all sectors of the economy. The UK government has a robust Cyber Security Strategy and recently launched the first national computer emergency response team. The government is due to publish a new, five-year strategy in 2016. The strategy is expected to include a commitment by the government to spend about \$2.9 billion on UK cybersecurity defenses and preparedness over the next five years. Top prospects for U.S. exporters include:

- » Identity and access management
- » Cloud security
- » Network-Based Security

### Medical Equipment

The UK medical equipment market was valued at around \$10.7 billion in 2015. The largest producer of medical equipment, the publicly-funded National Health Service (NHS), accounts for about 85% of the country's healthcare provision. It's a large and competitive organization that has a constant need for new products and services. Top prospects for U.S. exports in the medical equipment sector include:

- » Telemedicine
- » Assistive technologies
- » Cancer care technology
- » Rehabilitation equipment

This information is adapted from the U.S. Commercial Service. [Click here for more export opportunities.](#)

### Aerospace

The UK aerospace industry is the second largest in the world (behind the U.S.) and is a major market for U.S. aerospace exporters. Total UK civil aerospace turnover in 2015 amounted to \$45 billion - 91% of which was generated by exports. In 2015, the UK aerospace industry sector had a 17% global market share and directly employed 110,600 people. Top prospects for U.S. exports include:

- » Production of aircraft engines
- » Design and manufacture of helicopters
- » Building landing gear systems
- » Creating advanced aircraft systems

### Pet Products

The total pet products market in the United Kingdom reached \$5.2 billion in 2015 and is forecasted to grow by 7.2% to reach around \$5.6 billion in 2016. Imports accounted for 67% of the market in 2015, with U.S. products accounting for 34% of that total. UK pet industry analysts forecast continued growth for at least the next five years. Top prospects include:

- » Dog treats and wet cat food
- » Healthcare products
- » Bedding, housing, and clothing
- » Grooming equipment

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## Economic Overview

The United Kingdom, a leading trading power and financial center, is the third largest economy in Europe after Germany and France. The UK has large coal, natural gas, and oil resources, but its oil and natural gas reserves are declining, and the UK has been a net importer of energy since 2005.

In 2008, the global financial crisis hit the economy particularly hard, due to the importance of its financial sector. Falling home prices, high consumer debt, and the global economic slowdown compounded Britain's economic problems, pushing the economy into recession in the latter half of 2008.

In 2012, weak consumer spending and subdued business investment weighed on the economy, however, in 2013, GDP grew 1.7% and in 2014, 2.8% based on consumer spending and a recovering housing market. The UK has

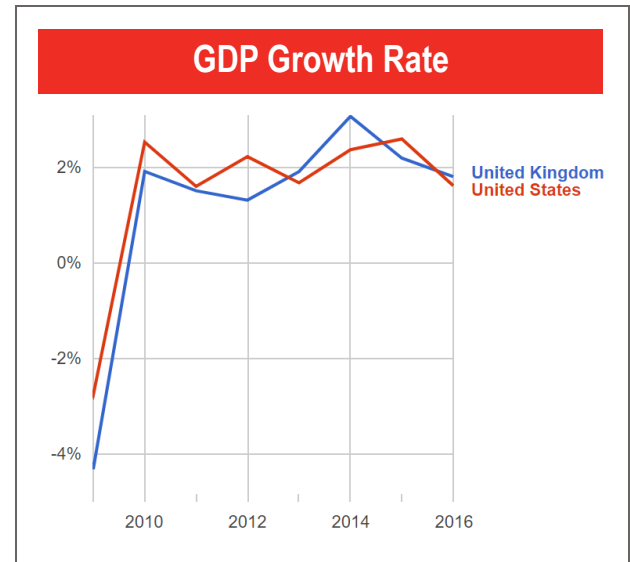
extensive trade relations with EU members through its access to the single market; economic observers have warned that its vote to exit the EU will jeopardize its position as the central location for European financial services.

(Central Intelligence Agency)

## Cultural Guide

- » The United Kingdom is comprised of four countries: England, Scotland, Wales, and Northern Ireland. It is important not only to be aware of these geographical distinctions, but also the strong sense of identity and nationalism felt by the populations of these four nations.
- » The British can be quite formal and sometimes prefer to work with people and companies they know or who are known to their associates. Most British look for long-term relationships with people they do business with and will be cautious if you appear to be going after a quick deal.
- » A firm handshake is the norm. People shake upon meeting and leaving. Maintain eye contact during the greeting but avoid anything prolonged.
- » Most people use the courtesy titles or Mr. Mrs. or Miss and their surname. Wait until invited before moving to a first-name basis.
- » If you plan to use an agenda in a business meeting, be sure to forward it to your British colleagues in sufficient time for them to review it and recommend any changes. In meetings, be prepared to back up your claims with facts and figures. The British rely on facts, rather than emotions, to make decisions. After a meeting, send a letter summarizing what was decided and the next steps to be taken.

(Kwintessential)



**Over 300 languages are spoken in London alone, one of the most culturally diverse cities.**

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Virginia Economic Development Partnership - International Trade offers a number of export-related services to Virginia businesses, including trade missions and market research by our Global Network of in-country consultants. These services are available to all Virginia exporters.

For more information, please visit our website: [ExportVirginia.org](http://ExportVirginia.org)

## Additional Resources: Market Reports

[United Kingdom Country Commercial Guide](#)  
[Guidance for Overseas Business](#)  
[Sector Opportunities in the U.K.](#)

U.S. Commercial Service  
 United Kingdom Trade & Investment  
 British Chambers of Commerce

## Online Resources

[United Kingdom Overview](#)  
[UK Taxation for Overseas Business](#)

Global Edge - Michigan State University  
 Gov.uk

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