

The UK – number one for European headquarters

Withdrawn 17 May 2019

**BUSINESS
IS
GREAT**
BRITAIN



A satellite image of the Mediterranean region, showing the Iberian Peninsula, the Mediterranean Sea, and parts of North Africa and the Middle East. The land is shown in shades of green and brown, while the sea is a deep blue. The image is used as a background for the text.

**Market opportunity +
Ease of doing business +
Rich and diverse ecosystem
= Market Success**

Withdrawn 11 May 2019



Welcome to the UK

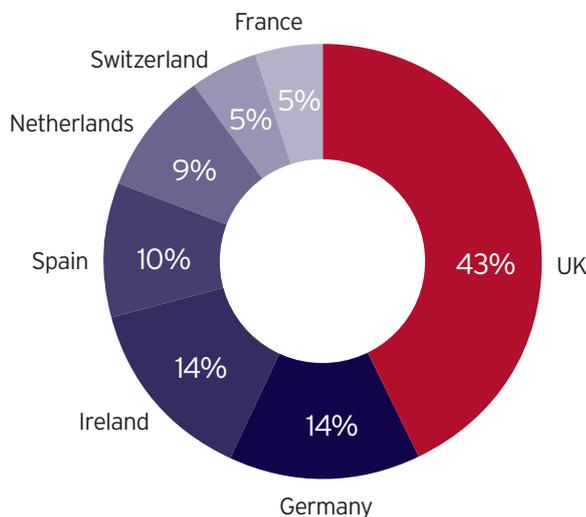
Establishing a European base is a natural step for many globally minded companies. Boasting the world's largest single market and over 500 million consumers, Europe offers a wealth of opportunity.

Deciding on the location of your European Headquarters (EHQ) may be a more challenging proposition, with many European countries appearing to offer the same advantages and a similar business environment.

The UK has consistently attracted more foreign investments with HQ operations than any other location in Europe; a clear endorsement of our business-friendly regulations and thriving environment for innovation and growth.

Read on to learn why the UK remains the number one location for EHQs and how your company would benefit from basing its EHQ here.

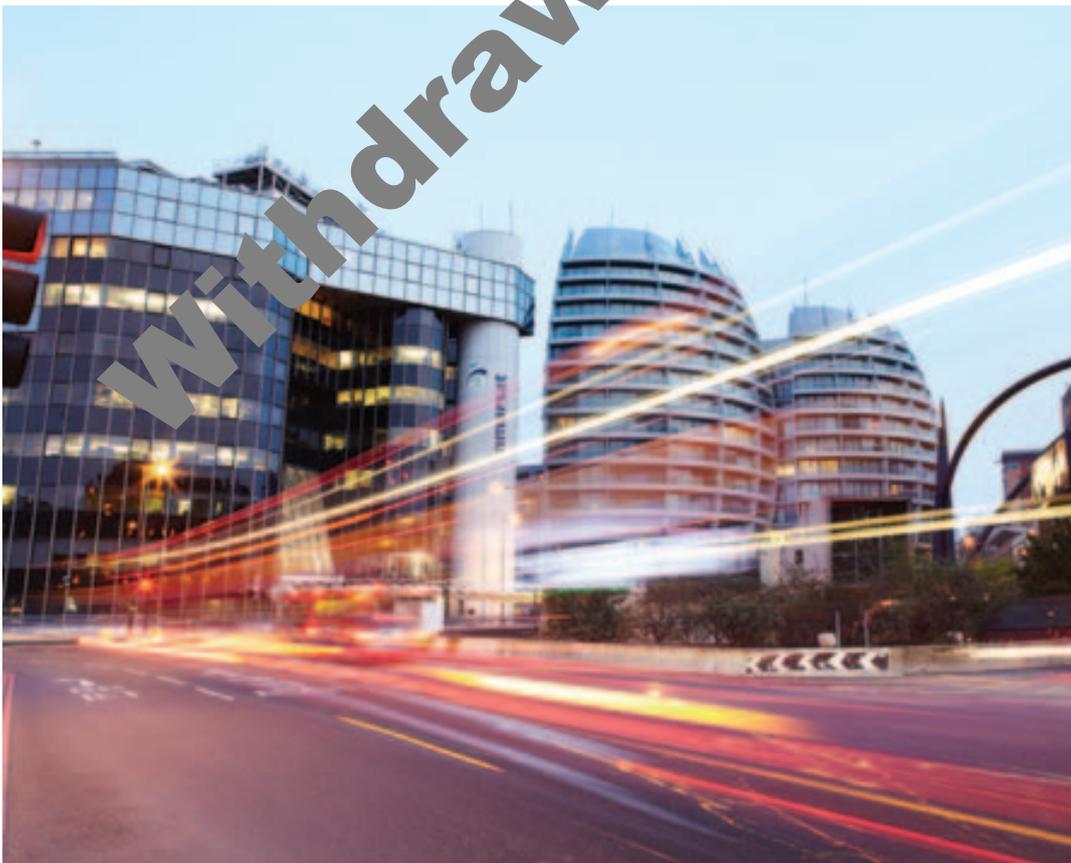
Top European locations for new inward investment projects with HQ operations, 2012



Source: Financial Times fDi Markets database, percentages shown of a total 199 new inward investment projects with HQ operations in 2012

The UK – a world of advantages

No other European country can offer the advantages of the UK. Our business friendly environment, highly skilled workforce, competitive tax regime, global links, excellent ICT infrastructure and supportive stance for innovation all combine to make the UK the ideal location for your European Headquarters project.



Best for business

Politically and economically stable, the UK is one of the world's safest and friendliest locations for business and investment.

Easy to set up

Setting up your business in the UK takes an average of 13 days, and it takes as little as 24 hours to register a company.

Pro-business regulation

Our commitment to remove and reduce red tape has already saved business around £1bn since 2011.

High standards of corporate governance

We have some of the most transparent standards of corporate governance in the world. The interests of managers are aligned with shareholders rather than regulators, and the flexibility inherent in the system facilitates effective, entrepreneurial and prudent management.

Legal leader

Our legal system is considered to be one of the best in the world for jurisprudence and settling international and local disputes quickly and effectively.

Investor confidence

We are the top destination in Europe for inward investment. Demonstrating continuing investor confidence in the UK, there were more than 500 expansion of UK investments in 2012/13, proving that the UK is not only an excellent location to establish an international business, but also to grow it in the longer term.

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We established our European Headquarters in the UK because it is the leading communications hub and gateway to Europe.

Mr. Ou Yan

Managing Director, China Telecom (Europe) Limited

20%

20% corporation tax from April 2015. The rate is currently 23% and will be 21% from April 2014





Strong labour market

The UK Government supports a framework of laws that ensures the labour market is:

- **flexible**, encouraging the creation of jobs by making it easy to get people into work and to stay in work
- **effective**, enabling employers to manage their staff productively; and
- **fair**, with employers competing on a level playing field and workers provided with a strong foundation of employment protections.

We have the second-largest labour force in the European Union (EU), at over 30 million.

UK market

The UK is a major market in its own right, with a population of over 60 million.

Britons embrace technology with a passion. We have the second highest smartphone ownership in the EU5 (UK, France, Germany, Italy and Spain) with 64 per cent of the total UK mobile audience using a smartphone as their primary device (2013 Mobile Future in Focus).

Each UK household on average owns three different internet-enabled devices, and 96 per cent of our homes have digital television (Ofcom Communications Report 2012).

The UK is an excellent “test bed” for innovators across every sector.

We are ranked as the eighth most competitive country in the world (World Economic Forum’s Global Competitiveness Report 2012-2013).

Flexible labour

The UK has flexible labour laws that ensure staff can be employed under fair terms that will allow flexibility as your business develops.

Permanent employees

Full time: a permanent employee typically works a 30-40 hour week depending on a company’s policy and practice.

Part time: a permanent employee typically works between 12-30 hours per week depending on a company’s policy and practice.

Fixed term contracts:

last for a certain length of time
are set in advance
end when a specific task is completed or a specific event takes place.

Agency staff:

As an employer, you can hire temporary staff through agencies.

Freelancers, consultants, contractors:

are self employed or are part of other companies
often look after their own tax and National Insurance Contributions (NICs)

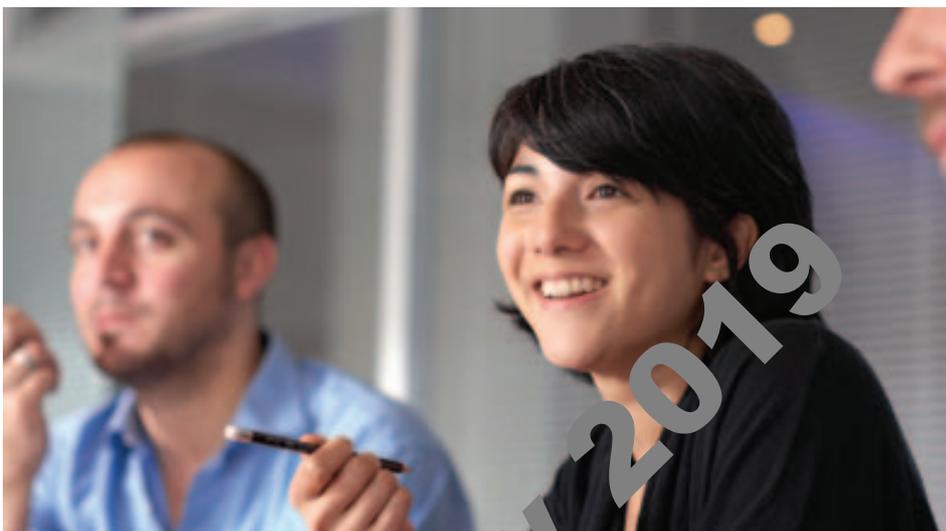
Financial capital

We are a global hub for financial services, contending only with the USA for the number one global position. Financially autonomous, the Bank of England manages UK monetary policy.

The UK is the largest financial centre in Europe. The strong presence of EU firms in the UK, the amount of insurance activity carried out in London on behalf of EU institutions and the size of EU financial assets managed in the UK make the country's financial centre an essential part of the EU economy.

Our strong interaction with Europe translates into large volumes of Euro-denominated transactions being traded in London. Of all euro-denominated foreign exchange trading worldwide 40 per cent of transactions take place in London, with the proportion being 62 per cent for over-the-counter interest rate swaps (TheCityUK).

The UK also enjoys the benefits of the Markets in Financial Instruments Directive, which allows a foreign institution to set up an office in the UK in order to be allowed to sell services throughout the rest of the European Union.



Professional services

As well as our strengths in financial services, we are a world leader in knowledge-based, business and professional services. In 2012, business services accounted for 8 per cent of UK output (Gross Domestic Product). World-class firms specialise in accountancy, audit, legal services, information technology, property management, architecture, advertising, management consultancy and engineering, to name but a few. Professional services firms are honing their skills in increasingly competitive world markets and can play a vital role supporting new investors' businesses.



The UK is the largest financial centre in Europe

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We looked at all the major European countries when considering where to locate our European Strategic HQ and after careful consideration decided on the UK. From a business point of view, many factors gave it the edge: the flexible labour market, work ethic and general level of education of available staff, along with the proximity to the financial markets in the City, would be among the major ones.

James Leipnik

Chief of Communication and Corporate Relations, Canon Europe



i Social investment and innovation

Social investment uses private capital to generate social as well as financial returns. Investors, governments and enterprises are all interested in this groundbreaking asset class. It provides sustainable ways to tackle society's most intractable social and environmental challenges by linking the power of markets to social innovation.

The UK is the world's leading social investment market. Latest research shows that the UK market will grow by 38 per cent every year for the next three years, with demand reaching £750m by 2015. Globally, it could reach £600bn over the next decade.

This is an exciting opportunity to align financial return with building a responsible and sustainable society. We hope you will join the UK in developing this market.

The social investment market provides opportunities for:

- **investors** wanting to diversify their portfolio and make a financial and social return;
- **philanthropists** looking to recycle their funds to achieve more social good;
- **social ventures** wanting to expand and grow; and
- **professional services** to develop, manage and distribute products and services.

The Green Investment Bank

The UK has launched the world's first investment bank solely dedicated to greening the economy. The initiative supports the Government's commitment to deliver long-term, sustainable growth. This transition presents significant growth opportunities for UK-based businesses, both at home and abroad.

The Green Investment Bank is one of a number of key policies designed to help meet environmental objectives and promote economic growth. Other initiatives include the creation of a National Infrastructure Plan, reforms to the electricity market, changes to the climate change levy, the introduction of a renewable heat incentive, the review of waste policy and the reviews of the electricity regulator (Ofgem) and water regulator (Ofwat).



Over 90% of businesses investing in the UK can register their company, access banking facilities and start trading very quickly

RMB business hub

The use of the Renminbi (RMB) by businesses outside mainland China is growing. The potential benefits for international companies adopting the RMB in cross-border settlement with China are driving this trend. These include reduced foreign exchange exposure, improved supplier access, lower financing and transaction costs through greater price and cost transparency in the supply chain, and greater purchasing power.

Europe is becoming a significant growth area for RMB business and the City of London's position as an international financial centre makes it very well-placed to support the development of the offshore RMB market. London already has extensive RMB corporate banking services and recently became the second-largest centre for offshore RMB payments after Hong Kong.

Using London-based RMB products and services, for example term deposits, FX services, payment and cash management, and trade services, can potentially create cost savings and operating efficiencies.

London has the expertise and the established RMB business, and is actively developing the market for the future. The City of London initiative on London as a centre for RMB business was launched in 2012 by international banks with a strong presence in London and Hong Kong. The initiative considers the practical measures needed to develop London as a successful centre for this business, advising HM Treasury and UK authorities on the relevant technical, infrastructure and regulatory issues, as well as maintaining a private-sector dialogue with regulators in China.

Innovation nation

Innovation and entrepreneurship are prized in the UK – which has been named Europe's strongest environment for research and development (R&D) (Elsevier, 2011). We have a long and proud history of invention, epitomised by such pioneers as Isambard Kingdom Brunel.



R&D tax credits

We are actively promoting innovation through generous R&D tax credits. There are different regimes tailored to large companies and small- and medium-sized enterprises (SMEs). For large companies, the existing "super-deduction" regime provides an overall 130 per cent tax deduction for qualifying R&D expenditure. This regime has been further enhanced by the introduction, from 2013, of the "above the line" (ATL) credit for large companies. This allows companies to offset the benefit of the credit against their R&D costs in the accounts – resulting in an immediate cost reduction. The ATL credit is 10 per cent of qualifying R&D spend and payable to companies with no tax liability.

The SME scheme allows eligible companies to claim an overall reduction of 225 per cent on qualifying R&D expenditure. Loss-making companies can exchange tax losses attributable to R&D relief for a payable cash credit at a rate of 11 per cent.

Typically, the R&D tax credit schemes allow a large company to reduce qualifying R&D costs by approximately 8 per cent and an SME by approximately 25 per cent.

Patented innovations

As part of the Government's aim to encourage innovation and the commercialisation of intellectual property (IP) in the UK, we have introduced the Patent Box (see opposite). UK-based companies benefit from a reduced 10 per cent corporation tax rate on patented inventions: one of the strongest offers of its kind in Europe. The regime is flexible and generous and makes the UK a great place to invest in innovation.



No.1 Science Park
Nottingham



*The world wide web
was invented by British
computer scientist
Sir Tim Berners-Lee*

*“The introduction of the
Patent Box is a bold and
forward-thinking measure
which builds on the UK’s
strength as a global centre
of excellence for science
and R&D.*

Andrew Witty
CEO, GlaxoSmithKline

Business-university collaboration

The economic and social prosperity of the UK depends upon a healthy knowledge-based economy. We are committed to making the UK the best place in the world for business-university collaboration. Plans include:

- Supporting the Council for Industry and Higher Education (CIHE) to create a National Centre for Universities and Business. The centre will focus on strengthening the strategic partnership between universities and business with a view to driving economic growth and recovery.
- Extending the Graduate Trainee programme to service for a further three years. This is a high-quality online resource that brings together graduates and businesses, and advertises internship vacancies, which now includes a strict quality assurance process.
- Working with graduate employers to promote fair recruitment and the use of new, more detailed, records of student achievement.

Entrepreneurial environment

We have the fewest barriers to entrepreneurship in the world, according to the OECD. Government-led campaigns and initiatives, including the Global Entrepreneur Programme, and a new scheme to help international graduate entrepreneurs start their business ventures from a UK base, are playing a key role in helping to attract the brightest and the best entrepreneurial talent to the UK.

i Patent Box

The Patent Box encourages innovation in the UK by reducing the costs associated with the commercial exploitation of IP.

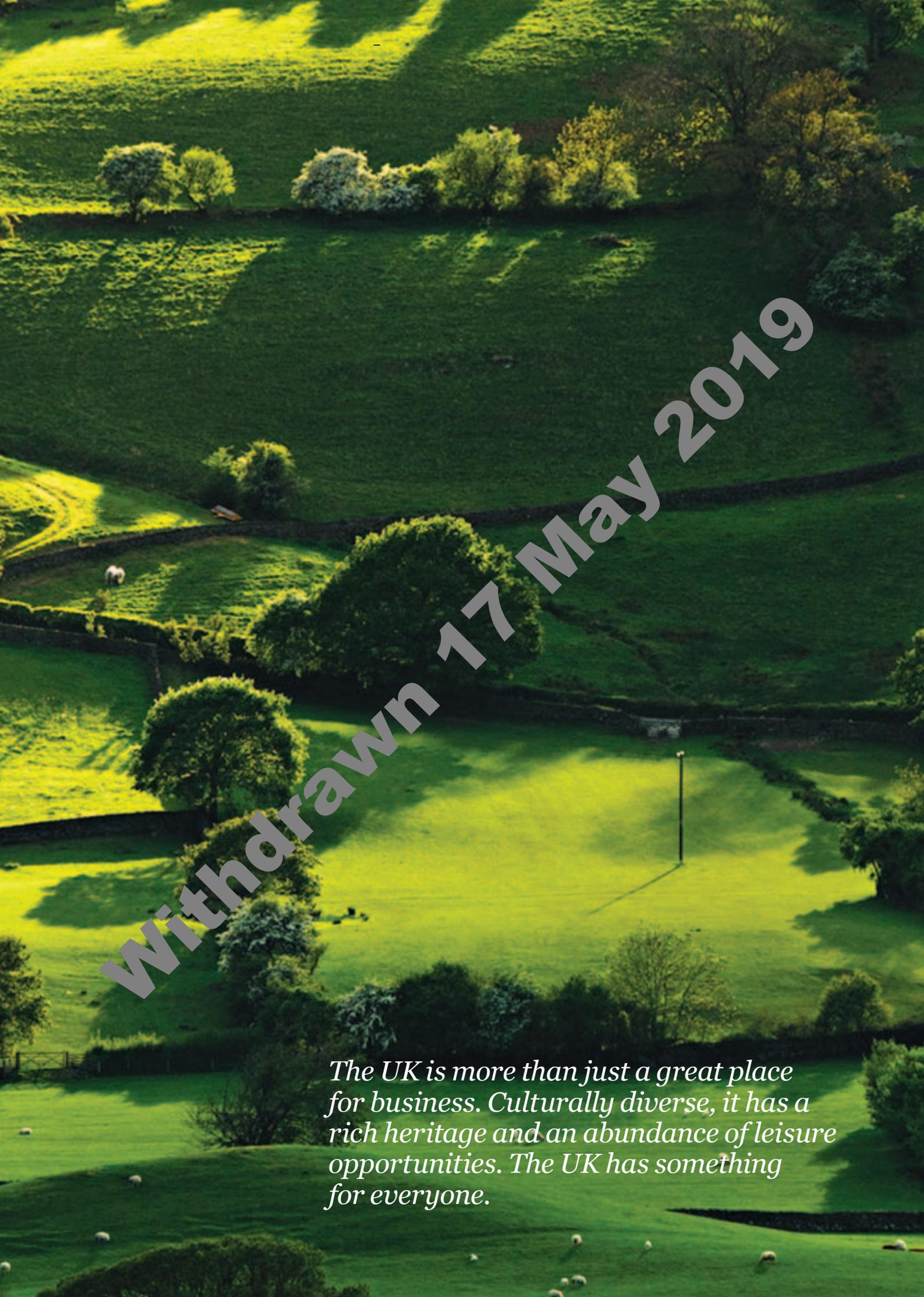
Key elements:

- UK-based companies can benefit from a reduced 10 per cent corporation tax rate on their Patent Box profits.
- The relief applies to worldwide profits from inventions patented by the UK Intellectual Property Office, the European Patent Office and certain other patent offices.
- It is not only royalties and income from the sale of patents that qualify for this regime; profits from the sale of products that incorporate a patented innovation are also eligible.
- A company qualifies if it owns (or licenses on exclusive terms) qualifying patents and has either created or developed the patented innovation or a product incorporating it.
- A company can benefit from the regime even where it did not create the original IP.



**A
GREAT
place
to live**

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An aerial photograph of a lush green landscape. The scene features rolling hills, stone walls, and scattered trees. The lighting is bright, creating strong shadows and highlights on the grass. A large, semi-transparent watermark is overlaid diagonally across the center of the image.

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The UK is more than just a great place for business. Culturally diverse, it has a rich heritage and an abundance of leisure opportunities. The UK has something for everyone.

Four great nations

The UK – a blend of cultures and traditions.



Outstanding mountain ranges – Glencoe

1

Edinburgh Scotland

An ancient city with an amazing history, bustling Edinburgh boasts famous sights such as the Royal Mile, Holyrood Palace and Edinburgh Castle.

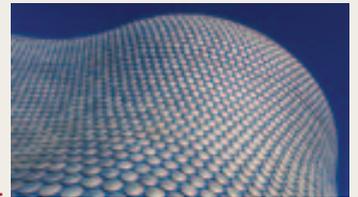
2

Belfast Northern Ireland

A small city, big on excitement. Shopping, tours, world-class dining, music – you name it, Belfast's got it.



Historic country houses – Castle Howard



Great shopping – Selfridges Birmingham



National parks – Giant's Causeway

3

Cardiff Wales

Europe's youngest capital and one of the fastest growing cities in the UK, Cardiff's recent redevelopment has resulted in world-class sporting and entertainment venues.



A stunning coastline – Tenby

4

London England

A 40-minute walk along the South Bank will take you past iconic sights such as Big Ben and the Houses of Parliament, the London Eye, Tate Modern, Shakespeare's Globe, St. Paul's Cathedral and Tower Bridge.



World Heritage Cities – Bath



Neolithic monuments – Stonehenge

From amazing events...

Shakespeare

Shakespeare remains one of Britain's most celebrated playwrights, and his plays continue to bring in the crowds on the banks of the Thames at the Globe Theatre, as well as in his birth town, Stratford-upon-Avon.



Fireworks and bonfires for all to enjoy...

Quirky, historical traditions like Guy Fawkes Night - celebrated on 5 November in every town and village in the country - are Britain's heritage, alive and kicking, for everyone to enjoy.



Music festivals

From Glastonbury to the Proms, the Royal Albert Hall to the Brixton Academy, Britain's wide variety of music festivals and venues means there's something for everyone.

Exciting sport



Tennis

The Wimbledon Championships, watched the world over, are synonymous with the British summer and attracts fans and anyone looking for a taste of the social "season".

Over 550

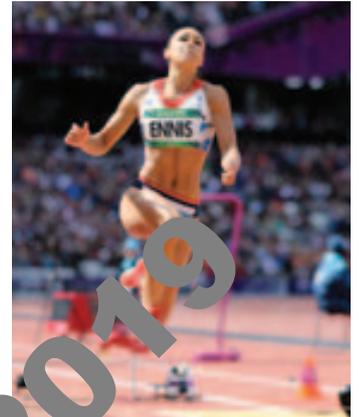
The UK's countryside is the setting for magnificent golf courses, with 550 in Scotland alone.



Formula 1 plays a prominent role in Britain, home to McLaren and seven further Formula 1 teams. Come and watch a Grand Prix at Silverstone, or take to the track yourself for a fun day out!



...to the greatest show on Earth



London 2012

In 2012, London became the sporting centre of the world when it hosted the Olympic and Paralympic Games. A spectacular success, the event looks set to deliver sporting and economic benefits for generations to come.

Iconic heritage



Royal heritage

In Britain, we know how to celebrate our monarchy. Royal weddings and Jubilees are celebrated across the country, with street parties and spectacles for all.

77



Britain is a world-leading nation of innovators. From DNA to MRI scans to IVF, the UK has won 77 Nobel Prizes in natural and physical sciences.



Blue plaques on houses mark where previous famous inhabitants – from Jimi Hendrix to Johann Sebastian Bach – lived and worked in Britain. In Liverpool, Beatles fans can explore the band's birthplace for themselves.

Great lifestyle



Leading the way in fashion

The UK is at the leading edge of international fashion. Major names include Ozwald Boateng, Julien Macdonald, Stella McCartney, and Paul Smith. The London Fashion Week, one of the “big four” international fashion weeks, occurs twice yearly.



East London

Britain's deep history is matched by its modern dynamic. East London has transformed into London's most fashionable quarter, housing Spitalfields Market, Brick Lane, multiple art galleries, Tech City and, of course, the Olympic Park.

Enjoy the best of British... a Devon cream tea, a country pub lunch, a pint of ale, Cheddar cheese, Jersey Royal potatoes, Cornish pasties, Melton Mowbray pork pies, Welsh cakes, haggis, whisky, English wine – these are just some of the many delicacies you can find here.



Healthcare

Founded in 1948 by Aneurin Bevan, the National Health Service (NHS) is the world's largest publicly funded health service and offers free medical treatment to all residents of the UK.

Commuting

With major cities located throughout the UK, executives have the choice of living in or around major population centres, or to live in smaller towns or villages within easy reach of larger settlements.

Travel

The UK's extensive airline network also allows residents to take advantage of European attractions, with nowhere in Europe more than a four-hour flight away.

Education

Schools: Britain has some of the best independent schools in the world, an excellent range of state-run schools and several international schools that cater for specific nationalities. There has been huge investment in educational technology in British schools, and the development of curricula that truly reflect the demands of a fast-changing economy.

Universities: Britain is home to four of the world's top ten universities: Oxford, Cambridge, UCL and Imperial College London. The country has a total of 115 universities, all set up to offer students the experience of their life. Add this to the fact that the UK has the highest number of leading MBA courses in Europe, it's no surprise that 10 per cent of the world's international students come to study here.

Competitive taxes

Our internationally competitive corporate tax system has always been and remains an increasingly valuable asset in attracting overseas EHQ investment.

Tax reforms

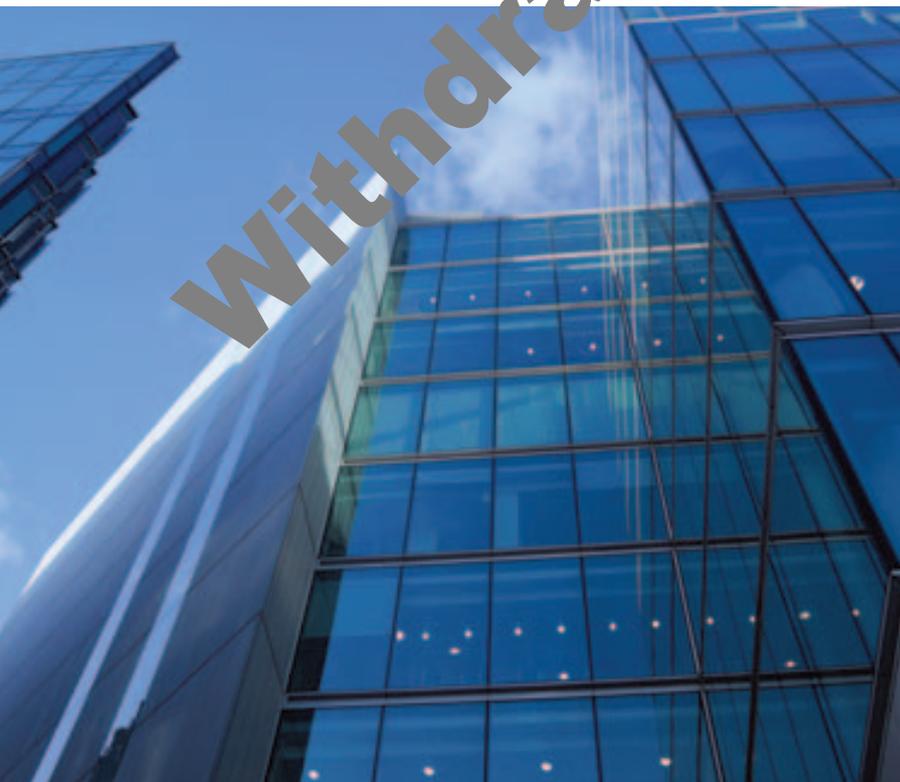
Since 2010 we have undertaken a comprehensive review of the UK tax system, consulting with business on the direction and design of our reforms. Any changes are based on a set of clear principles which provide the certainty needed for long-term financial planning and investment in the UK. We have made tax policy simpler and more transparent and therefore better suited to a globalised trading world. We are committed to creating the most competitive tax regime in the G20. The UK's corporation tax rate will be 20 per cent in 2015 - the lowest in the G7 and joint lowest in the G20.

Low tax burden

The UK has generous tax allowances such as the Patent Box (see page 9) and the most extensive network of double taxation treaties in the world. Our overall tax burden is well below countries such as Germany, France, the Netherlands, Belgium, Sweden, Denmark and Italy, as well as below the average for the EU as a whole (Eurostat, 2011). Employers pay less social security contributions in the UK than in most other European countries.

i The UK as a holding company location

- The tax changes in the UK over the last few years mean that the country is now a highly attractive location for a head quarters or holding company.
- It offers an attractive corporate tax rate, combined with dividend and capital gains exemptions.
- The UK is unusual in not having an outbound dividend withholding tax and, under the country's wide treaty network, withholding taxes on interest and royalties are often reduced to zero.
- HM Revenue & Customs (HMRC) can support taxpayers in agreeing Advance Pricing Agreements (APAs) with other fiscal authorities for complex transfer pricing issues, or in agreeing them unilaterally with HMRC.
- In 2002, the UK introduced an exemption from tax on capital gains realised on the disposal of a 10 per cent or greater shareholding in a trading company. The selling company must be a member of the trading group and the shareholding held for at least a year. There are also a number of reorganisation reliefs, which permit groups to be demerged tax-free.



Entrepreneurial hub

EHQ investors in the UK will find a highly skilled labour force, as well as an ever-increasing pool of industry talent, to draw upon.

Educational excellence

The UK is home to the top four universities in Europe and four of the top ten globally (QS 2012) and has a world-class skills base that will remain secure for the future, with the highest graduate output in Europe (OECD, 2012).

With a rich history of innovation and a dynamic business environment, we value entrepreneurs in the UK – and we’re pulling out all the stops to make things work for business. Global talent thrives in the UK, with accelerator schemes and a new graduate entrepreneurs competition to assist high-potential start-ups to set up here. Business incubators are available across the country, offering work space and business support services at market rates for those in need of early-stage assistance.



Corpus Christi Chapel, University of Cambridge



Britain is home to four of the world’s top ten universities: Cambridge, UCL, Oxford and Imperial College London



Tech City

Tech City is fast developing into one of the world’s great technology centres. Based in East London, Tech City is the digital capital of Europe, a centre of innovation and the chosen home of over 700 tech and digital companies.

Tech City lies in a prime location, at the convergence of London’s investment community and the advertising, music and broadcast media clusters.

The multicultural environment creates a buzz that generates new ideas and innovation while attracting the best talent. Within close proximity of four of the world’s leading technology universities – Cambridge, UCL, Oxford and Imperial – and served by transport hubs providing fast access to central and outer London, linking the capital to Cambridge, Stansted Airport and beyond, Tech City is a leading technology cluster in which to position a European base.



The Jaguar XJ, one of a new generation of vehicles using innovative technologies to minimise environmental impact



Union Jack Dress, House of Hannigan



Sector expertise

The UK has internationally recognised capabilities in a wide range of sectors.

Advanced Materials

We have a long-established reputation for academic excellence in materials science, research and development. Ranked fourth in the world, we host five of the top 100 institutions and have universities which attract at least £95m each year of materials research funding.

Aerospace

More than 3,000 aerospace companies operate in the UK, including undisputed global leaders. In addition, the UK aerospace sector has the largest small- and medium-sized enterprise (SME) base in Europe, with SMEs accounting for 55 per cent of civil aerospace sales in 2010.

Automotive

Worth over £10bn annually, our automotive sector is diverse, vibrant and world class. Home to some of the most productive vehicle plants in the world, it produces more than one million cars and commercial vehicles and over two million engines a year.

Business Services

Our unique European location, leading financial capabilities, open business community and highly skilled and educated workforce are pivotal to the prosperity of the business services sector. It is the connectivity of financial and professional services (mainly legal, accounting and consultancy) that has propelled the UK business sector into the global arena.

Communications

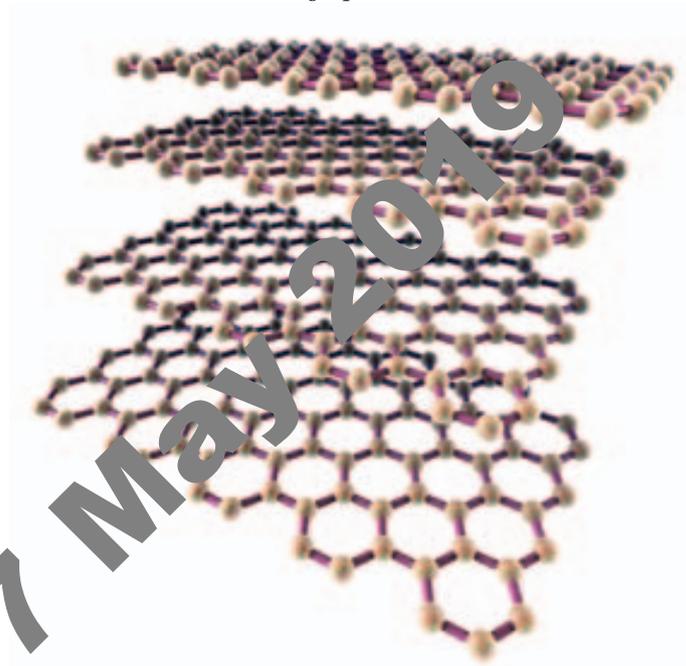
Our telecommunications market is valued at £45bn and our communications sector employs approximately 250,000 people across 8,000 companies. Ofcom provides light-touch regulation based on competition, transparency and ease of transfer between competitors.

Creative and Media

We have one of the largest and most diverse creative industry sectors in the world, accounting for 6 per cent of GDP and employing 2.3 million people. The UK is home to world-renowned businesses in advertising, fashion, TV, film, design, architecture and the experience economy and pulls on the well-known innovative talents found nationwide.



Modern British cooking by Alison Price



Graphene – The Nobel Prize in Physics for 2010 was awarded to Andre Geim and Konstantin Novoselov at the University of Manchester “for groundbreaking experiments regarding the two-dimensional material graphene”

Electronics and IT Hardware

Today, world-leading businesses in processor core technology, mixed signal devices, sensors and lighting operate in the UK, benefiting from its supportive business environment, R&D-related tax and financial benefits and the highly developed creative and design talents. Ninety-five universities in the UK offer degree-level courses in electronics, ensuring a steady stream of skilled staff are available with up-to-date skills.

Energy

The UK is the world's lead producer of energy. The energy industry contributes 4.4 per cent of national GDP and directly employs some 171,000 people. Given the UK's legal commitments to decarbonising its energy sector, clean coal, gas, nuclear and wind will constitute the principal sources of power in the future. Indeed, the country is already making great strides in this area, with installed offshore wind energy capacity of 2GW - the largest in Europe. Other key UK strengths include solar, tidal, wave and biomass.

Financial Services

The UK is a leading global financial services centre and the single most internationally focused financial marketplace in the world. It has an unparalleled concentration of capital and capabilities, as well as a regulatory system that is effective, fair and principled. As a result more overseas financial institutions and investors choose to do business in, and with, the UK than any other country.

Food and Drink

Every year the UK food and drink industry introduces around 10,000 new products. The UK is particularly competitive in added-value, branded and skill-intensive products. Food and drink manufacturing is the single largest manufacturing sector in the UK and is growing at a faster rate than most other sectors.

Information and Communications Technology

The UK offers companies one of the largest ICT markets in Europe with the largest consumer expenditure per head and an overall spend of £140bn per annum, of which the UK public sector contributes £18bn.

Life Sciences

The UK life science industry includes pharmaceutical, medical technology and medical biotechnology companies. It is the third-largest contributor to economic growth in the UK, with more than 4,000 companies accounting for 165,000 UK jobs and generating a total annual turnover of over £50bn.

Oil and Gas

The UK oil and gas market is typified by the presence of large diversified companies with highly vertically integrated operations throughout oil exploration, production, refining, transportation and marketing.

Success stories

The UK is the ideal location for global businesses to achieve growth and success. Business leaders share why they think the UK is number one for European headquarters.

Crystal CG

Chinese digital media firm Crystal CG opened its UK-based operation in London in 2007, expanding it in 2009 to become the company's European headquarters.

"UK Trade & Investment was a constant support when we were looking for an operational base in the Europe, Middle East and Africa region. Their team really helped in making the decision to locate in London."

– Gilles Albaredes, Managing Director, Crystal CG International

Mitsubishi Power Systems Europe

Advanced energy technology company Mitsubishi Power Systems Europe (MPSE) is a subsidiary of Mitsubishi Heavy Industries, the world-renowned Japanese engineering business.

Headquartered in London, MPSE provides low carbon energy generation and storage technologies that range from advanced thermal power systems (such as one of the world's largest and most efficient gas turbines) through to wind turbine generators, batteries and fuel cells.

"Being in the UK helps Mitsubishi Power Systems Europe get closer to our UK and European customers. The UK is committed to having an open and competitive economy, and as an inward investor we were and are made to feel welcome and valued. There continues to be examples that the UK is keen to maintain and enhance its competitive position as a location for foreign direct investment (FDI), such as the commitment to reduce corporation tax, taxation on foreign branch offices, and the so called Patent Box."

– Akio Fukui, Chairman, Mitsubishi Power Systems Europe

BlackBerry

Canadian wireless and mobile telecommunications company BlackBerry has an extensive track record of investment success in the UK.

With its Europe, Middle East and Africa headquarters located just outside of London in Slough, BlackBerry currently operates business units from five locations across the UK. The company benefits particularly from the UK's strong ICT and creative environment by working closely with local locally based world-class applications developers.

In addition to being a key operational base for BlackBerry, the UK is also one of the firm's most important global markets, with a very strong client base in both the public and private sectors, and over 8.5 million subscribers to the iconic BlackBerry smartphone and PlayBook tablet.

"From a business perspective, the UK is a great place to invest in. We particularly value the UK's 'innovative ecosystem' - specifically, the range of dynamic and innovative companies for us to work with, combined with a large and knowledgeable market that truly enjoys new and innovative products."

– Elizabeth Kanter, Director of Government Relations, BlackBerry

“ *The UK represents a big market opportunity and access to the broader European market made it an easy choice to use the UK as a launchpad for our European business. The UK has the skills, talent and ecosystem to ensure we can execute our aggressive growth plans.*

Matt Price

Vice President and General Manager, EMEA, 7desk

Withdrawn 17 May 2019



World-class infrastructure

The UK has advanced transport and technology infrastructure – a critical factor for attracting EHQ investment.

National Infrastructure Plan

For the economy to flourish, people, goods and information must move freely. Businesses across all regions and industries need the right conditions to grow. Reliable infrastructure is essential to achieving this. Ensuring networks are integrated and resilient is vital, and the UK Government's National Infrastructure Plan contains major commitments to improve the UK's transport and broadband networks, as well as steps to attract major new private sector investment.

Transport upgrades

Decades of investment in transport infrastructure have made the UK both easy to enter, and straightforward to travel around. With over 70 airports, 40 major ports, excellent rail links and toll-free motorways, getting in, from and around the country is both accessible and affordable. Thanks to a £6.5bn upgrade of London's transport network in time for its hosting of the 2012 Olympic and Paralympic Games, and the arrival of Crossrail – the new high frequency, convenient and accessible railway for London and the South East – in 2018, the UK capital is set to be the best-connected city for business in the world.

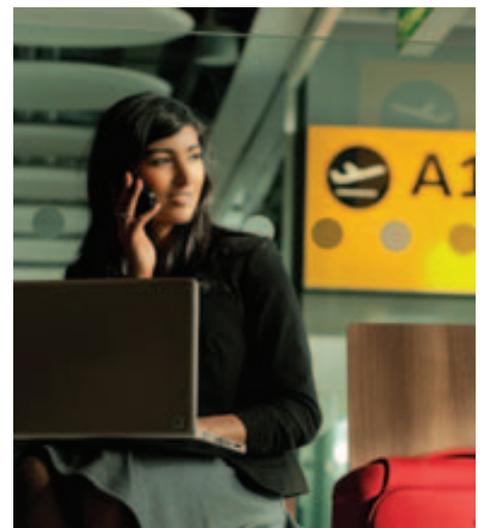
Information and Communications Technology

We are independently ranked as the leading major European location for ICT.

- The UK is the 7th in the world in the World Economic Forum Networked Readiness Index 2013, higher than any of the major European economies.
- ICT costs in the UK are highly competitive; companies can select from a range of providers and tariffs that suit their individual ICT requirements.
- Broadband costs are extremely competitive and among the lowest in the European Union (World Economic Forum Global Information Technology Report 2013).

We have one of the strongest technology and telecommunications infrastructures globally, with the Economist Intelligence Unit ranking the UK one of the world's leading digital environments. We are committed to the rapid roll-out of infrastructure to provide the best superfast broadband network in Europe by 2015.

Delivering 4G services is a key part of the Government's commitment to providing the UK with the digital infrastructure businesses need to succeed and grow. The Government is investing £830m to provide the UK with the best superfast broadband network in Europe by 2015, as well as extending mobile coverage. The rollout will deliver superfast 4G mobile services to people in cities, towns and villages across the UK and will almost double the amount of airwaves currently available to smartphones and tablets that use 3G networks.



Commercial gateway

Establishing your EHQ in the UK gives you access to the world. Our GMT time zone facilitates a 24/7 business environment.



Global links

The UK, home of the English language, is an open and internationally focused economy and a proven gateway to the EU single market of over 500 million consumers, as well as the wider global market. Globally minded, diverse and multicultural, the UK is firmly established as an international trading nation, with historic links to communities all over the world. It is therefore a perfect springboard for exporting your products and services, as well as an ideal location to base a business that is dependent on international links. Small wonder, then, that we attract more inward investment than any other country in Europe.

Diverse marketplace

The UK is an extremely diverse, tolerant and welcoming country, home to a stimulating mix of religions, ethnicities and languages.

Migration to the UK

More and more skilled people are coming to the UK each year. In 2012, we processed nearly 2.6 million overseas visa applications globally, with 94 per cent of all non-settlement visa applications processed within three weeks and 99 per cent in six weeks.

We have reformed our entrepreneur and investor routes and our intra-company transfer scheme has been described by businesses as the “most user friendly” in the world. We are continuously working to improve the service we provide to all our visa customers and this means introducing faster processing for priority customers and improved services to our visa application processes across the world.

For those coming to the UK for a shorter business trip, we offer a number of additional services that provide extra speed and convenience, including a range of in-country specific priority visa services which can process a visa in anything from one to five days. UK visas provide greater flexibility than many others, allowing visit-visa holders the opportunity to enter and leave the UK multiple times.

Getting around

With an integrated system of airports, sea ports, railways and roads, businesses located in the UK can choose the optimal method of moving people and freight between major cities and locations, both within the UK and internationally.

The UK has the largest air transport system in Europe, accounting for approximately 217 million passengers each year (CAA, 2013).



The UK is the number one gateway to Europe, giving easy access to the 27 member states of the European Union, the world's largest single market



The UK – the number one gateway to Europe



Typical journey times by air from the UK to European destinations

Destination	Typical journey time
Amsterdam	1 hour 30 minutes
Berlin	2 hours
Zurich	2 hours
Rome	3 hours
Madrid	2 hours



Fastest journey times by rail from London to key destinations

London to	Duration by rail
Birmingham	1 hour 22 minutes
Manchester	2 hours 7 minutes
Edinburgh	4 hours 21 minutes
Brussels	2 hours 1 minute
Paris	2 hours 16 minutes

Destination	Typical journey time
Amsterdam	1 hour 30 minutes
Berlin	3 hours
Zurich	2 hours
Rome	4 hours
Madrid	3 hours

The UK has a privatised rail network linking all locations across the country and, through the Eurostar connection and the Channel Tunnel, key locations in Europe.

The UK offers a world of opportunities for global businesses looking to establish headquarters in Europe.

UKTI teams in over 30 countries provide expert help to companies wishing to set up their European Headquarters in the UK. Get in touch with your local office to find out how your business can benefit from these outstanding commercial advantages at www.ukti.gov.uk/invest

Alternatively, telephone UKTI's Investment Services Team:
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UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK's dynamic economy acknowledged as Europe's best place from which to succeed in global business.

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