

**PRESS RELEASE**

**BritishAmerican Business Inc (BABI) Launches  
“UK Handbook” 2004**

*Practical guide for US companies looking to do business in UK*

**London, 30 April 2004** – BritishAmerican Business Inc (BABI), the leading transatlantic business organisation, has just brought out this year’s edition of the “UK Handbook”, or BritishAmerican Business 2004. The *Handbook*, now in its fourth year of production and published by Roxby Media Ltd, is a practical guide for US companies looking for investment opportunities in the UK. The publication is particularly aimed at the small to medium-sized enterprise (SME) sector, with help and guidance for those most likely to need it when looking to do business in the UK.

The US/UK business relationship represents the largest economic partnership between any two countries in the world\*; problems in recent years, however – from trade tariffs to tax and currency exchange rate issues – have led to a slow down in transatlantic trade. The *Handbook* aims to encourage and facilitate US/UK business by providing US companies with a variety of practical advice as well as industry- and region-specific information to help them get started in the UK. Copies of the publication are sent to various organisations and business networks throughout the US, as well as to the offices of UK Trade & Investment and British Consulates across the country.

Contributors to this year’s publication include Mike O’Brien, Minister of State for Trade, Investment and Foreign Affairs, Ian Stopps CBE, Chairman of BABi and Chief Executive of Lockheed Martin UK Ltd, the Hon William Farish, US Ambassador to the UK, Sir Stephen Brown, Group Chief Executive of UK Trade & Investment and Wilf Stevenson, Director of The Smith Institute.

The publication will officially be launched at BABi’s annual inward investment event on 6 May 2004 at The Savile Club in London’s Mayfair. Speakers include William Pedder, Chief Executive, Inward Investment, UK Trade & Investment and Vicky Pryce, Chief Economic Advisor and Director General of Economics, Department of Trade & Industry.

For further information on BritishAmerican Business 2004 or to attend the inward investment event, please contact Sally Pigdon at BABi (details below).

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\*See ‘Notes to Editors’

## **Notes to Editors**

Specifics of the US/UK business relationship:

- The US/UK investment relationship is worth US\$460bn, split equally between the two countries
- The US/UK trade relationship is worth US\$74bn, equally balanced between the US and the UK
- 40% of overseas direct investment in the UK is from the US
- New US-led investment projects in the UK accounted for more than 18,000 jobs in 2002/3
- 39 cents from every US dollar invested in the EU stops in the UK
- Approximately one million Britons are employed by US companies in the UK

### **About BritishAmerican Business Inc (BABI)**

BritishAmerican Business Inc of New York and London ([www.babinc.org](http://www.babinc.org)) is the leading transatlantic business organisation, dedicated to helping its 800-plus member companies build and expand their international business.

BABI provides its members directly with a range of targeted business services focused on business development, business intelligence and networking, and with access to broader business networks in more than 60 other major cities throughout North America and Europe.

BABI incorporates the British-American Chamber of Commerce (New York/London) and the American Chamber of Commerce (UK), which merged in September 2000 to create the strongest transatlantic business organisation.

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