

6th World Conference of TPOS

Trade vs Investment Promotion: are they alternatives?

**Presented by Julia Longbottom, Director of Strategy,
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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