

# ACROSS THE POND

AMERICAN TRADE & INVESTMENT SUCCESS STORIES IN THE UK

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From Miami to  
Manchester, Los  
Angeles to London or  
Boston to Birmingham;  
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in the world

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Did you know that the greeting card you just bought on a British high street may have come from a company that started out of a garage in Oakland, California? That over 2000 people in the UK wake up every morning to go work for aircraft manufacturer Boeing? Or that more than 1 million UK fans of the National Football League (NFL) celebrate their favourite teams live in London?

This publication is an homage to the many American companies who have made their own trade and investment success story in the UK. Some companies have been in the UK for decades; others just arrived. From Miami to Manchester, Los Angeles to London or Boston to Birmingham; 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 companies who bring US-UK trade and investment to life, all to the benefit of British and American workers and consumers. We invite you to join us in exploring these success stories and be part of this special economic relationship.

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Boeing is the world's largest aerospace and defence company and the largest manufacturer of commercial jetliners and military aircraft. The UK-Boeing partnership dates back to the 1930s when the British Air Ministry agreed to buy 200 'Harvard' training aircraft from Boeing legacy company North American Aviation. Soon after, Pan American began transatlantic flights from New York to Southampton on Boeing 314 Clipper flying boats – the same aircraft used by Winston Churchill to become the first world leader to fly across the Atlantic. Boeing products supported the Allies' liberation of Europe, and since then, the company has established a growing presence to support UK and European customers.

Since 2011, Boeing has doubled its UK employment and tripled its spending with British suppliers. Boeing is partnering with the UK government on a long-term initiative for prosperity and growth, announced in July 2016 at the Farnborough International Airshow. The company plans to double in size in the UK again and has already announced plans for a new maintenance hangar at London Gatwick Airport, a multi-million pound project creating over 100 new jobs. In February 2017, Boeing further strengthened its commitment, announcing a £20 million investment to build a new 25,000sqft (2,300m<sup>2</sup>) production facility outside Sheffield to manufacture high-tech components for commercial aeroplanes twinned with Boeing's operation in Portland, Oregon.

British suppliers play a growing role in Boeing's success. For example, when fitted with Rolls-Royce engines, alongside significant contributions from other British firms, Boeing's 787 Dreamliner is 25% by value made by UK companies. It is a true partnership delivering economic benefit to both the US and UK with much more to come.

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# amodex®

Amodex is a perfect example of how globalisation and the internet have promoted ever-closer trade ties between the US and UK, allowing even small, family-run companies to export their products across the globe. Remaining close to their roots, Amodex is proud to promote its Made in USA product line, sourced entirely from US company components and used in households across the United Kingdom.

In 1958, Peter Fatse, a printer based in Bridgeport, Connecticut, and his wife Silvia left the printing industry and founded Amodex Products Inc, a company that would grow to become the world's leader in ink-stain removal products. Peter's daughter Beverlee and her family continue to run Amodex today with the same enthusiasm and commitment to world class products and customer service that has been the hallmark of her parent's legacy.

The UK is one of Amodex's top export markets, representing almost 50% of all export sales, made possible by the work of their partners in the UK. In the past 2 years, exports to the UK have doubled, and Amodex expect this overseas growth to continue through expanded marketing and distribution networks, including featuring Amodex's range of products at UK trade shows across the country. The growth of e-commerce as a way to conduct international business has facilitated the expansion of Amodex to its position as an international exporter today, a far cry from the door-to-door methods used when the company began in the 1950s.

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Citi has had a presence in the United Kingdom since 1902. Today, Citi employs approximately 10,000 staff in the UK, the majority located in London, but with a sizable presence in Belfast.

The UK also acts as the regional headquarters for Citi's operations across Europe, the Middle East and Africa, where they do business in 62 countries. Representing one of Citi's most important markets globally as a leading financial hub, the UK is home to 50% of all multinationals headquartered in Europe, 35 out of the FT Global 500 and a high concentration of banks, insurers, funds and associated industries.

More Citi global business heads are located in London than any other location outside of their New York Head Office. These include Citi's Global Head of Foreign Exchange, the UK accounts for 37% of daily \$5 trillion plus FX market, the Global Subsidiaries Group, which covers the world's largest multinational corporates, and the Global Head of Citi's Treasury and Trade Solutions division, which delivers \$3 trillion worth of payments daily across a network of 101 countries, capturing significant global trade flows centred on the UK.

Beyond the numbers, Citi is committed to making a difference in the communities where they do business. London is one of the major cities that is part of the Citi Foundation's Pathways to Progress initiative. The Citi Foundation invests in programs that connect youth with opportunities that help them reach their full potential and contribute to the vibrant economic centres in which they live.

The UK has been an important part of Citi's history and will continue to be a focus of their work moving forward.



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The UK has an unrivalled innovation infrastructure. There is no place better in the world to develop ideas and collaborate

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3M Science can be found at your local hospital, at the dentist, in your office, in your home, in your phone, in your car and down your road. You will find it on trains and aeroplanes – and it is helping you to connect with your energy and the outside world, improving lives in hundreds of ways, every day. It is a company that helps increase the safety, security and productivity of people, facilities and systems around the world.

3M has been in the UK since 1952 and was the company's first subsidiary outside of North America. The UK has the advantage of a common language with the US, but has so much more to offer an international technology company.

The UK offers unique opportunities for technology-rich companies to learn from – and learn with – other like-minded organisations. The National Composites Centre, for example, has worked successfully in bringing together companies and academics to develop materials for the next generation of aircraft, cars and trains.

And 3M is right there too, helping others to join, seal and machine composites in a more effective way. The company is also active in the Transport Systems Catapult, helping to shape the infrastructure of tomorrow to accommodate connected and autonomous vehicles.

The UK has an unrivalled innovation infrastructure and there is no place better in the world to develop ideas and collaborate. Three of the globe's top ten universities are here – academia that is switched-on to new ideas, new technologies and is rapidly learning how to exploit them for commercial benefit. Just the right environment for a science-based innovation company.

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The exchange of greeting cards, an industry worth almost £1.7bn annually in the UK, is a tradition centred on language and communication, and one whose roots we can trace back to 19th Century England. For a company such as Hello!Lucky, the UK was therefore the perfect place to start their global expansion journey. Perhaps the greatest attraction of the UK was its English speaking market, which allowed for a smooth transition in bringing their products abroad for the first time, foregoing the need to translate their designs.

Hello!Lucky began life as a small greeting card company in 2003, operating out of a garage in Oakland, California. Started by sisters Sabrina and Eunice Moyle, Hello!Lucky has since grown to become a successful international exporter. Sabrina and Eunice began their company at a time when communication was becoming increasingly digitised through the social media revolution. Against the odds, business grew, as their tech-fatigued customers embraced handcrafted designs and kept in touch with friends and family the old fashioned way.

In 2005 Hello!Lucky embarked on its overseas expansion, starting in the UK. Supported by an entrepreneurial London-based friend, Hello!Lucky opened their first overseas sales office in the city. UK business now comprises a healthy 12% of total sales, with an annual growth rate of 50%. Today Hello!Lucky is thriving as an acclaimed brand, sold in stores across the globe.

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United Airlines has proudly served the United Kingdom for more than 25 years. The deep cultural, educational and corporate connections it shares with the US has cemented the UK's position as a core market for United, and they can proudly boast that no carrier flies from the New York metro area to more points in the UK and Ireland than United.

Today, United operates up to 43 daily flights to five destinations in the UK from six US hubs. In 2016 alone, it carried 2.3 million travelers between the two countries.

Investing in the UK continues to be a hallmark for United. In 2014, United and its Star Alliance partners christened London Heathrow's (LHR) Terminal 2, creating a truly seamless hub at one of the world's premier international airports. Every day, around 350 United co-workers are dedicated to delivering a premium experience for all customers at this world class facility.

Recently, United unveiled United Polaris, a reimagined, sleep-enhancing experience for intercontinental premium travelers. The first phase of United Polaris is now available onboard flights to and from the UK and features an elevated inflight food and beverage experience, tranquil custom bedding from Saks Fifth Avenue and exclusive amenity kits with products from Soho House & Co.'s Cowshed Spa. Customers travelling through London Heathrow will also enjoy a new United Polaris lounge set to open in 2017.

As United looks forward to the next quarter century, they will continue to proudly serve customers across the US and UK with innovative products and experiences, bringing people and business on both sides of the Atlantic closer together.



New Balance, founded in 1906, with its global headquarters based in Boston, Massachusetts, is a global athletic brand producing performance and lifestyle footwear and technical running apparel.

The company has its European headquarters in Warrington, Cheshire and with 5 factories in New England, US, and a production facility in Flimby, Cumbria, New Balance is the only major shoe brand that manufactures athletic footwear domestically.

Since New Balance began manufacturing in Britain 35 years ago, the UK has been a key market and a significant trading gateway for the factory's production where around 50% is exported to the leading Eurozone countries, as well as further afield to Japan and China.

US investment has supported the development of New Balance's manufacturing facility in Flimby, West Cumbria, while the UK, a significant sector of the company's EMEA region, continues to show sustained growth.

New Balance is staunchly committed to manufacturing in Britain and to maintaining the company's position as a highly successful exporter.

For New Balance, manufacturing is an opportunity that is not only important for the regional and national economy and local communities, in providing specialised jobs, but it also provides the company with key competitive advantages with 'Made in the UK' footwear that is recognised for its high quality materials, innovative design aesthetics and fine craftsmanship.



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In 1995 in Antioch, Tennessee, Insequence CEO Keith Delk and CIO Tony Westbrook founded Delk Westbrook Technology Inc, later changing its name to Insequence Corporation in 2001. Through their commitment to remaining on the cutting edge of manufacturing and sequencing technology, Insequence has established themselves as industry leaders in the research and development of Just-In-Sequence, Inventory and Manufacturing Execution Systems, paving the way for manufacturing and logistics companies to not only meet their current requirements, but provide them with functionality for the future.

In 2014, Insequence opened their first installation in the UK, and a year later finalized the opening of the Insequence Europe Ltd. headquarters in Upper Heyford, Oxfordshire. Insequence Europe have continued their expansion in the UK, with three new plants now operational in Coleshill, Castle Bromwich and Warrington through which their clients supply such companies as Jaguar Land Rover with all bumpers and tailgates for their entire range.

The UK is a leading stakeholder in the global automotive production and trade industry, providing the perfect conditions for a company like Insequence to thrive. Featuring at major UK automotive trade events such as Automechanika Birmingham allows Insequence to meet with many Tier 1 suppliers to extend their brand presence, and remain at the forefront of new technologies in the supply chain.

The UK's biggest attraction as an investment destination was its English speaking market. The complex nature of Insequence's work means that product implementation requires great attention to detail and close cooperation with their client, so being able to conduct business in a shared language reduces the risk of miscommunication which could result in delays and expensive mistakes.

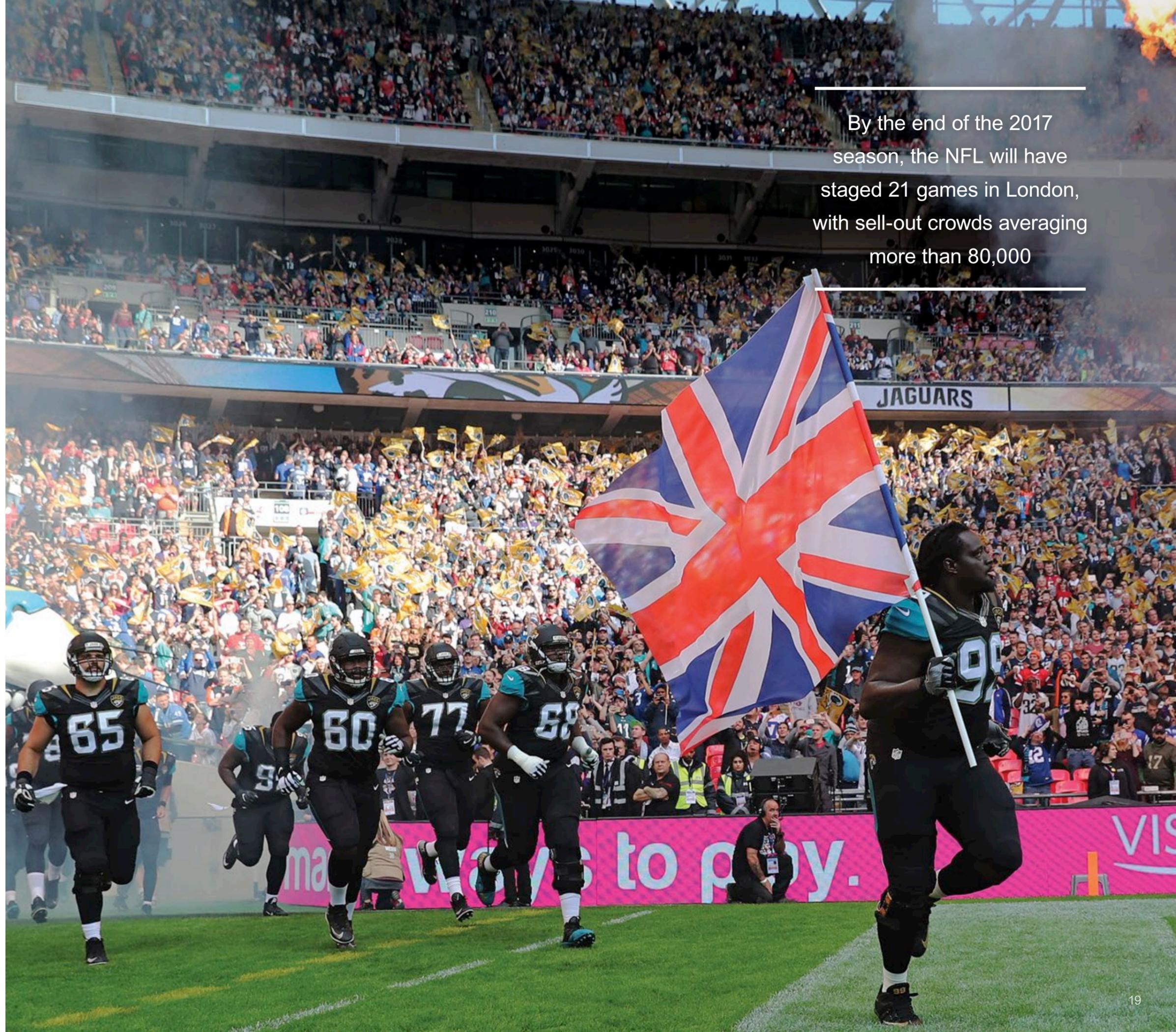


The National Football League (NFL) is the number one sport in the United States, but over the past decade it has become much more than just a domestic success story.

In the Autumn of 2017, the NFL will stage four regular-season games in London, two each at Wembley and Twickenham. Having begun the NFL London Games series by playing one game in 2007 and growing to three for the past three seasons, the NFL can now boast that it gives UK fans the equivalent of half a full season of home games. By the end of the 2017 season, the NFL will have staged 21 games in London, with sell-out crowds averaging more than 80,000.

The success of the London games goes hand in hand with large-scale fan events, such as NFL on Regent Street, and a growing television audience on BBC and Sky Sports to make the NFL one of the fastest-growing sports in the UK. With Sky showing more than 100 live games per year and the BBC airing two highlights shows per week, more people than ever before have watched some NFL action on TV during the 2017 season.

The games in the UK have also created new broadcast opportunities in the United States, with some of the London games kicking off in stand-alone morning time slots in America, adding additional value and exposure for London and for the NFL's UK sponsors.



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**NBCUniversal**  
INTERNATIONAL

Owned by Comcast Corporation, NBCUniversal is one of the world's leading media and entertainment companies. Employing over 2500 people across 36 countries outside North America, NBCUniversal is an industry leader in film and television distribution, home entertainment distribution, TV channels, film and television production, consumer products, theme parks and news operations.

The UK is at the heart of NBCUniversal's international business with over 1200 employees based in their state-of-the-art headquarters in Central St Giles, London. Delivering over 20% of total revenue, Britain is the third largest global entertainment market, where NBCUniversal has invested over \$500 million in major UK Film and TV productions such as Fast & Furious, Les Miserables, Downton Abbey and The Mummy.

The UK has a long history of excellence in the creative industries, boasting a wealth of outstanding creative and production talent, but it's the business friendly environment and robust legal framework concerning intellectual property, as well as its strong connections to both European and US audiovisual sectors that makes the UK market such an attractive investment destination for companies like NBCUniversal.

NBCUniversal's investment in the UK creative industry continues to produce award winning content – with Carnival; producers of global phenomenon Downton Abbey, the biggest British TV drama export ever, and Monkey Kingdom; producers of E4's long-running hit reality show, Made In Chelsea. In film, Working Title Films & TV boasts multiple Academy Award winning productions including recently The Theory of Everything and The Danish Girl.



NanoLumens was launched in 2006 by current CEO Richard Cope, providing uniquely thin, lightweight and curvable displays to customers ranging from universities to major international airports. After 10 years of successful operation they have grown to hold over 200 individual patents, create breakthrough technologies and exported their innovative products across the globe. Designed and built in the US, NanoLumens have seen tremendous growth in recent years, ranking 267th on Inc. Magazine's list of America's 5000 fastest growing private companies.

The UK provides a fantastic environment for a company centred on innovation, such as NanoLumens, to grow. The transparent regulatory environment and bilateral taxation agreements with the US allow NanoLumens to implement effective controls over their export strategy and better predict results as they scale. From its world class infrastructure to robust regulatory protections surrounding intellectual property, the UK is one of the most business-friendly nations in the world and an essential location for any firm looking to expand their business across the Atlantic.

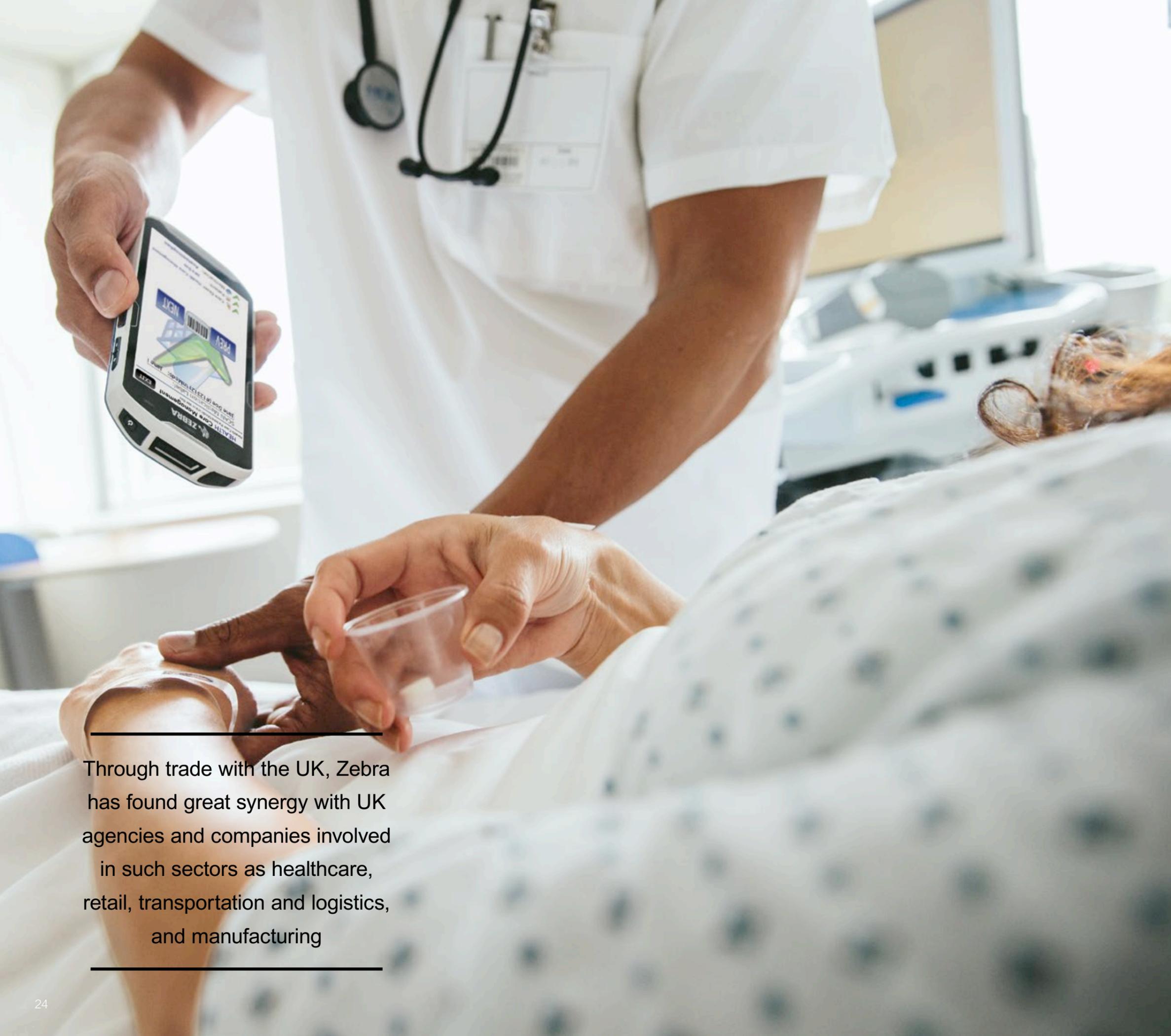
NanoLumens opened their first UK sales office in London in 2014, and in 2015 expanded their transatlantic operations further, opening the largest and most comprehensive full line Visualization Centre in the United Kingdom, in Bath. The showroom provides customers with the opportunity to see the full range of NanoLumens products in a single, central location, reinforcing NanoLumens' commitment to their UK-based customers.



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Founded in 1969, Zebra Technologies developed the building blocks of today's Internet of Things (IoT) including printers, mobile computing, scanners, and barcode and RFID technology. Zebra's IoT solutions have improved everything from enhanced patient identification and care to global shipping network efficiency.

Zebra entered the UK market in 1991, establishing its EMEA HQ in Bourne End, Buckinghamshire and now employs over 470 people, including the UK-based employees which became part of Zebra when the company acquired Motorola Solutions' Enterprise business in 2014.

Zebra's solutions are deployed across the UK in a variety of public and private enterprises and provide greater real-time visibility into key processes, assets and people so that faster – and more informed – decisions can be made. One example is found in healthcare where Zebra's Z-band UltraSoft wristbands, printers, and advanced data capture technology are being used to enable better tracking and recording medications, processing of information in real time for better patient care, and enhancing patient safety through improved electronic identification and easy access to digital health records.

Through trade with the UK, Zebra has found great synergy with UK agencies and companies involved in such sectors as healthcare, retail, transportation and logistics, and manufacturing. Zebra's IoT-based enterprise solutions are helping UK companies of all sizes remain on the leading edge of global technology, giving them real-time operational visibility and positioning them to continue to reap the significant advantages of increased global trade in the years to come.

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NuStep designs and manufactures recumbent cross trainers in Ann Arbor, Michigan. Used in healthcare, rehabilitation, elder care and fitness settings, NuStep cross trainers provide a safe, low-impact, total-body workout ideal for people of virtually all ages, fitness levels and functional abilities. The NuStep's inclusive design and ergonomic features make exercise possible for those unable to use traditional exercise equipment due to orthopedic conditions, cardiac event, stroke, spinal cord injury and other physical limitations.

NuStep began in the UK market with direct sales to private individuals, and it wasn't until 2011 that they started working with a UK-based distributor to expand their transatlantic operations. The UK is one of the largest fitness equipment markets in Europe, and NuStep's success in the UK has largely been in the home user market, driven by the population's growing fitness consciousness. NuStep has seen continued growth in the UK, with 2016 unit sales surpassing the previous three years' sales combined.

Thanks to the company's international expansion, its products have gained popularity around the world, but the UK stands out as a prime market for a company like NuStep. The UK's high standard of living and world-class healthcare system mean Britain's population is living longer than ever before, meaning the needs of the less-abled are increasing. The UK's National Health Service is dedicated to providing quality rehabilitation and care to the elderly and those with special needs, and NuStep's products are designed and built to fully satisfy the needs of these individuals.



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American International Group, Inc. (AIG) is a leading international insurance organisation serving customers in more than 100 countries and jurisdictions. AIG companies serve commercial, institutional, and individual customers through one of the most extensive worldwide property-casualty networks of any insurer.

In the UK, AIG Europe Limited is one of the largest companies specialising in the UK business insurance market. With offices throughout the country, AIG insures many of the UK's top businesses, thousands of mid-sized and smaller companies, as well as millions of individuals.

AIG has had a strong connection with, and commitment to, the UK for over 60 years. Since opening its first UK office in London in 1953, AIG has grown to become one of the UK's leading insurers, working together with clients to help manage their risks. The UK and the US are both recognised globally as the world's leading global, full service financial centres, with a shared language and access to a concentrated pool of exceptional skills and talent. The international reputation of the London market for insurance and reinsurance, alongside the UK's robust regulatory and legal framework are key factors in AIG's continued transatlantic investment.

AIG is widely recognised as one of the top UK insurers, and their continued growth and success in the UK insurance market is reflected in the multiple major industry awards they have received such as Company of the Year at the British Insurance Awards, as well as market recognition for their innovative and specialist insurance products and services.

The UK and the US are both recognised globally as the world's leading global, full service financial centres, with a shared language and access to a concentrated pool of exceptional skills and talent



Described as “a steakhouse to end all arguments” by the New York Times, Smith & Wollensky has been serving up what is without doubt the finest steak in America since it first opened its doors in New York in 1977. After winning the heart of the Big Apple, those award-winning steaks were soon to be found all across the States, from the windy city of Chicago to the hot sands of Miami Beach. In June 2015 Smith & Wollensky launched its first London site in the historic Grade II-listed Adelphi Building just off the Strand and offers a selection of signature USDA prime dry-aged steaks and premium seafood, alongside award-winning wines and classic cocktails.

Following the success of home grown steak restaurants in London, which demonstrated the continued popularity of the steakhouse genre, it was a logical step for America’s best loved steakhouse brand to cross the pond (though it took almost 40 years). The synergies between NYC and London run deep and the brand has an international following.

The opening of Smith & Wollensky London provided the opportunity to reinvigorate and update the brand, but most importantly it has demonstrated how well S&W travels. The UK market provides access to some fantastic talent, hosting some of Europe’s top culinary schools, alongside London’s history of providing world class food and restaurants. Smith & Wollensky took on the challenges of expanding in stride, proving that if they could succeed in the competitive London market, they could succeed anywhere in the world.



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Today employing over 7,000  
people in this market, with  
over 50 operating facilities and  
a fleet of 2,200+ vehicles

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UPS has been in the business of delivering packages for over 100 years, beginning life as a two-person small business in Seattle, Washington. UPS has since grown within the UK and around the world to become the world's largest transport and logistics provider, transporting everything from small documents to aircraft engines by ground, sea, and air.

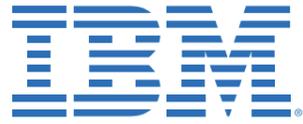
UPS first entered the UK market in 1985, and went on to establish a full operation to service the UK in 1988. They have undergone several acquisitions since then to help increase and improve their UK services, today employing over 7,000 people in this market, with over 50 operating facilities and a fleet of 2,200+ vehicles.

UPS sees global trade as a key component to, and opportunity for, economic growth – for businesses of all sizes, and especially for SMEs.

SMEs are not only crucial to the future of UPS' business; they are crucial to the UK economy and export markets in general. The UK is home to an incredible array of enterprises, and UPS is committed to helping businesses of all sizes ensure that their brands are successful, and products accessible, within the global marketplace.

Trade with the UK has allowed UPS to provide its unique combination of consultancy and tailored logistics services to help UK businesses access new markets and navigate complex regulations. As a result, they are now in a position to help more and more enterprises to ship confidently, widen their customer base, and drive sales.

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IBM has played an integral part in the UK economy for over 100 years and in that time has continually evolved to become the global cloud platform and cognitive solutions company it is today. Its world leading capabilities in data and analytics, cloud, mobile, social and security enables many of the UK's most successful businesses to innovate and remain globally competitive, helping the UK grow to become one of the most digitally advanced nations.

IBM technology underpins the UK's financial systems, securely handling 90% of all credit card transactions, with four out of every five worldwide airline reservation systems running on IBM Software developed at IBM's UK research facilities.

IBM is one of the largest technology employers in the UK with more than twenty offices and ten labs across the country as well as four client innovation centres. IBM operates one of Europe's largest software development labs at Hursley near Winchester and invests around £170 million in Research and Development each year.

The UK is an integral part of IBM's business. IBM has made a significant investment in four new cloud data centres in the UK and is well positioned to assist UK business as the digital transformation of the economy continues apace.

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The US invests over £385bn in the UK annually

The US exports over £61bn of goods and services to the UK

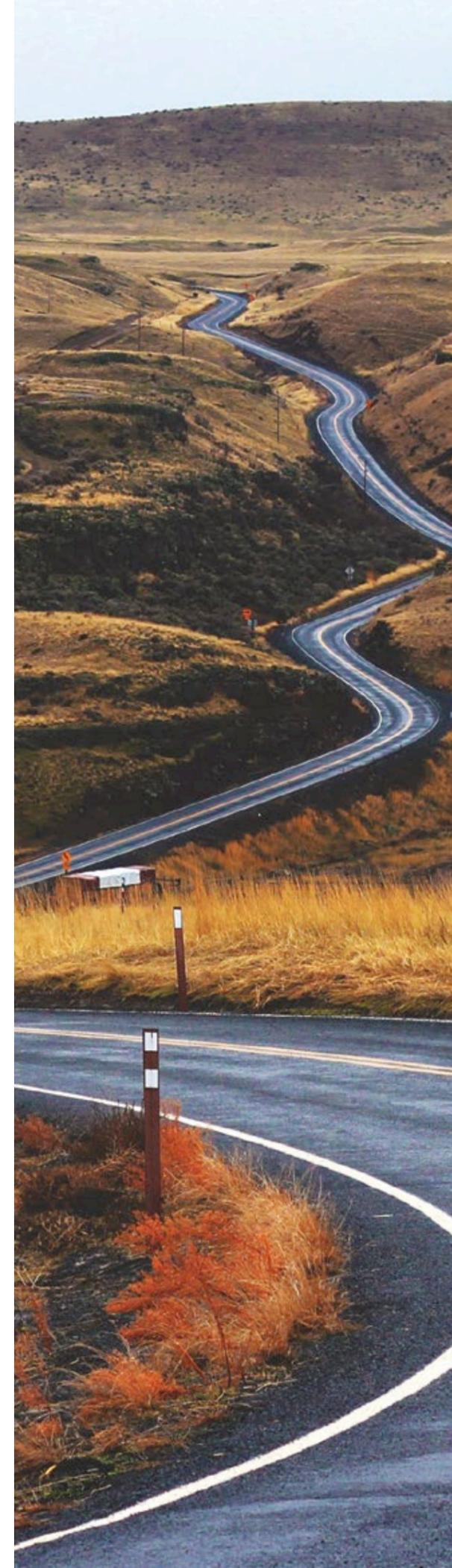
US investment in the UK, and American purchase of UK exports supports 1 in 20 British jobs

More than 7,500 US companies have established operations in the UK

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

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## **Across the Pond: British Trade & Investment Success Stories in the US**

Interested in learning about success stories of British companies trading and investing in the US? Pick up our sister publication or contact us for a copy at [trade@babinc.org](mailto:trade@babinc.org)