

BE
INSPIRED



**WE KNOW IT'S TERRIBLY
UN-BRITISH BUT COULD
WE TAKE A MOMENT
TO SHOUT ABOUT OUR
SUCCESS...PLEASE?**

THIS BOOKLET PRESENTS SOME OF THE
EVERYDAY FACTS AND UNUSUAL FEATURES
THAT HAVE HELPED PUT THE UK AT THE
HEART OF WORLD BUSINESS.

BE INSPIRED



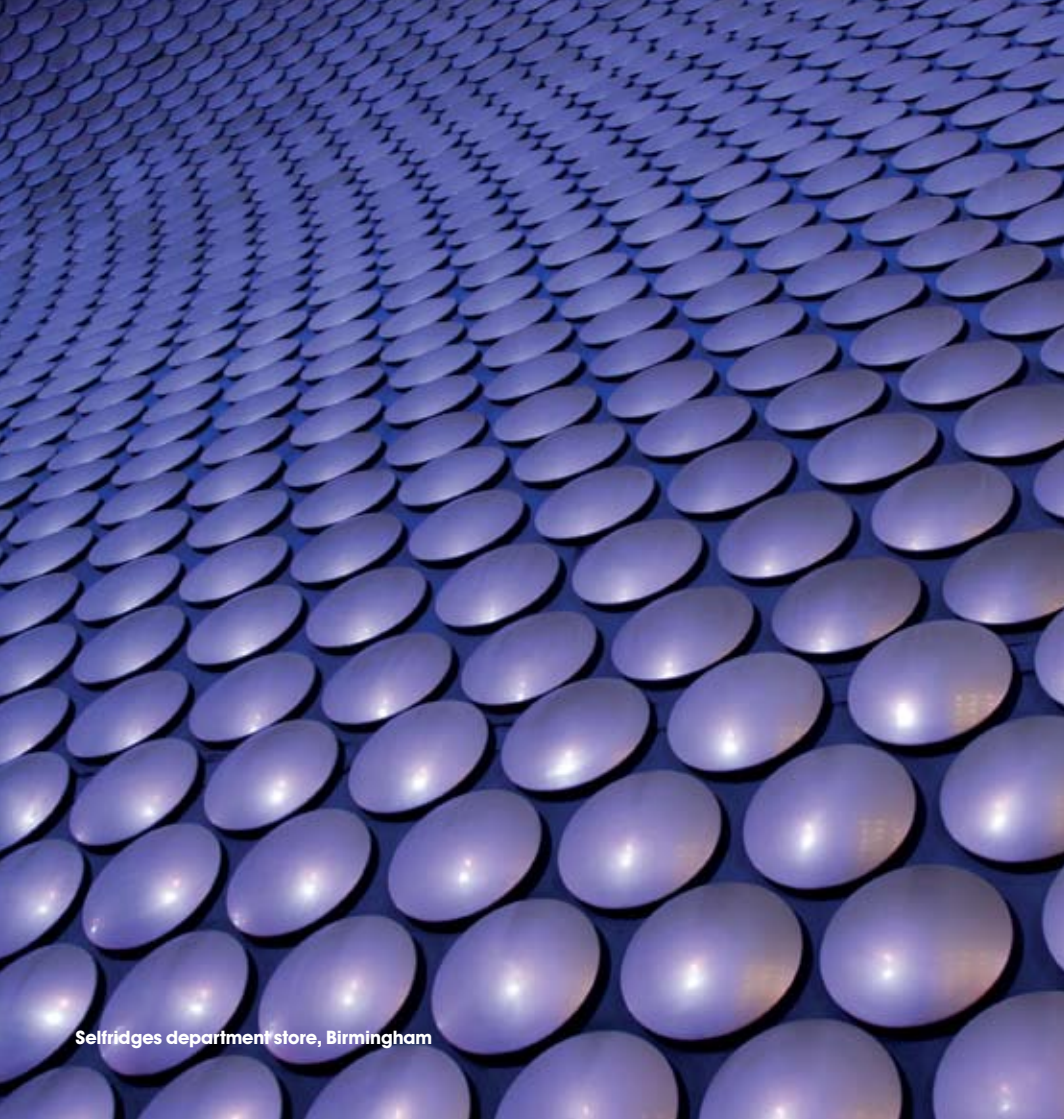
WELL CONNECTED

Location, regulation and transportation have led more companies to set up European headquarters in the UK than any other country, including Apple, China Mobile, MTV and Bank of America¹. A network of over 70 airports, world-class ports and the Eurotunnel railway give easy access to over 675 million European customers².

SANDWICH ANYONE?

We Brits don't like to fuss. Perhaps that's why the most popular lunch in the UK is simply to 'grab a sandwich' – we eat over 2 billion of them every year. We also avoid fuss when it comes to business – it takes only 13 days to set up a company in the UK, compared to a European average of 15 days*.





THE ARCHITECTURE FOR BUSINESS

Architecture takes the design of structures seriously and Britain has world-leading architects at work such as Lord Norman Foster and Lord Richard Rogers. The UK takes the same approach to the architecture of its business regulation and has created a system, judged by the OECD, to have the least barriers to entrepreneurship in the world⁴.

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I CAN'T THINK OF A BETTER
PLACE THAN LONDON
TO HOLD AN EVENT THAT
UNITES THE WORLD.

//

NELSON MANDELA
ON THE LONDON 2012 OLYMPICS⁵



The Yorkshire Dales, northern England

THE DIGITAL REVOLUTION

Throughout modern history Britain has led from the front. It was at the centre of the industrial revolution in the 1800s, the spread of democracy in the 1900s, and, in this century, it has embraced the digital revolution. The UK is strongly regarded as innovative in both technology and in the creative industries by those customers of British companies and by those who have already established a base in the UK⁶ – and we have the most extensive broadband market in the G7⁷.

GOOD TIMES

San Francisco

PM

The UK's privileged position between Asian and American time zones means there is time to do business anywhere in the world. Have your morning coffee with Sydney and pour a nightcap with San Francisco[®].

Sydney

AM



WATER, WATER EVERYWHERE

The UK is the world's eighth largest island⁸ but you are never more than 70 miles from the seaside¹⁰. It rains, but not as much as you might expect, as average rainfall in the UK is less than in Brazil¹¹. So plenty of opportunity to enjoy our regenerated seaside resorts.

A NOBEL PRIZE EVERY 1.2 KM²

The tiny village of Grantchester, just outside Cambridge University, is just 4.8 km² in size but thought to have four Nobel Prizes among its 580 residents¹². Prizes are a bit more widely spread across the rest of the country but the UK still boasts over 80 Nobel Prizes in science and technology alone¹³.





A WORLD IN ONE CITY

For a remarkable 20 consecutive years London has been voted as Europe's number one city for business by the European Cities Monitor¹⁴. In fact, with over 300 languages spoken every day, the UK's rich cultural diversity makes it a natural hub for global business.



THERE ARE SOME IDEAS
SO WRONG THAT ONLY
A VERY INTELLIGENT
PERSON COULD BELIEVE
IN THEM



GEORGE ORWELL

INVENTIONS OR DISCOVERIES BY BRITISH PEOPLE INCLUDE:

PENICILLIN, THE WORLD WIDE WEB, THE STEAM ENGINE,
PUBLIC PARKS, IPODS, THE THEORY OF EVOLUTION, VIAGRA,
THE TELEPHONE, THE LAWNMOWER, ELECTRIC TOASTERS,
RADAR, WORCESTERSHIRE SAUCE, POWERED FLIGHT,
THE TOILET, SILICONE, CRICKET, THE POLICE, VACCINATIONS,
THE COMPUTER, THE PARALYMPIC GAMES, MARMITE,
RAILWAYS, ROAD CAT'S EYES, THE ADJUSTABLE SPANNER,
SCOUTS, THE TELEVISION AND THE ENGLISH LANGUAGE.
*OH, AND OF COURSE THE SANDWICH!*¹⁵

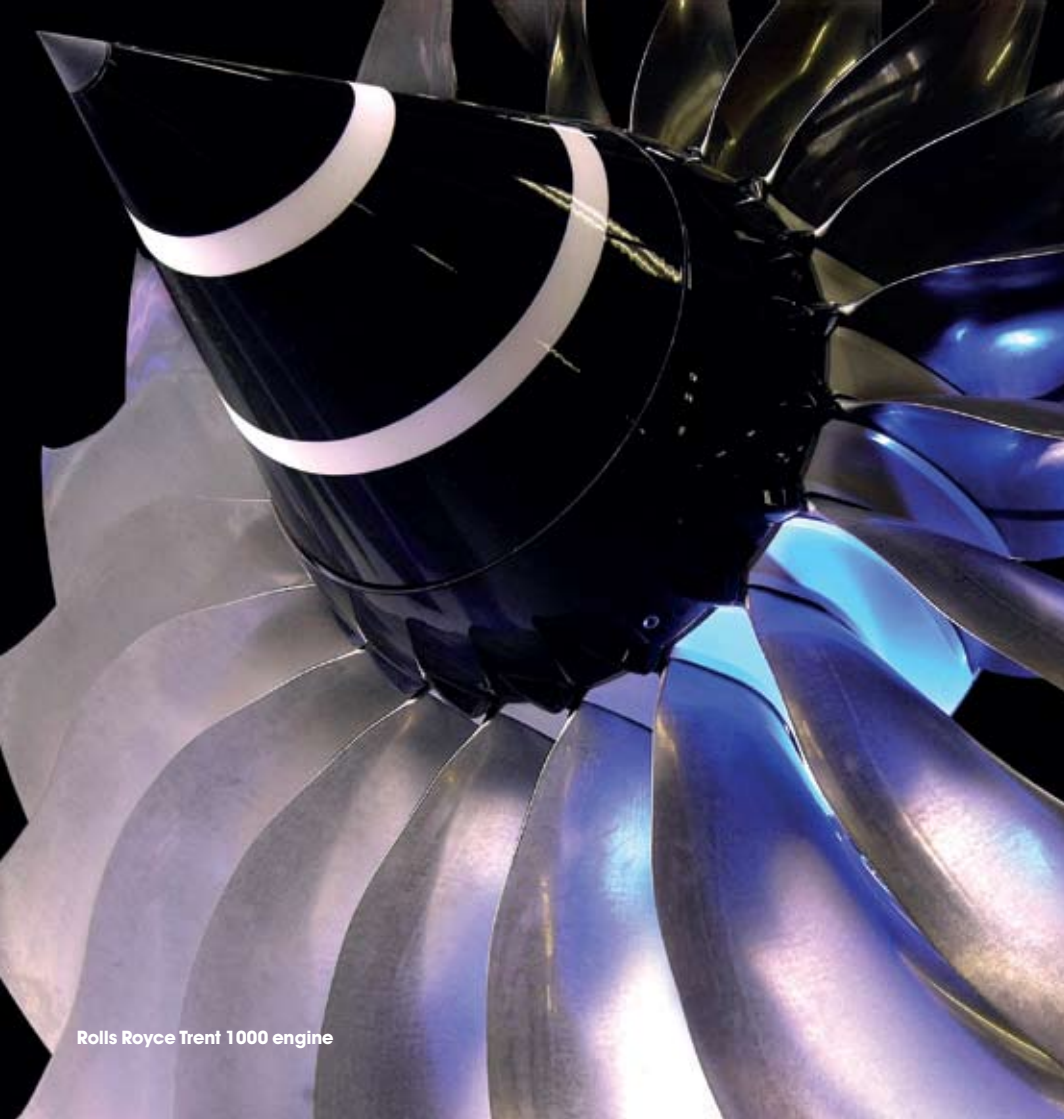


TOP OF THE CLASS

With four of the world's top six universities⁶, we Brits pride ourselves on using education to unlock the potential of every child. From early years through graduation and beyond, the UK Government invests billions to ensure the British workforce has the skills that both employer and employee need to succeed.

ADD UP THE NUMBERS 17,381 IS THE TOTAL LENGTH, IN KILOMETRES, OF THE UK COASTLINE¹⁷; SEEN FROM THE AIR BY 67,700,000 PASSENGERS A YEAR WHO PASS THROUGH LONDON'S HEATHROW AIRPORT¹⁸; SOME OF WHOM MIGHT VISIT ONE OF BRITAIN'S 28 WORLD HERITAGE SITES¹⁹; OR WORK AS ONE OF 880,000 EMPLOYEES IN BRITAIN'S LOW CARBON SECTOR²⁰ ...

...AND WHO, LIKE EVERYONE ELSE IN THE UK, HAVE ACCESS TO THE NHS AND ITS MEDICAL RESEARCH, INSPIRED THAT 15 OF THE WORLD'S 75 TOP-SELLING MEDICINES²¹ WERE DISCOVERED OR DEVELOPED IN BRITAIN; AND REASSURED THAT 3 OUT OF 4 OF THE WORLD'S LEADING LAW FIRMS ARE BASED WITHIN THESE SHORES²² .



Rolls Royce Trent 1000 engine

DRIVING BUSINESS

Advanced engineering accounted for about one third of the UK's total exports in 2008, with major names including Rolls Royce, JCB, BAE Systems, Jaguar and Airbus²³, British mechanics help power spacecrafts, secure borders, equip armies and solve global climate problems. The UK's 'Motorsport Valley' alone, employs 25,000 engineers and is home to the last two Formula 1 world champions²⁴. **Actually, the UK is the world's 6th largest manufacturer measured by output²⁵.**

QUIDS IN

IN OCTOBER 2009 THE WORLD ECONOMIC FORUM RANKED THE UK AS THE WORLD'S **NUMBER ONE** FINANCIAL SYSTEM AND CAPITAL MARKET, BENCHMARKED AGAINST **55** OF THE BIGGEST NATIONAL ECONOMIES.²⁶

THE UK WAS BUOYED BY THE RELATIVE STRENGTH OF ITS BUSINESS ENVIRONMENT AND FINANCIAL SERVICES. NO SURPRISE THEN, THAT **75%** OF ALL **FORTUNE 500** COMPANIES HAVE OPERATIONS IN LONDON.²⁷



Windsor Castle

AN ENGLISHMAN'S HOME IS HIS CASTLE

The UK has one of the most open and dynamic commercial property markets in Europe. Buying property is a straightforward business with no restrictions for overseas buyers. In fact, over 68% of UK homes are owned²⁸.

Like any property developer we are also planning ahead, and aim to make all new homes 'zero carbon' by 2016 and all new non-domestic buildings from 2019²⁹.

UISGE BEATHA*

Scotland's whisky exports earn the UK a staggering £97 per second. In 2008 exports of malt whisky reached almost £2.11 billion³⁰.

* The original Gaelic name for whisky, meaning "water of life"³¹.





OB-LA-DI, OB-LA-DA

The Brits are the biggest consumers of music in the world³² and last year exported over £2 billion in music sales³³. In 2008, four of the biggest selling albums in the world were by UK artists, including the top seller – Coldplay's Viva La Vida³⁴.

RECOMMENDED SEARCH TERMS

This booklet is just a warm up,
FIND OUT MORE BY SEARCHING...

007, 3I, 'A CUP OF TEA', BANKSY, BBC, BIG BEN, BP,
CHARLES DICKENS, CHOCOLATE POWERED RACING
CAR, BANK OF ENGLAND, BASIL FAWLTY, BRICK LANE,
BUCKINGHAM PALACE, CHEDDAR CHEESE,
CHICKEN TIKKA MASSALA, CO-OPERATIVE
MOVEMENT, DICTIONARY, EALING STUDIOS, EDEN
PROJECT, FA CUP, FINANCIAL TIMES, FISH AND CHIPS,
GEORGE ORWELL, GLASTONBURY FESTIVAL, GUY
FAWKES, HACKNEY CARRIAGE, HARRODS,

HESTON BLUMENTHAL, HSBC, ISAAC NEWTON,
JOHN LEWIS PARTNERSHIP, KARL MARX'S GRAVE,
'LEAST NUMBER OF BARRIERS TO ENTREPRENEURSHIP
IN THE WORLD', LONDON STOCK EXCHANGE,
LS LOWRY, MAGNA CARTA, MANCHESTER SHIP
CANAL, MANCHESTER UNITED, MARGARET
THATCHER, MINI COOPER, NHS, OASIS, PRINCESS
DIANA, PUNCH AND JUDY, QINETIQ, RICKY GERVAIS,
ROBIN HOOD, ROLLS ROYCE, ROUTEMASTER BUS,

SCAFELL PIKE, SHERLOCK HOLMES, SNOWDONIA,
STELLA MCCARTNEY, STIFF UPPER LIP, STONEHENGE,
SUNDAY ROAST, TATE MODERN, TESCO, THE BEATLES,
BARCLAYS PREMIER LEAGUE, THE RITZ, VODAFONE
GROUP, WILLIAM SHAKESPEARE, 'WHERE IS THE
WORLD'S SMALLEST ISLAND?', WPP GROUP, ZEBEDEE

DON'T FORGET:
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