

ACROSS THE POND

BRITISH TRADE & INVESTMENT SUCCESS STORIES IN THE US





From London to New York, Middlesbrough to Miami, and Portsmouth to Portland; these companies contribute to what is one of the most important economic relationships in the world

Were you aware that the bicycle thousands of New Yorkers ride to work every day may have been hand-crafted in London? That Jaguar Land Rover has a dedicated program to hire US military veterans for its retail network? Or that Rugby is now being played by over 115,000 registered players in the US, not least thanks to the success of top British Rugby club Harlequins?

This publication is an homage to the many British companies who have made their own trade and investment success story in the US. Some companies have been in the US for decades, others are dipping their toes for the first time. From London to New York, Middlesbrough to Miami, and Portsmouth to Portland; these companies contribute to what is one of the most important economic relationships in the world. They spur innovation, create jobs, and engage in communities.

The diversity of the stories featured in this publication is only a snapshot of the thousands of British companies who do their part to bring the UK-US trade and investment relationship to life; all to the benefit of American and British workers and consumers. We invite you to join us in exploring these success stories and be part of this special economic relationship.



BT is the world's oldest communications company and the first to develop a nationwide network, with history going back to the Electric Telegraph Company in 1846. Today, BT is one of the world's leading global connectivity providers and cloud services integrators. It brings together business services from all the major cloud providers into one simple, scalable and secure managed service – delivering industry-specific solutions and consulting expertise.

In the UK, BT sells products and services to consumers, businesses and the public sector across broadband, TV, corporate and mobile services. Outside of the UK, BT provides managed networking IT services to 6,500 corporate and public sector customers globally. BT uses and develops its services to deliver economic growth and wider social benefits in the areas of digital inclusion, energy management, smart cities and R&D innovation.

Of course, the success of BT's global business relies on strong UK-US economic ties. The rich culture of entrepreneurship and diversity of industry in the US offer strong opportunities for growth and innovation. BT entered the US market in 1988 and today has 2,600 US-based employees. The US is the largest hub of commerce for global companies, and the majority of BT's international customers are US-based or have extensive US operations, including some of the most successful American companies, state governments and universities. In addition, BT Federal was created 15 years ago to serve the needs of the US Federal Government.

In the UK, US and around the globe BT strives to use the power of communications to make a better world.



The rich culture of
entrepreneurship and
diversity of industry in the US
offer strong opportunities for
growth and innovation

Rugby is one of the fastest growing team sports in the US, with over 115,000 registered players in 2016



Harlequins

Founded in 1866, and celebrating its 150th anniversary season, English rugby union team Harlequins has been continuing its initiative of growing rugby union in the US. Rugby is one of the fastest growing team sports in the US, with over 115,000 registered players in 2016.

In 2015, Harlequins entered into a strategic partnership with USA Rugby to help grow and develop the game. The English club aims to build a long-standing presence in the US with a particular focus on California. Harlequins have conducted a number of visits to the US, including Academy and Global Development Director, Tony Diprose, and Coach, Gary Street, regularly visiting California to deliver coaching sessions to local rugby clubs and schools, and a one-off friendly match against the USA Eagles, in Philadelphia.

Harlequins' work in the US is largely concentrated at the grassroots level, to create and help nurture interest in the sport and those with talent. The club has a proven track record of success in the UK and abroad with its wide network of affiliate clubs around the world, which includes Dallas Harlequins and Hawaii Harlequins.

Since 2004, the US has hosted a leg of the HSBC World Rugby 7s Series in Las Vegas. Coinciding with the 2017 tournament, Harlequins' Tony Diprose was invited to be a headline speaker at the annual Las Vegas Coach Development Conference, delivering even more expertise to US coaches.



Jaguar Land Rover is the UK's largest automotive manufacturer and is built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports sedan and sports car marques. The company is a leader in the British automotive industry and continues growing, notably in the US market.

In 2016, the company celebrated a new all-time US sales record with a 24% increase over the previous year, with the Jaguar brand alone boasting a 116% increase in sales. As sales increase, Jaguar Land Rover's U.S. operations continue to grow. The company's growing network of dealerships and sales operations offices supports over 9,000 jobs in the United States. Jaguar Land Rover will also move into an all-new North American headquarters in 2018 located in Mahwah, New Jersey.

As vehicle innovation advances, Jaguar Land Rover continues future technology research in the United States at a facility in Portland, Oregon. This unique facility is developing new technologies and hosts a variety of technology start-up companies in a dedicated Tech Incubator.

Growth and innovation need the best people to succeed and Jaguar Land Rover has a dedicated program to hire U.S. military veterans for its retail network. The program has hired over 100 veterans since launching in 2016 and continues growing.

In 2016, the company celebrated
a new all-time US sales record
with a 24% increase over the
previous year



The main reasons why New York is so attractive is due to the density and sheer size of the SME market



Although Northern Star has been helping businesses in the UK since 1995, 2016 was the year it took on the challenge of expanding into the New York market. Starting with only one or two clients, the team set up just off of Wall Street and started offering IT support, consultancy and management to local US businesses. They quickly found success here and discovered a special niche, not just with the locals, but also in helping UK companies set up their own offices across the pond.

The formula seems to be working and while having no background or history operating in the US market, the first year's figures showed that the company was ahead of projections. Great news for them and also for other businesses who have ambitions to take a bite of the Big Apple. In fact, one of the main reasons why New York is so attractive is due to the density and sheer size of the SME market.

And it's not just in the US that they've enjoyed new business. Having offices in London and New York means that companies who want to make the jump from NY to London have a partner they can trust to help them set up their IT in the UK. Having the presence in the US enables strong lines of communication through the New York team and back to London, and Northern Star's clients are finding that their projects are delivered to an exceptional level because they're using a single company to do the work in both locations.



Founded in 2009 by current Creative Directors Pietra Mello-Pittman, former Royal Ballet dancer, and Ella Spira, Grammy nominated composer, Sisters Grimm is a theatre production company that has brought their unique set of skills and expertise in dance, music theatre and film from the streets of London to the avenues of New York.

Sisters Grimm's success is a result of their passion to create respectful cross cultural and multi-disciplined productions, such as their hit production: INALA. Bringing cultural traditions into the modern day through theatrical artistic productions, maintaining the highest standard of production, and achieving excellence in all of their work is at the core of Sisters Grimm's ethos.

Seeing huge success touring the UK and performing at such prestigious theatrical events as the Edinburgh International Festival, Sisters Grimm officially began trading with the US market in 2017. Their next major production, 'Voices of the Amazon' opens in summer 2017 in the UK, Russia and Singapore, and in 2019 will jump the pond to wow US audiences in New York.

In 2016 INALA, Sisters Grimm's 'Zulu Ballet' INALA was Grammy Award nominated alongside South African legends Ladysmith Black Mambazo, who co-wrote the music for the production. This leveraged Sisters Grimm to new levels of recognition within the theatre industry and the US. Sisters Grimm recently appointed Tony Award winning veteran Broadway producer Jed Bernstein. Bringing expert knowledge of the US market to the team, Sisters Grimm are better prepared than ever to cross the Atlantic and begin a major tour of the US.



Bringing expert knowledge of the US market to the team, Sisters Grimm are better prepared than ever to cross the Atlantic and begin a major tour of the US



Over the past 10 years,
no energy company has
invested more in the
US economy than BP –
\$90 billion in total



For 150 years, BP has been contributing to America's economy and its energy security. Today, the US is central to BP's global business, and BP is committed to the economic vitality of the communities where its employees live and work.

BP has a larger economic footprint in the US than in any other nation where it operates, and over the past 10 years, no energy company has invested more in the American economy. Since 2007, BP has invested \$90 billion in U.S. oil, gas and renewables, as well as the technology to produce them safely. BP tests, uses or creates these innovative technologies at all its major US facilities, including in its well operations, at its refineries and petrochemical plants, and in its fuels business.

From the Gulf of Mexico to the North Slope of Alaska, BP employs about 14,000 people across the country, and the company's business activities support an additional 130,000 American jobs and generate \$80 billion in economic value annually.

BP's contributions to America go well beyond providing the energy and jobs that fuel economic prosperity. The company also supports a wide range of institutions and initiatives that strengthen the communities where it operates. These include everything from education programs for underprivileged children, to career transition programs for military veterans, to charity fundraisers for disease research. Since 2012, BP has donated more than \$130 million to US community programs.

PAVEGEN

Pavegen, founded in 2009, is the global leader in converting footfall into energy and data. The award-winning technology enables people to directly engage with clean energy, to increase their understanding of sustainability issues, and to connect purposefully with brands. Footsteps can power everything from screens, to lighting, environmental sensors and games. Wireless technology provides property owners, retailers and brands with useful data on footfall and customer analytics.

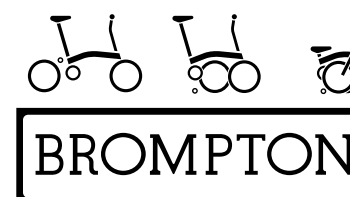
Pavegen has already worked with some of the USA's leading brands including American Express, Ford and Nike and at events including the Americas' Cup. Recent permanent installations include three large arrays at Dupont Circle, Washington D.C., powering outdoor street lighting and commissioned by the District Department of Transportation. Pavegen has also established a partnership with US tech platform Tribal Planet to bring Pavegen's innovative clean-energy products to even more markets via digital activation. Pavegen has seen recognition for its continued innovation and success, winning the 2017 South By Southwest Interactive Innovation Smart Cities Award as well as receiving celebrity support from Akon, will-i-am and Al Gore.

The US is at the forefront of the development of smart cities with the most enlightened city leaders and tech companies. As a leading clean-tech company, Pavegen regards partnerships with US companies and communities as a vital chapter in its path to evolving its data and energy offer and becoming a ubiquitous element in smart urban infrastructure.

US clients and partners have enabled Pavegen to not only grow its revenue, but offer and enable access to some of the world's most exciting and challenging tech environments.



Pavegen regards partnerships with US companies and communities as a vital chapter in its path to evolving its data and energy offer



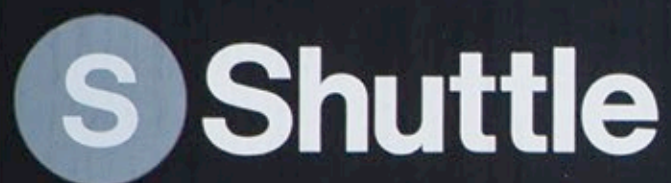
Brompton is the largest bicycle manufacturer in the United Kingdom. Hand-crafted in the UK since 1975, and sold through a network of independent bike stores around the world, the Brompton is the perfect bike for those who value design, quality and the pleasure of riding a bike.

Brompton has been sold in the US since the mid-nineties, initially in small quantities but gradually gaining brand recognition in the cycle industry. Over the last 20 years Brompton has gone from reselling through a small scale distributor, to selling direct to retailers from the UK and then on to establishing a fully owned subsidiary in-country.

Many cities across the US have invested in cycling infrastructure and there are now over 50 bike share programmes in operation across the country. Just as London has undergone something of a cycling revolution in recent years, major US cities are not far behind. For a brand that sells an urban transport solution, this is a fantastic opportunity and setting up its US HQ in New York City has brought Brompton closer to the needs of New Yorkers and US citizens at large, enabling the brand to gain credibility, deliver better customer service and expand its retailer network.

Having a team in-country has enabled Brompton to foster increased brand awareness within the cycling industry thanks to exposure from being featured in some of the world's largest cycling events and consumer shows. Brompton's growth in the US has mirrored the growth of the overall business and has ultimately supported, in part, the expansion of the UK operation into its new 80,000sqft premises in Northwest London.

Franklin Avenue Shuttle



Setting up its US HQ in New York City has brought Brompton closer to the needs of New Yorkers and US citizens at large



AES started life in 1992, providing training and education resources for UK companies. As early adopters of the internet, AES quickly moved to developing a range of web applications designed and developed in-house.

AES moved from just tailor-made projects to offering a range of on-line business systems for the food, ingredient and fine chemical industries, resulting in the growth of its customer base for its Formulation Management System (FMS) and CAMS sampling/project management system to include Asia Pacific and the US.

AES began operations in the US market through a recommendation, when the MD of a UK client moved to a US corporation and relied on AES for advice. Subsequently, it won business with that corporation and implemented on-line systems for them across Asia Pacific, Europe and the US.

Its premium quality software is designed to improve ROI, profitability and provide seamless communication capability and real-time access worldwide. This is crucial to US corporations, and with so many global players headquartered in the US, it has become an important trade partner for AES.

When US companies rely on these products, it gives other potential customers added confidence to use and trust in AES. In the 2008 downturn, having a mixed revenue stream (USD/GBP) helped AES weather that storm. In sharing a common “can-do” attitude, AES benefits immensely from working with the US.

However, not taking anything for granted and always adding more value to its products through ease of use, additional functionality or by building on new technologies helps AES keep its US customers at the front and center of its focus.



With so many global players
headquartered in the US,
it has become an important
trade partner for AES

More than 75% of Montezuma's
£1m export sales come from the
US, and increased exposure has
seen direct to consumer website
sales grow too



In 1999, Helen and Simon Pattinson, tired of their jobs as London lawyers sold up and travelled to South America. There they stumbled upon an entire town dedicated to chocolate, and returned to the UK keen to create innovative, ethically sourced products.

Montezuma's Chocolate was established in 2000, and now has a reputation for producing some of the finest chocolate available in the UK, specializing in the use of spices, herbs and essential oils. The company sells its products online and through a network of its own shops, independent stores and national grocery chains.

Before 2014 Montezuma's had very little market exposure to the US, mainly supplying consumers who had tried its chocolate on a visit to the UK and then bought online once home. In 2015, a trade mission to Atlanta provided the opportunity to learn about the US market and the logistics of importing. The trip also introduced Montezuma's products to a range of buyers who were all very positive in their reviews!

The US offers great appeal - partly because of the language and partly because of the demand for British products and chocolate in particular. The size of the market also means that potential volumes are much larger than in the UK, enabling Montezuma's to enjoy economies of scale in production whilst helping to protect margins.

More than 75% of Montezuma's £1 million export sales come from the US, and increased exposure has seen direct to consumer website sales grow too. More importantly the signs are good; only a very small part of the US has been tapped into, so the future offers the possibility of even higher sales volumes.





London Medical Education Academy (LMEDAC) provides hands on training for doctors to become better surgeons, no matter if they are in their early career, or learning a new procedure later on. With the help of donated tissue, LMEDAC teaches anatomy and surgical skills to help doctors become that best that they can be.

With attendees from all over the world joining hands on courses in London, LMEDAC is one of very few companies offering training that is not run by a medical device company. This unique approach ensures unbiased, objective learning without influence from any one manufacturer. LMEDAC's lab also makes a safe and objective environment to test out procedures, products, robotic commands, Virtual Reality overlay and 3D printing, to keep medical professionals at the cutting edge of new technologies.

Since LMEDAC's inception, they have seen rapid growth and caught the attention of worldwide, established, educational organizations with their unique approach to medical education. With its world-leading universities and access to some of the best medical talent on earth, expanding operations to the US market was a logical step for LMEDAC. Through the help of international partners, the company has been introduced to Brown University and its Alpert Medical School, and are currently in the process of collaborating on their first stateside course together.

With a world renowned healthcare industry, LMEDAC's expansion will ensure that American medical professionals remain at the forefront of new technologies and skills to give their patients the best care possible.



With a world renowned healthcare industry, LMEDAC's expansion will ensure that American medical professionals remain at the forefront of new technologies and skills



BAE SYSTEMS

INSPIRED WORK

BAE Systems Applied Intelligence helps nations, governments and businesses around the world defend themselves against cybercrime, reduce their risk in the connected world, comply with regulation, and transform their operations. BAE Systems Applied Intelligence has adapted their military-class level experience to the protection of corporate assets, which they call business defense, achieved by utilizing their unique set of solutions, systems, experience and processes.

With over 4,000 employees across 18 countries in the Americas, APAC, UK and EMEA, BAE Systems Applied Intelligence has long been a part of the US market. In the US, the specific focus is on commercial entities, and BAE Systems Applied Intelligence offer their Cyber Special forces – some of the most skilled experts in the world, which enable them to defend against cyber-attacks, fraud and financial crime, allow intelligence-led policing and solve complex data problems.

Today, cyber threats come from organized, determined, stealthy criminal groups and nations, looking to steal intelligence and capital. Attacks pioneered by nation states are now being used to attack businesses of all sizes and standard security technology has dropped in effectiveness from 80% to 20% over the past 10 years.

In addition to this decrease, findings from BAE Systems Applied Intelligence's 2017 Cyber Security Monitor Report show that in the US, 50% of C-Suite leaders believe the reason for an attack on their organization succeeding is due to human error. There is clear demand in the US market for cyber security solutions, providing BAE Systems Applied Intelligence with the perfect opportunity to offer techniques and tools that enable businesses and governments to detect, prevent and investigate crime – both in the physical and cyber worlds.

There is clear demand in the US market for cyber security solutions, providing BAE Systems with the perfect opportunity



Nairn's has been baking oat-based products including oatcakes, crackers, biscuits, oat-based snacks and gluten free products in Scotland since 1896. With over 100 years of experience under their belt, Nairn's have used Scottish oats to bake tasty and wholesome food that is as simple and natural as possible. Nairn's use only wholegrain oats grown in the nearby Scottish Borders where the climate is perfect for slowly ripening the grains and where their farmers don't need to use insecticides.

Today, the company has a versatile range of oatcake crackers, oat biscuits and gluten free products which do not contain any artificial colorings, flavors or preservatives. The Nairn's range is wholesome and naturally nutritious. Their oat products are all high in soluble fiber and packed full of slow release energy. Nairn's works hard to make sure all the oaty goodness stays in all their naturally energizing products, without ever compromising on taste.

Nairn's have been exporting to the US for over 10 years. The vast array of natural food stores around the US offer a huge opportunity for Nairn's simple, healthy product range. With an increasingly health-conscious population, Nairn's has seen huge success in the US market, and the growing trend for gluten free food over the past 5 years has widened this opportunity even further.

The diversity within the US makes it an exciting market where consumers are hungry for international brands and appreciate Nairn's Scottish heritage. The US is Nairn's number one export market and with strong business relationships in place, there is great potential to develop the opportunity further.



With an increasingly health-conscious population,
Nairn's has seen huge
success in the US market



ARUP

Founded in 1946, Arup is the creative force at the heart of many of the world's most prominent projects. From almost 100 offices around the globe, Arup's 13,500 planners, designers, engineers and consultants deliver innovative projects worldwide.

The firm has been active in the USA for three decades, bringing Arup's unique vision and values to a vibrant market. From a starting point in San Francisco, the firm has grown in reach and stature so that today there are more than 1,000 staff working in offices right across the country.

During this time, Arup has successfully delivered planning, engineering, consulting and design services for a wide range of major projects, ranging from the Lake Mead Intake scheme in Nevada and the Second Avenue Subway in New York to the Presidio Parkway in San Francisco and the Bill & Melinda Gates Foundation HQ in Seattle.

The US has played a key part in the history of the group, providing a stage for Arup to showcase the best of the firm's skills. At the same time, the US has provided a steady intake of extremely talented Arup staff who have helped the firm thrive, not just in America, but around the globe. As the country's growth ambitions expand in the future, Arup fully intends to remain at the heart of this US story to shape a better world.

The US has provided a steady intake of extremely talented Arup staff who have helped the firm thrive



Pomerol Partners provides business and data analytics solutions to medium and large companies – ranging from tier 1 investment banks to city municipalities in the US and Europe. The company spun out of Deutsche Bank (London) in 2013, is funded from working capital and owned by three equal partners.

Pomerol initially focused on financial services in the early years, before expanding their investment banking approach to analytics, into life sciences and manufacturing. The common thread was and is American companies – Bank of America Merrill Lynch, AbbVie and Dematic to name few – which backed Pomerol and one of their 3rd party analytics platforms (Qlik).

The partners decided on a US foray, and with the assistance of the UK Government, were introduced to the Economic Development Corporation of Kansas City. The broad market opportunity and existing US-centric client background drove Pomerol's move to the Mid-West.

Hitting the streets forced Pomerol to understand the local lead generation and sales channels, landing their first deal in late October 2016 to register on the scorecard. Since then, a growing network of reputable clients and positive referrals have helped confirm their reasons for coming to the US.

Pomerol is now looking forward to continuing their success in the coming years, supporting their clients and expanding the organization even further both at home and abroad.

A growing network of reputable clients and positive referrals have helped confirm their reasons for coming to the US



As a family business, trading with the US has offered Le Toy Van a greater understanding of the global toy market

LE TOY VAN®

Le Toy Van® is a British family owned wooden toy company, set up in 1995 by father Georges Le Van and today co-directed with son Steven Le Van.

Positive reception by retailers and the buying public alike led to the forming of a limited company and the expansion of the portfolio. Early designs included a castle, a doll's house and a farm; these ranges have continued to prosper to the present day with the launch of the latest collections Honeybake® and Petilou®.

Le Toy Van has been operating in the US for 15 years, working through a network of wholesalers' partners, concentrating in supplying specialty shops, high end chain stores and iconic department stores such as Neiman Marcus and Barnes & Noble.

This year, Le Toy Van has increased its portfolio of ASTM toys, especially safety tested for the US market, by over 10%. The full collection was recently displayed at the New York Toy Fair and in a private show in Las Vegas where it has received excellent reviews, suggesting a good year ahead.

The US is a favoured market for Le Toy Van as it shares a similar culture, the same language and similar consumer behaviour, tastes and shopping habits with that of the UK.

As a family business, trading with the US has offered Le Toy Van a greater understanding of the global toy market. With many projects in the pipeline, 2017 really is set to be an exciting time for Le Toy Van in the US.





Barclays is a transatlantic consumer, corporate and investment bank offering products and services across personal, corporate and investment banking, credit cards and wealth management, with a strong presence in their two home markets of the UK and the US.

Barclays has expanded its US operations significantly in the 21st century. In 2004, the company introduced Barclaycard to the US, where it is now the ninth-largest card issuer in the country by balances. In 2008, the acquisition of Lehman Brothers enhanced Barclays' investment banking presence in New York, and corporate banking activity has also increased. In total, around a third of Barclays' income is now generated from its US businesses.

New York and London are the two financial capitals of the world. By refocusing its business as a transatlantic bank anchored in these two centers, Barclays has ensured that it remains at the heart of international financial activity, and can deliver an extensive range of services for its customers and clients. Barclays' sizeable presence in both cities means it is better able to support the global ambitions of the businesses it banks and can facilitate more trade between the UK, US and beyond.

The US and the UK are hotbeds of creativity and fresh thinking. In London and New York Barclays launched its first RISE innovation hubs and initiated the Barclays Accelerator program to help start-up companies deliver breakthrough innovations and pioneer the future of FinTech. Barclays remains committed to supporting economic growth and promoting the future of banking in both countries.



In 2004, the company introduced Barclaycard to the US, where it is now the ninth-largest card issuer in the country by balances

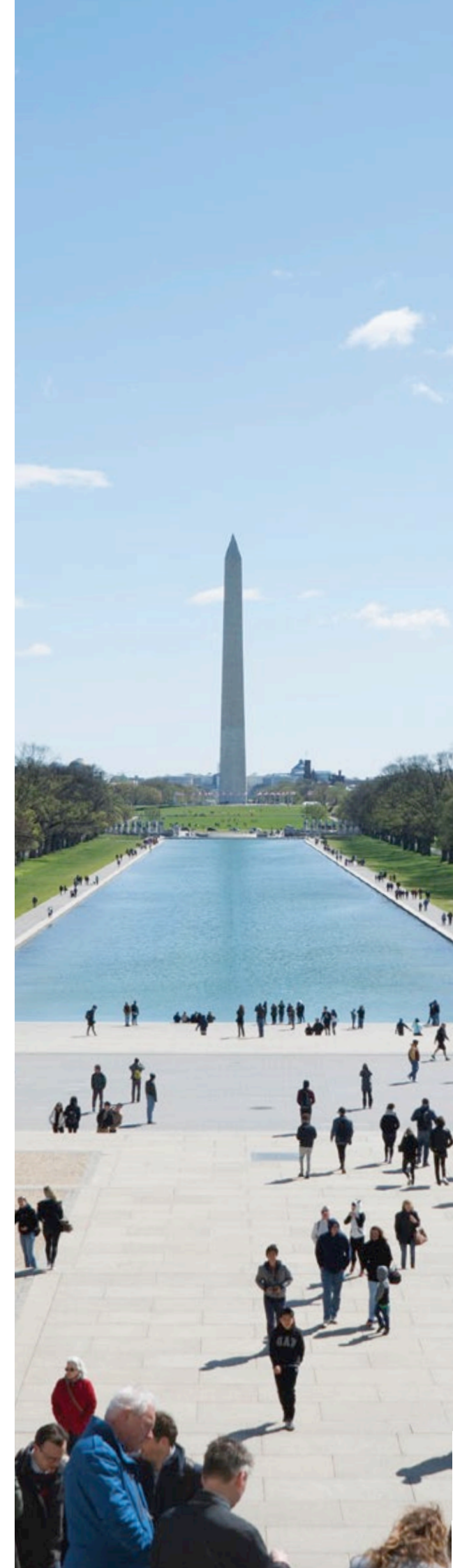
The US receives \$484bn in Foreign Direct Investment from the UK annually

The US imports \$94bn in goods and services from the UK

Almost 14,000 UK companies have subsidiaries in the US

UK affiliates employ over 1.1m workers in the US

A special thanks to the companies involved in this publication for their stories and to all others that help make the transatlantic economy prosper.





Across the Pond: American Trade & Investment Success Stories in the UK

Interested in learning about success stories of American companies trading and investing in the UK? Pick up our sister publication or contact us for a copy at trade@babinc.org