

Doing Business in the USA

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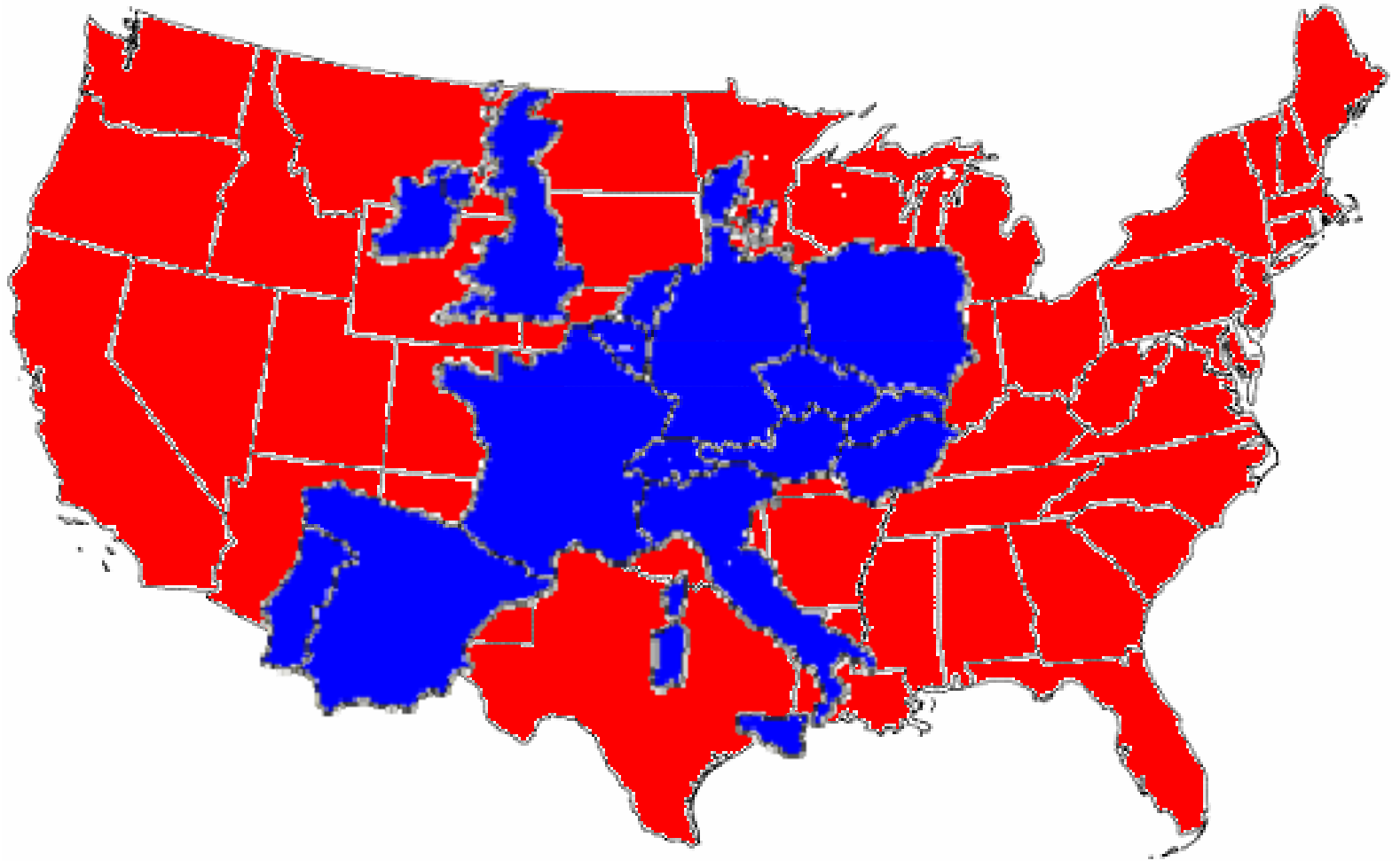
Overview...

- Market Overview
- American Consumers
- Business and location decisions
- Resources
- About the BABC

Market Overview...

	USA	UK
GDP	\$14 571	\$2 734
GDP per capita	\$47 335	\$44 719
Unemployment	6.9%	6.0%
Population	307.83 mil	61.14 mil

Data Source: IMF World Economic Outlook database, 2008/2009 estimates



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Why the USA?

- World's largest market
- Britain's largest single export market
- Primary overseas destination for British Investment
- Relatively few barriers to entry
- High GDP and consumer spending
- Stable institutions and markets

Considerations...

- Regional focus required – don't try to tackle it all at once
- Selling to multicultural society
- Highly competitive market and sophisticated consumers
- Very Legalistic

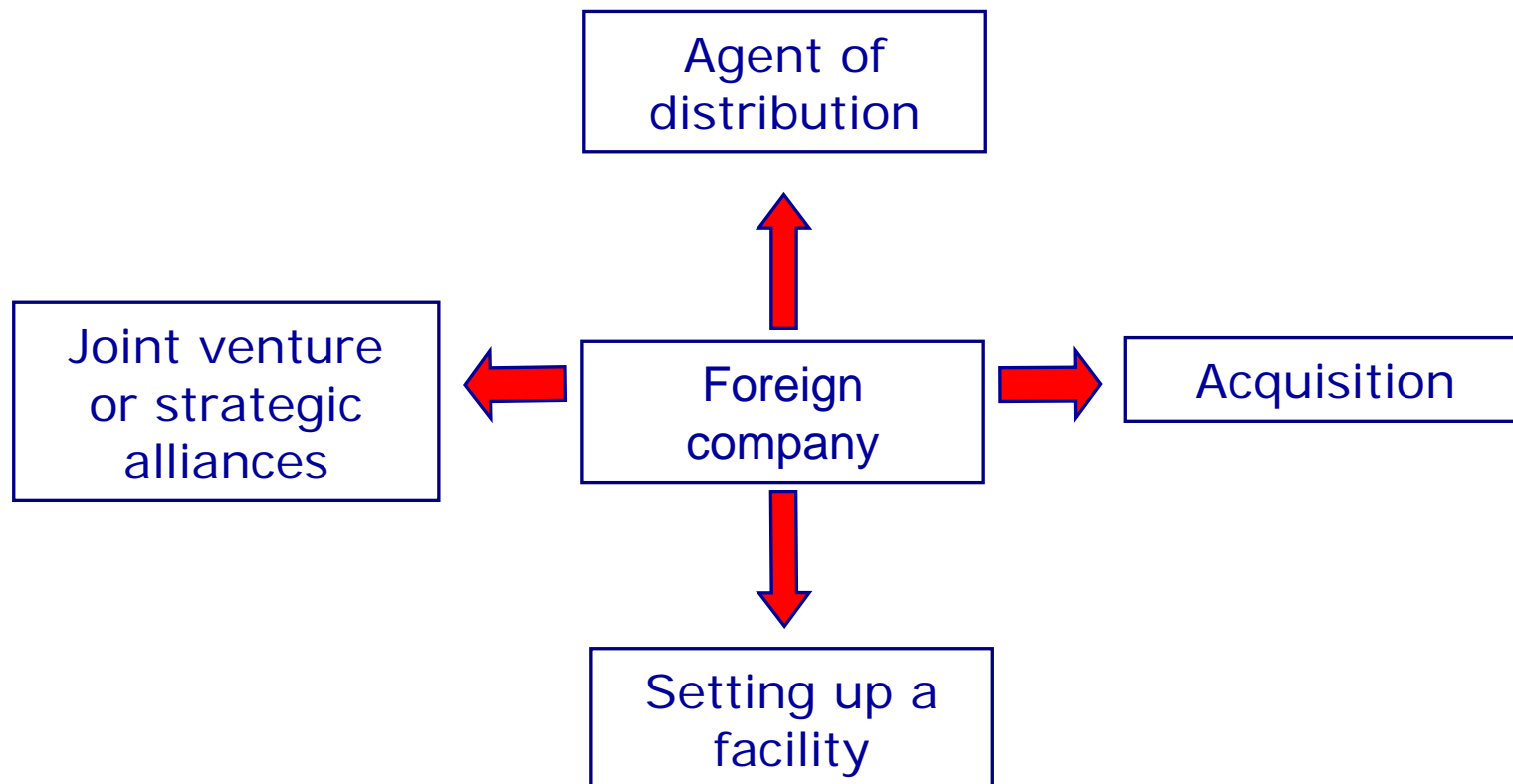
American Consumers -

- Are highly demanding and spoilt with product choices
- Expect high levels of customer services
- Expect that all information will be in US dollars and according to US standards / measurements
- Are part of a time conscious and work-centric culture
- Are often fickle – Value / price frequency trumps loyalty

Business and location issues -

- Managing currency fluctuations
- Finance, credit and US banking
- Legal requirements – seek US legal advice for contract distribution / sale agency agreements
- Product liability and insurance
- Customs documentation and limitation
- Consider a US address
- Utilize professional advisors and resources

Business arrangements -



Where do I locate?

- Proximity to markets
- Labour costs –
Union Vs Non-union
- Availability of skilled workforce
- Operating costs
- Business Infrastructure
- Transportation and logistics
- Business climate
- Personal factors
- Economic growth
- Climate and weather
- Quality of life
- International presence
- Incentives
- Communications infrastructure

Resources:

- US State economic development agencies
- Council of American States in Europe
- UKTI
- US / UK Chambers of Commerce
- Professional advisors
- Business / sporting associations
- British American Business Council

BABC in the Midlands

Goal: *To promote transatlantic trade and investment between Midlands and North American Businesses.*

- Provides direct access to appropriate business contacts within the transatlantic community
 - Network of 26 chapters in US and UK, over 3,000 member companies
 - Largest transatlantic business network



Thank You!