

Gateway UK

UK Trade & Investment helps businesses prosper in the UK market



Matthew Hobbs,
Head of Inward Investment
for UKTI in Canada

For Canadian businesses looking to expand globally, the United Kingdom (UK) not only offers a world-class environment for doing business but can also serve as a springboard to international growth and worldwide impact. An ideal gateway to Europe, the UK is home to a business-friendly economy, possesses a flexible labour market, and offers the potential of working with strong business sectors. The diversity and vibrancy of the UK make it an ideal location for companies to realize their international business potential.

UK Trade & Investment (UKTI) is a British Government run, non-profit organization responsible for delivering the Government's international business development services. This includes helping UK companies trade overseas and assisting foreign businesses expand into the UK market. UKTI provides investors with a comprehensive perspective of the UK business environment, including market intelligence and sector-specific information. Primary functions include the provision of expert knowledge, advice and practical support - ensuring companies have all of the tools necessary to succeed with their expansion.

"For the past number of years the UK has been one of the leading countries in terms of attracting foreign direct investment into Europe," says Matthew Hobbs, Head of Inward Investment for UKTI in Canada. "Politically and economically stable we are a country with a well-established legal framework and a talented workforce."

UKTI offers unbiased and invaluable current advice and information on labour issues, real estate, transportation, utilities and regulations within the UK. "Working closely with regional government agencies throughout the UK we help provide new businesses

with specific, localized information, making it easier for them to choose exactly where they want to establish their home base."

Once operating in the UK, companies join many of the world's major corporations and access a wide network of smaller enterprises, many of which are world leaders in their own fields. Over 700 Canadian companies have made the UK their home base within Europe.

Boasting some of the most highly regarded universities in the world, the UK has not only grown and developed a multicultural workforce but also ranks high in educated professionals in the fields of engineering, ICT and life sciences to name a few. Recognized as a leader in creativity and innovation, the UK acts as a magnet attracting the best global creative talent.

The UK is a world-leader in technological know how and continues to attract foreign investment in Research and Development (R&D). "In order to



continue expanding the size and scope of R&D in the UK we ensure all foreign businesses, who work with us, have access to government grants and tax credits as well as resources from local universities and centres of excellence," says Hobbs.

The UK's appeal extends beyond its workforce to its progressive communications network. Supporting one of the strongest ICT infrastructures in the world together with the UK's accessible



time zone, companies can communicate across the globe in the same working day. It's no wonder that 150 British firms working in the telecommunication sector exhibited and showcased their excellence at the biggest mobile communication show in the world, Mobile World Congress 2008 in Spain.

Seventy-five per cent of Fortune 500 companies have offices in London and enjoy access to Heathrow airport, the world's busiest international transit hub. "Many companies choose the UK as their base in Europe because of stable and vibrant market and its easy access to the rest of Europe, the Middle East and beyond," says Hobbs.

UKTI not only works to help new companies transition into the UK but they also work closely with existing companies as they continue to expand, grow and mature. "We act as a champion for current investors both large and small. For examples we are currently working closely with Nortel and Research in Motion (RIM) who already have a significant and growing presence in the UK," says Hobbs.



Current level of connectivity. Excellent.

Fast track to the world ^{UK}



The UK is the number one international investment location in Europe and it's no wonder.

With a skilled and flexible workforce, a dynamic economy and world-class R&D, the UK is the best platform from which a company can grow globally.

The UK is the largest recipient of Canadian Foreign Direct Investment into Europe. More than 700 Canadian companies are already established in the UK. What are you waiting for?

UK Trade & Investment's services are free of charge and information provided is tailored to meet your needs. To find out more, contact Matthew Hobbs on 416 593 1290 (ext 2234) or email Matthew.Hobbs@fco.gov.uk today.

www.uktradeinvestcanada.org

UK
TRADE &
INVESTMENT



East of England

R&D opportunities, 10 world-class universities, appealing lifestyle



Steve Ireland, Head of Technology Team at East of England International

For North American businesses seeking a knowledge-driven economy with extensive Research and Development (R&D) opportunities, the U.K. region known as East of England is an ideal match. A scenic and readily accessible geographic area made up of six counties, East of England offers a perfect location for companies looking to expand into the U.K. and also serves as a stepping-stone to the rest of Europe and beyond.

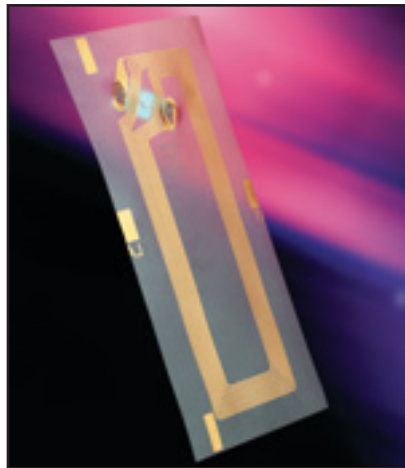
Already the preferred choice for more than 2,000 overseas companies, East of England offers a unique, exciting and diverse economy with exceptional benefits for companies looking to establish a base of operations in the U.K.

One of the world's key knowledge centres, East of England is home to 133,000 full-time students and 10 world-class universities, including the Cranfield University, University of East Anglia, the University of Essex, the University of Hertfordshire and the University of Cambridge.

"Our heritage of innovation goes back a long way," says Steve Ireland, Head of Technology Team at East of England International, a regional arm of U.K. Trade & Investment which supports companies looking to expand into the area. "Cambridge, which will be celebrating its 800th anniversary next year, has the greatest number of Nobel Prize winners in the world."

For foreign investors looking to gain an international perspective, East of England's well-educated workforce is certainly a selling point. The region's strong talent pool enticed Microsoft to invest US\$100 million in an R&D lab with the University of Cambridge. "Bill Gates said he was unable to bring the staff from Cambridge to him, so he figured the best way to tap into the Cambridge brain was to set up a research facility here," explains Ireland.

And Microsoft is not the only American firm to expand into this region, where corporate R&D spending is more than three times the U.K. average. Toshiba Research Europe set up its first research centre outside of Japan in Cambridge in 1991, resulting in mutually beneficial industry/university collaboration. Hitachi too chose Cambridge for the location of its international R&D Centre and has derived benefit from that collaboration. The team of researchers from the Hitachi Cambridge Laboratory and the Microelectronics Research Centre, based in the University's Cavendish



Domino Printing Sciences, leader in inkjet and RFID technologies—plays a key role in the Cambridge ink jet cluster—one of only two worldwide.

Laboratory, announced the world's first single electron memory device in 1993, making possible new generations of fast, high-density microchips

"With the largest biotech and ICT clusters in Europe, East of England provides the intangible value-add which international businesses seek," says Ireland.

Built on a strong entrepreneurial spirit, East of England's culture of innovation and change provides companies with the potential for disruptive innovation—leading to breakthrough change and the creation of new industry norms.



Microsoft built its first research facility outside the US in Cambridge UK next to the world famous Cavendish Laboratory.

East of England International not only helps foreign companies tap into the area's invaluable resources and networks but its business development team also provides free and confidential sector intelligence and comparative data on factors crucial to each business' unique success. "We also help established companies grow here and expand into the rest of the U.K. and into overseas markets," says Ireland.

The geographic location of this region makes it readily accessible by land, air and sea. Just 60 miles north-east of London, East of England offers space for companies to grow and expand without the high capital costs associated with being located directly in a major urban centre. Tube stations originate from the region and trains frequently travel directly into the city centre. With access to nine seaports facing Europe (including Felixstowe, the U.K.'s largest and busiest container port) the region offers a strategic physical location for potential investors. Also worth noting are the seven regional and international airports, which allow for quick and affordable access to the rest of the U.K., mainland Europe and North America.

Lifestyle too is a prominent factor. In the East of England, life appeals to internationally mobile professionals and their families, with expansive outdoor spaces and 293 miles of coastline, leisure activities can support a healthy work/life balance.



Northern Ireland

First in software development and technology support



Gary Hanley,
senior vice president of
Invest Northern Ireland

Despite intense competition, Northern Ireland has recently been named the number one location in Europe for software development and technology support operations by OCO Consulting. It is no surprise then that the region is home to a well-developed communications cluster of innovative international and Irish companies including Nortel, Flextronics, BroadSoft, Openwave, Latens, Aepona and Mobile Cohesion.

"I regularly ask people to suspend their preconceived notions of Northern Ireland and listen to the facts," says Gary Hanley, senior vice president of Invest Northern Ireland, the government agency responsible for economic

growth. The agency's prime role is to develop next-generation strategies in telecommunications and assist technology companies in entering and supporting European markets.

"Corporate operating costs in Northern Ireland are about 30 per cent less than Dublin and 40 per cent less than London, which makes for a compelling solution for Canadian and U.S. companies," adds Hanley.

Nortel, British Telecom (BT) and Fujitsu are long-standing giants in the telco and telecom software space in Northern Ireland. Thanks to investment and reinvestment by these big three and their collaborative approach with local universities, the skill sets that are imperative for future technology growth are in abundance.



North American firms seeking a European hub are flocking to Northern Ireland to take advantage of the rich vein of skills in the areas of IP, optical networking, programming and encryption.

"Through financial assistance packages we help these companies relocate, put together business plans, recruit staff, make contact with banks and property agents, and access infrastructure needed to set up quickly," says Hanley.

Northern Ireland is developing rapidly and, with government funding driving further innovation, the region is set to continue building on its current position as Europe's number one location choice.



For more information please contact the Boston Team at (617) 266-8839 or visit www.investni.com/invest.

Achieve an inner balance



At Jim Pattison Lease we can look after all your vehicle leasing and fleet management needs.

So what does this include? Our specialists can take care of everything from your initial vehicle selection to its eventual disposal, and lots of tasks in between, removing the hassles of driver contact and expense tracking reports. In the end, you can benefit from concentrating on what made you successful in the first place and achieve that inner peace. So, if you are looking for a knowledgeable, imaginative and hassle-free approach to fleet management, we should be talking.



Driving Your Fleet Business
JIM.PATTISONLEASE.COM

► Contact a leasing specialist today
1.877.575.9555