

## Doing Business in the USA and Canada

The established export markets of the USA and Canada offer huge opportunities for UK companies in many sectors, with British products and services being perceived as very high quality. With a shared history and culture and strong underlying relationships, the UK is often seen in a favourable light by most business people and consumers. The economies of individual US states and Canadian provinces are larger than those of many countries.

**Event: Tuesday, March 16, 2010, 9.30am to 1pm**

**Find out more about the opportunities, meet USA businesses, and access expert help at World Trade Centre Hull & Humber**

Anthony Russo of Trade Hub International will fly from the States and speak about how his business is able to help UK companies. Mr Russo's career includes a major involvement with the World Trade Centre Network.

Sean Gilligan, director of the British American Business Council (BABC) and managing director of WebAnywhere, will provide real insight into methods of trading with the USA as well as sharing his own experiences of business there. The BABC provides direct access to business leaders throughout North America and the UK.

Geoff Green from Pegasus Global Initiatives will talk about his experience of the Canadian market.

Following a Q & A session, attendees will be able to meet the experts over a buffet lunch.

### Overview

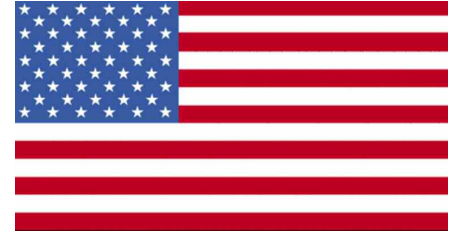
#### USA

The USA is Britain's largest single export market, taking \$57b of UK goods in 2007 and also the leading overseas destination for British investment.

The UK is the sixth biggest exporter to the US, after Canada, Mexico, Japan, China and Germany.

The US economy is integrated and largely self-contained, with every major industry represented. US manufacturers often source components overseas and UK goods have traditionally enjoyed a good reputation for quality in the USA.

[\*\*CONTINUED ON PAGE 2\*\*](#) ►



### Quick Facts

**The USA is Britain's largest single export market taking \$57b of UK goods in 2007**

**The UK is Canada's primary European trading partner and Canada is the UK's 16th largest market**



With the exception of few import quotas and some strategic industry ownership restrictions, there are no limitations on foreign firms seeking to do business in the US.

Although the country offers opportunities for traders in virtually any industry, there are certain sectors that claim the top exports. These are:

- **Machinery and transport equipment**
- **Miscellaneous manufactured articles**
- **Chemical products**
- **Mineral fuels and lubricants**
- **Beverages and tobacco**

## Canada

The UK is Canada's primary European trading partner and Canada is the UK's 16th largest market, with exports reaching £3.25bn in 2008. The UK is the second largest foreign direct investor in Canada after the US.

The market is very receptive to UK goods and services and 700 British companies already operate there. With low inflation and business costs and steady economic growth, Canada offers good trade and investment opportunities for British companies in many sectors:

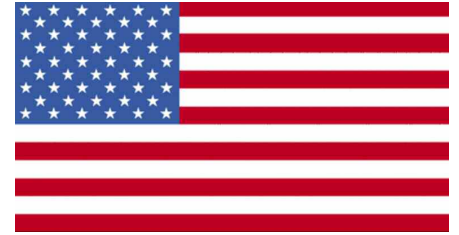
- **Oil and related products**
- **Automotive**
- **Energy and power**
- **Creative and media**
- **Aerospace**
- **Pharmaceuticals**
- **Organic chemicals**
- **Healthcare**
- **Advanced engineering**
- **Information technology**
- **Biotechnology**
- **Financial services**
- **Defence and security**

The UK is Canada's second largest partner worldwide in the science and technology sector, with a particularly close relationship in the field of clinical research.

**Register your attendance now as places are limited.**

Please call 01482 485200 or email [jade.elsom@wtchumber.com](mailto:jade.elsom@wtchumber.com)

A parking space can be reserved for you at the adjacent multi-storey car park on request.



## Quick Facts

**Opportunities exist in a wide range of sectors in both the US and Canada**