6th World Conference of TPOS

Trade vs Investment Promotion: are they alternatives?

Presented by Julia Longbottom, Director of Strategy, UK Trade & Investment

Outline of Speech

• The British Government’s rationale for believing that inward investment and trade development work together should be an integral part of the Government’s response to globalisation

• 3 key areas which have helped to inform this direction: the UK’s trading history; what our customers tell us; and what the economic evidence shows

• What UKTI is now doing, set in the context of its recently launched 5-year strategy "Prosperity in a Changing World"

• Bringing trade and investment work closer together

• Concluding: UKTI has moved away from a focus on increasing exports as measure of success, in favour of helping companies to develop international business as a means of growing & improving business performance and thus economic competitiveness