



**EXPORTING
IS
GREAT**

BRITAIN & NORTHERN IRELAND

**UK-South Asia
Virtual Roadshow**
2 - 12 November 2020

great.gov.uk



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The South Asia opportunity

Introduction

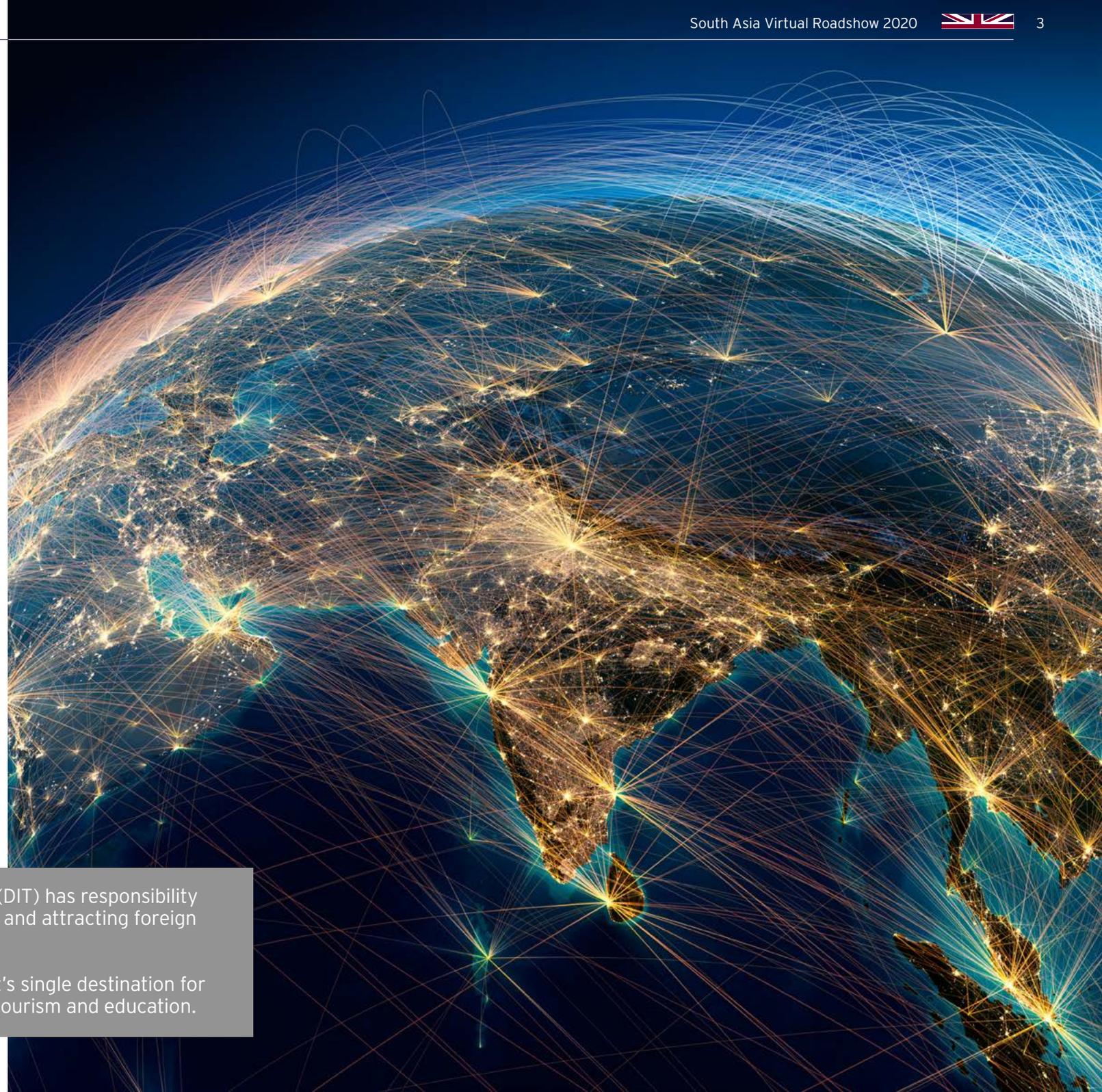
If you are looking to expand your business, exporting is often the most logical place to start. Companies that export tend to become more profitable and efficient, grow faster and employ more people. South Asia has a range of exciting and diverse exporting opportunities for UK companies.

Our role

The Department for International Trade (DIT) is here to help - we have over 180 staff across South Asia with sector-specific expertise, and can offer you financial support through UK Export Finance and our established trade and investment networks in the UK and South Asia. We are on hand to help you navigate the market, with the resources and knowledge to help you succeed. Please get in touch with our advisers to find out how you can grow your business today.

The Department for International Trade (DIT) has responsibility for promoting UK trade across the world and attracting foreign investment to the UK economy.

Check out [great.gov.uk](https://www.gov.uk/great), the government's single destination for information on UK exports, investment, tourism and education.



Country by country: India

India, the world's largest democracy, dominates the region and has contributed significantly to global GDP from 2005-2018. Despite economic slow-downs, in large part due to COVID, the IMF forecasts that from 2021-2025 India will continue to be a significant contributor to global growth.

Beyond its strong economic fundamentals, our nations share countless personal and professional ties; a connection Prime Minister Modi called the 'living bridge' in 2018. This has resulted in multiple trade, research and innovation partnerships - in particular between India and the UK's young, tech-savvy populations. It is exactly these sorts of partnerships that have led to bilateral trade increasing to £23.5bn in FY18/29.

Finally, the UK and Indian governments are both heavily invested in this relationship. At the UK-India Joint Economic Trade Committee in 2020, both countries agreed to deliver an Enhanced Trade Partnership as a roadmap towards a potential Free Trade Agreement (FTA) in future.

Top 5 reasons to export to India:

1. Huge potential market for UK exporters: India is currently c18% of the world's population and about 3% of its economy. India continues to form a major part of the world's supply chains and business.

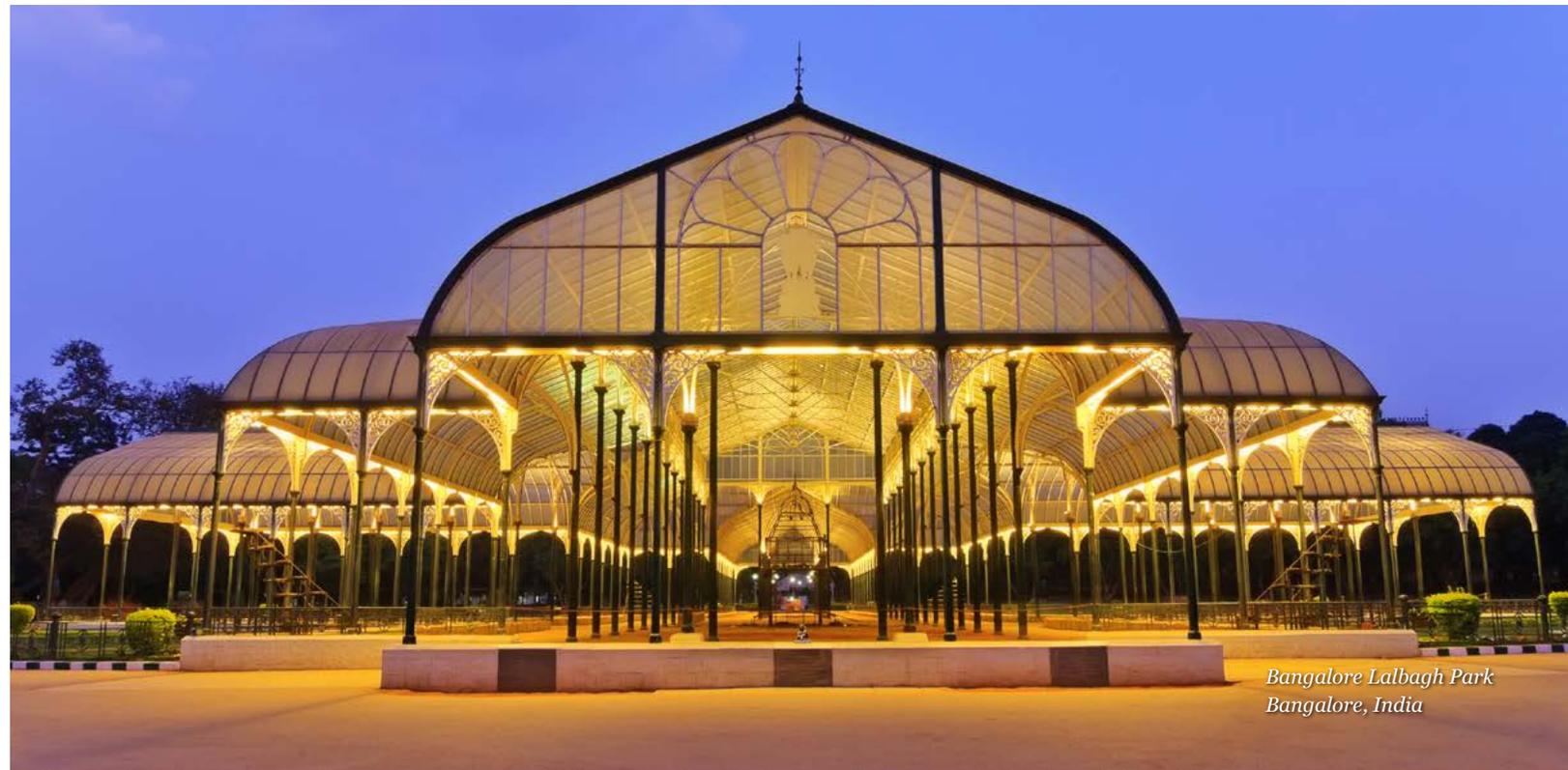
2. Demand for quality British products: Products flying the British flag are more likely to be purchased in India than in any other country across the world. India's increasing numbers of middle- and high-income consumers are focusing on higher-quality products. And as Indian companies expand overseas, they need UK services and expertise to support them.

India has moved from 77th to

▲ **63rd**

in the world Bank's
Ease of Doing Business rankings
among 190 nations

source: Doing Business 2020, World's Bank



Bangalore Lalbagh Park
Bangalore, India

Country by country: India



*Bandra Worli Sea Link
Mumbai, India*

- 3. Young, growing and tech savvy consumer base:** India is a huge and growing market seeing a sustained period of strong growth. There is a large youth demographic and a rising, more affluent middle class. India has the right conditions for UK innovation to thrive with some of the lowest mobile data costs globally and 743 million internet subscribers (between Jan-March 2020).
- 4. Better business environment:** There are still challenges in India, but the business environment and market access for exporters has improved. The UK and Indian governments are backing businesses for the future. We have committed to expanding the scope of our trading relationship through an Enhanced Trade Partnership (ETP), which will remove barriers to trade and investment and progress along a roadmap to a potential Free Trade Agreement (FTA) in the future.
- 5. An unbeatable combination:** UK-India bilateral trade increased to £23.5bn in FY18/19. The UK is a leader in innovation and entrepreneurship, delivering breakthrough research and home to companies with superb products and services. UK exporters have consistently chosen India as an investment destination, the stock of FDI from the UK in India was £14.6bn in 2018, £1bn higher than in 2017. This was an increase of £4bn when compared to 2009. Those who can expect considerable commercial success include exporters that innovate to deliver better healthcare for consumers, use financial technology to assist financial inclusion and payment solutions and transform cyber security solutions to protect important personal and public assets from virtual (but very real) threats.

Country by country: Sri Lanka

Given its strategic location, Sri Lanka aims to be the gateway to the whole of Asia. The country's Colombo port is already the busiest in South Asia, with two thirds of all global container shipments passing within 10 nautical miles of its shores. Sri Lanka is seeking to capitalise on its geography by promoting opportunities in industries such as infrastructure, financial and professional services, technology and manufacturing, plus strategic development projects including the Colombo Port City and the Hambantota International Port Group.

Top 5 reasons to export to Sri Lanka:

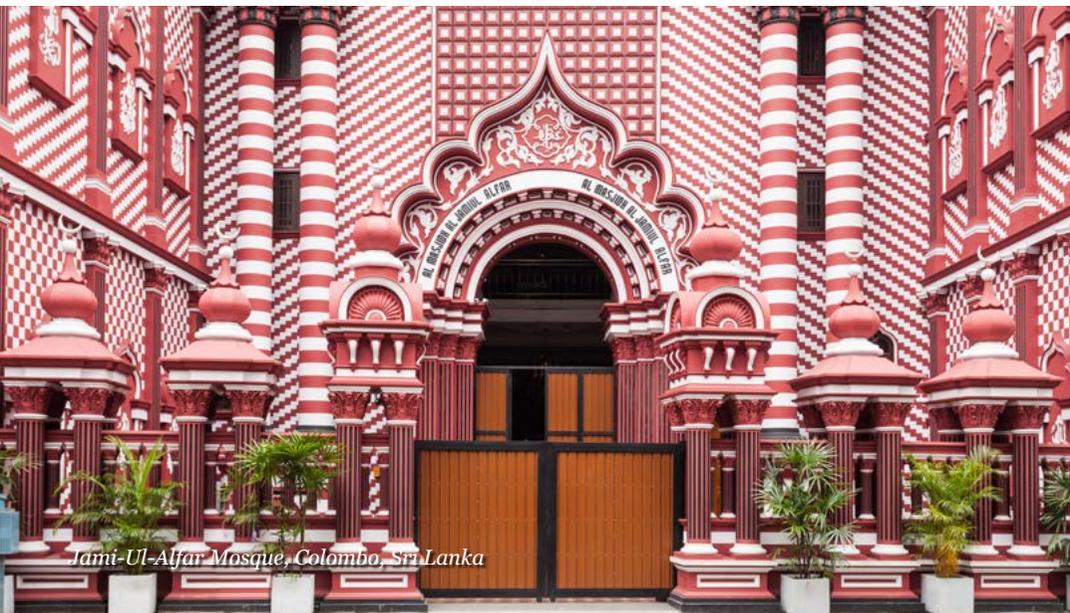
1. The gateway to Asia: Sri Lanka aims to be the gateway to the whole of Asia given its strategic location. On first inspection what looks like a market of 21 million actually has the potential to capture a market of over 3.5 billion, as the country looks to enter into trade agreements with its larger regional peers.

2. Sri Lankan post-COVID recovery strategy: Sri Lanka is focusing on infrastructure development and domestic production post-COVID. UK companies can offer expertise and products for key projects such as expressways and rural road development, water utility plants, domestic and international airport development and energy infrastructure such as floating solar and waste-to-energy that would help the local economy move towards sustainable energy generation.

3. Governmental support: For UK companies looking to invest and expand their business overseas, the Sri Lankan government is keen to promote setting up financial and professional services, ICT/tech development, and manufacturing opportunities across sectors including electrical/electronics, smart apparel, pharmaceuticals and more.

4. Strong historical and trading links with the UK: Sri Lanka is already home to some big UK companies including HSBC, Standard Chartered, London Stock Exchange Group, De La Rue Currency, Unilever and GlaxoSmithKline and a sourcing destination for big retail brands including Marks and Spencer's, Tesco and Next. There are over 100 companies in Sri Lanka with UK affiliation across a wide range of sectors and the UK is the leading partner for higher education and professional training. The UK is currently among Sri Lanka's top five investor source countries.

5. Availability of skilled talent: The country has a highly skilled and educated workforce with a literacy rate of 91.7% and English is widely spoken. Sri Lanka has the most CIMA, CIM, BCS and BTEC-qualified individuals outside of the UK. This availability of talent has been a crucial decision point for UK companies who have made Sri Lanka a strategic location for their global operations.



Jami-Ul-Alfar Mosque, Colombo, Sri Lanka

Country by country: Bangladesh

Bangladesh is expected to be one of just a handful of countries with positive economic growth in 2020, which reflects the underlying strength and resilience of its economy. The country anticipates a strong economic bounce-back from the pandemic, which is underpinned by rapidly expanding domestic demand from a population with growing purchasing power. This growth opens up commercial opportunities in finance, healthcare, education, technology and defence procurement for UK exporters.

Top 5 reasons to export to Bangladesh:

1. Capitalise on impressive economic growth: Bangladesh is a \$350 billion economy. GDP is likely to be 2-4% this year making it one of the few countries in the world with a positive growth rate. This follows a decade of sustained economic growth above 6%. Last year it was one of the top three fastest growing economies in the world at over 8%. HSBC predicted Bangladesh will be the biggest mover in global GDP rankings by 2030 - up from 42 to 26. This

reflects the country's resilience, sound macro-economic fundamentals, and continuing strong domestic demand.

- 2. Expanding your business is relatively easy:** Bangladesh can be a challenging market to enter but once you have established yourself you'll find repeat business is usually forthcoming and expansion relatively easy. Bangladesh responds positively to a partnership approach. It values the establishment of lasting relationships that can pay dividends over the long run.
- 3. Build on the existing people to people links:** There are over 600,000 people of Bangladeshi heritage in the UK and there is a constant traffic of people between the two countries. UK brand recognition, particularly in retail, is therefore strong. English is widely spoken and it is easy to build a rapport with Bangladeshis who share many cultural traits with the UK. Business people often remark on the warmth of the welcome they receive, which helps create the relationships you need to do business.

4. A young country with increasingly aspirational consumers: Businesses can take advantage of the favourable demographic - 40% of the population are below 25. They are tech savvy and looking for opportunities to work with UK tech firms, particularly in healthcare, education, and fintech. This, coupled with a rapidly expanding middle class prepared to pay for better products and services, makes for a consumer base that UK firms can plug in to.

5. The UK has a reputation for fairness and quality in Bangladesh: These traditional commercial values in combination with an innovative and flexible approach can help UK firms win business in Bangladesh. The country is expected to gravitate from the UN's Least Developed Country status in 2024 where UK exporters' experience and expertise positions them well to serve a market that is increasingly prosperous and internationally focussed.



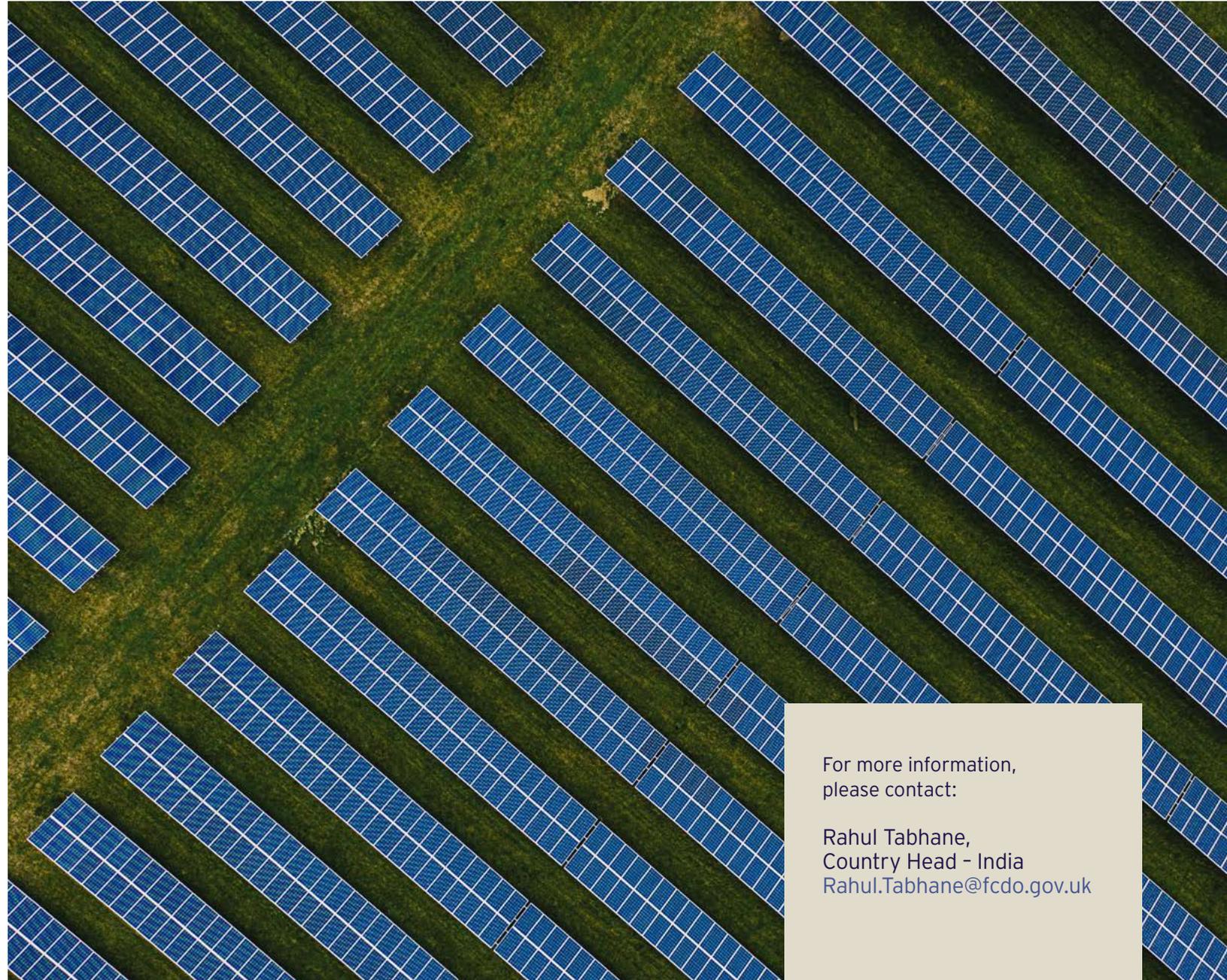
Aerial view of Dhaka city, Bangladesh

UK Export Finance (UKEF)

UK Export Finance (UKEF) provides financial support to benefit UK exporters seeking to win business in over 100 countries worldwide.

UKEF provides support to UK exports through guarantees, loans and insurance and is strategically positioned to provide competitive financing to overseas companies looking to do business with the UK. UKEF will continue to work with UK businesses to maximise the supply of UK goods and services into international projects, creating new trading opportunities for UK suppliers.

www.great.gov.uk/get-finance/



For more information,
please contact:

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Rahul.Tabhane@fcdo.gov.uk

Our partners



Invest India

Invest India are the National Investment Promotion and Facilitation Agency of India and act as the first point of reference for investors in India.

Invest India focuses on sector-specific investor targeting and development of new partnerships to enable sustainable investments in India. Invest India also partners with substantial investment promotion agencies and multilateral organizations. Invest India actively works with several Indian states to build capacity as well as bring in global best practices in investment targeting, promotion and facilitation areas.

Invest India, set up in 2009, is a non-profit venture under the Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India.

<https://www.investindia.gov.in/about-us>



British Chambers Of Commerce

The British Chambers of Commerce (BCC) represents and campaigns for business.

Our roots are local, but our reach is global.

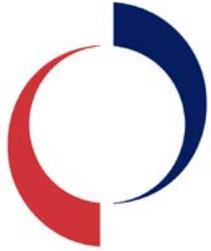
We're owned by, and work for, a network of Chambers of Commerce that champion and support our members all across the UK and in countries and markets around the world.

Our unique perspective gives us unparalleled insight into British and global business communities - every sector, every size, everywhere.

Working together with Chambers, we drive change from the ground up - and our bottom line is helping companies, places and people achieve their potential.

www.britishchambers.org.uk

Our partners



British Expertise International

British Expertise International is the leading business development network for UK-based companies exporting expertise in infrastructure, capacity building and international development services, particularly to fast-growing, emerging and developing international markets. BEI has successfully delivered this unique focus, working both through our networks and alongside the UK government and other stakeholders, for over 50 years.

<https://www.britishexpertise.org/>



The Confederation of British Industry

The CBI is a not-for-profit membership organisation, founded by Royal Charter on 30 July 1965 when the British Employers' Confederation, the Federation of British Industries and the National Association of British Manufacturers joined together to form the Confederation of British Industry.

Our 12 Regional, National Councils and 16 policy Standing Committees meet every quarter. Engaging over 1000 senior business leaders from over 700 CBI member companies. Through this process our members have a direct say in what we do and how we do it, inputting ideas and evidence to direct our work.

<https://www.cbi.org.uk/>

Our partners



Federation of Indian Chamber of Commerce & Industry (FICCI)

Established in 1927, FICCI is the largest and oldest apex business organisation in India.

A non-government, not-for-profit organisation, FICCI engages with policy makers and civil society, articulates the views and concerns of Indian industry. It serves its members from the Indian private and public sectors, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 250,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

<http://ficci.in/>



Grand Thorton

We are a business adviser that helps organisations navigate today's volatile markets, has a strong focus on quality and delivers insights to succeed.

Our South Asia group works closely with businesses, and has done so for nearly three decades. We work with clients to create, protect and transform value by helping them to:

- identify growth opportunities in the UK and South Asia, whether they are an Indian organisation or a UK business looking to expand internationally
- manage potential risks to protect their organisation and assets while ensuring the complexities of international regulatory requirements are always met

Our deep understanding of Asian culture means we empathise with customs and attitudes in business and social contexts. We are widely recognised as one of the leading international firms advising on India-related matters.

<https://www.grantthornton.co.uk/en/services/consulting/international-services/south-asia-group/>

Our partners



HSBC

HSBC is one of the world's largest banking and financial services organisations. We serve more than 40 million customers through our global businesses: Wealth and Personal Banking, Commercial Banking, and Global Banking & Markets. Our network covers 64 countries and territories in Europe, Asia, the Middle East and Africa, North America and Latin America.

We aim to be where the growth is, connecting customers to opportunities, enabling businesses to thrive and economies to prosper, and ultimately helping people to fulfil their hopes and realise their ambitions.

Listed on the London, Hong Kong, New York, Paris and Bermuda stock exchanges, shares in HSBC Holdings plc are held by around 197,000 shareholders in 130 countries and territories.

<https://www.hsbc.com/>



India Business Group

The India Business Group (IBG) is a leading advisory consultancy that specialises in helping organisations develop bilateral trade and investment opportunities between the UK, Europe, the US and India markets. It is globally recognised as having specialist expertise and regional know-how designed to support organisations with market entry and cross border business transactions.

The IBG is led by Amarjit Singh who has gained years of experience supporting a range of organisations in their quest to develop in-bound and out-bound opportunities.

Working across a range of industry sectors, the group provides specialist business advisory services and support to organisations seeking global expansion between the UK and India.

Over the past decade, we have worked with a range of organisations within the UK and India.

<http://www.theindiabusinessgroup.com/>

Our partners



Invest Northern Ireland

Invest Northern Ireland is the economic development agency for Northern Ireland. Our role is to grow the local economy by helping new and existing businesses compete internationally, and by attracting new investment into Northern Ireland. Northern Ireland's experienced exporters are keen to grow and develop trade partnerships across the region. The country offers products and solutions for everything from cybersecurity to data analytics to edtech, diagnostics to precision medicine, mining to waste-handling equipment, and agritech to agrifood. Northern Ireland is also a fantastic choice for international students and for organisations seeking to develop education partnerships. With more than 1,100 international companies like Citi, Microsoft and PwC choosing NI as a location, it is also a great place to grow a business with its talent availability, infrastructure, and cost-effectiveness.

www.investni.com



Manchester India Partnership (MIP)

The Manchester India Partnership (MIP) was established in February 2018 to build and strengthen trade, investment, cultural, and educational ties between India and Greater Manchester.

The MIP brings together businesses, universities, and the public sector to develop a strategic approach to engaging with India.

Initiatives backed by Indian government, such as Digital India, Make in India, and Clean Energy India, align perfectly with Greater Manchester's research and innovation strengths in technology, advanced manufacturing and energy - creating huge opportunities for collaboration across trade and investment plus broader cultural, visitor and academic connections.

<https://www.investinmanchester.com/about-us/manchester-india-partnership>

Our partners



Sannam S4

Sannam S4 supports internationally ambitious organisations as they explore, enter and expand in India, as well as other dynamic markets worldwide.

Our clients are corporations, education institutions, governments, and non-profits. We provide hands-on support to clients in building market entry strategies, setting up local structures, managing local accounting and compliance matters, hiring staff and managing local HR matters. This model is designed to dovetail with government support channels.

Sannam S4's team of more than 250 people supports clients across five offices in India with offices in UK and USA.

Sannam S4 is the 2018 and 2019 winner of Consultancy Firm of the Year award (UK-India Awards).

<https://sannams4.com/south-asia-virtual-roadshow/>



Santander UK

Santander UK is a large retail and commercial bank based in the UK and a wholly-owned subsidiary of the major global bank Banco Santander. It has a meaningful presence in 10 core markets in Europe and the Americas, and is one of the largest banks in the world by market capitalization.

Santander's international team has dedicated market specialists that have access to extensive local networks and knowledge around the world, and a long track record of helping businesses implement their international growth strategies. This support ranges from working with them to identify new markets and organising virtual trade missions to introduce businesses to trusted local partners, potential new customers and vital networks in key global markets including South Asia.

www.santandercb.co.uk/international

Our partners



Scottish Development International

Scottish Development International (SDI) is Scotland's trade and investment agency. Headquartered in Glasgow, SDI has over 30 international offices. Our aim is to support more Scottish businesses to think, compete & trade globally and attract quality investment, talent and innovation into Scotland. In India, SDI has offices in New Delhi, Mumbai and Hyderabad; where our focus is to develop export opportunities for Scottish companies and attract Foreign Direct Investment to Scotland. SDI works in close partnership with the UK's Department for International Trade and the Foreign Commonwealth & Development Office.

<https://www.sdi.co.uk/>



techUK

techUK is the UK's leading technology membership organisation, with more than 850 members spread across the UK. We are a network that enables our members to learn from each other and grow in a way which contributes to the country both socially and economically.

By working collaboratively with government and others, we provide expert guidance and insight for our members and stakeholders about how to prepare for the future, anticipate change and realise the positive potential of technology in a fast-moving world.

techUK launched in 2013 to champion the technology sector and prepare and empower the UK for what comes next.

<https://www.techuk.org/about>

Our partners



UK India Business Council (UKIBC)

The UK India Business Council (UKIBC) is an advocacy and strategic advisory business, with a mission to build economic prosperity in the UK and India.

Our advocacy supports business to make the case for government reforms and actions that grow UK-India trade and investment. Our strategic advice and tactical support helps clients enter, understand, and expand in India and the UK.

UKIBC can support you to understand:

- The regulatory environment
- Bureaucracy across various states
- How to find the right partners
- Where in India to focus

For more information, visit www.ukibc.com.



UK Export Finance

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<https://www.great.gov.uk/get-finance/>

Our partners



The West Midlands India Partnership (WMIP)

The West Midlands India Partnership (WMIP) is an initiative which aims to enhance UK-India relations and boost trade and investment between the West Midlands and India.

The WMIP will build on India's strong track record of foreign direct investment (FDI) in the West Midlands, acting as a single point-of-contact for potential new investors.

The West Midlands India Partnership will be governed by two separate boards comprised of senior stakeholders, leaders and representatives.

<https://wmgrowth.com/wmip>



Legal disclaimer

Whereas every effort has been made to ensure that the information in this document is accurate, the Department for International Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

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