NAPM AT 6/12

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JU521
Secretary of State for Trade and Industry

3 December 1984

Andrew Turnbull Esq
Private Secretary to the
Prime Minister
10 Downing Street
London SW1

Dear Andrew,

I refer to our previous correspondence regarding this Department's proposal to mount a major new inward investment marketing campaign in 1985 - 'Britain Means Business' - resting with your letter of 9 July with which you attached a foreword signed by the Prime Minister for the campaign's promotional brochure. Agreement on the campaign's budget has been reached and the campaign will begin on 1 April 1985. A copy of the brochure is attached.

I am copying this letter and enclosure to Peter Ricketts (FCO), John Graham (Scottish Office), Colin Jones (Welsh Office), John Ballard (Department of the Environment), Richard Broadbent (PS/Chief Secretary), Derek Hill (Northern Ireland Office) and Richard Hatfield (Cabinet Office).

Yours ever,

Andrew Lansley

ANDREW LANSLEY
Private Secretary

Enc

BRITAIN MEANS BUSINESS

ENGLAND · NORTHERN IRELAND · SCOTLAND · WALES

"...A TRULY BRITISH EFFORT."

"Britain Means Business" - an opportunity for you to maximise on the current window of opportunity abroad to ensure that we land the maximum number of inward investment projects which are in the national interest and of benefit to all of us.

David Harrison-Harvey.

10 DOWNING STREET

THE PRIME MINISTER

The Invest in Britain Bureau is the Government's leading agency for the promotion of the United Kingdom as the preferred location in Europe for direct investment from overseas.

Inward investment is of great benefit to this country. Foreign owned companies bring capital investment and jobs to the UK. They also bring new technology, innovative management and modern production techniques which contribute to the development of our industrial base. Britain has already achieved great success in attracting investment by overseas companies and I welcome the confidence this shows in our economic policies and prospects. But the competition for internationally mobile investment is great and we must continue to show energy and imagination in our marketing efforts.

I therefore strongly commend to your attention the major new marketing campaign, "Britain Means Business", which is described in these pages. I hope that everyone interested in the further development of our economy will feel able to participate in "Britain Means Business" and make it a truly British effort.

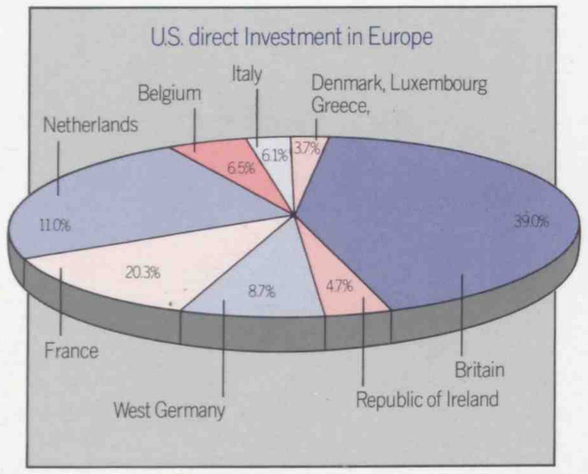
Margaret Thatcher

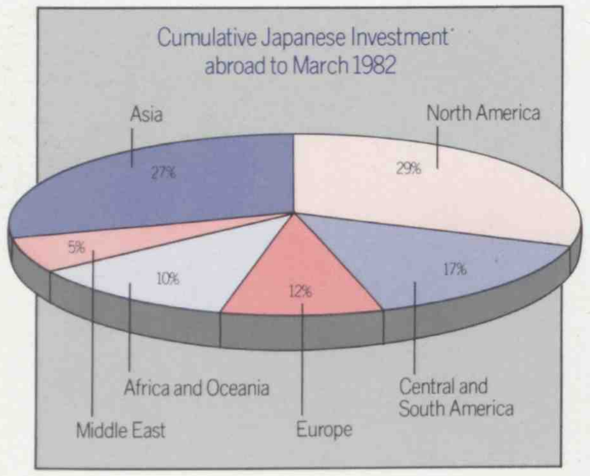
July 1984

THE STORY SO FAR

Britain is the preferred location in Europe for internationally mobile projects. It has been the Government's aim through the Invest in Britain Bureau to try and capture those inward investment projects that will bring benefits to the UK in terms of, for example, the latest technology, capital investment, export generation, import substitution and of course job creation. About 22% of investment in manufacturing industry in Britain is already accounted for by overseas owned companies. But the scope for further investment is substantial and we want to make certain that the benefits accrue to Britain and British business.

Despite mounting international competition, including determined marketing efforts by the Irish Republic, France, Germany, The Netherlands and, more recently, Spain, we have over a third of USA investment in Europe, nearly half of Japanese investment in Europe and over half of Canadian investment in Europe. The 210 investment decisions, known to the IBB, taken by foreign owned manufacturing companies in 1983 created an estimated 15,082 new jobs and safeguarded a further 18,376. Compared with the previous year, there was a 46% increase in the number of projects handled, and of 58% in the number of known investment decisions. And the number of investment decisions so far in 1984 is already running some 25% above last year's level. Among these recent successes are many well known international companies, including Sharp, Nissan, Hewlett Packard and Monsanto.





Projects handled by IBB: by country of origin

Country of origin	Number of projects 1983	1982
USA	285	175
FRG	166	126
Switzerland	29	23
Canada	22	11
Japan	18	10
France	14	7
Belgium	13	10
Norway	12	11
Netherlands	11	11
Sweden	11	12

But there is no intention to rest on our laurels. The Invest in Britain Bureau has recognised that, as market leader we must now respond to increasing competition within Europe, and take advantage of the window of opportunity created by the upturn in the world economy and our own economic and political stability. At this stage £1m has been committed by the Government to the "Britain Means Business" campaign for 1985, in addition to the IBB's normal budget for promotion.

"...A TRULY BRITISH EFFORT."

"BRITAIN MEANS BUSINESS" will be the first truly national promotion aimed at potential inward investors in key markets: the USA, Japan and selected west European countries.

The campaign will be coordinated by the Invest in Britain Bureau, part of the Department of Trade and Industry, working in close collaboration with all the major public sector inward investment promotion bodies in the UK and British private sector co-sponsors - the first time a coordinated effort of this magnitude has been undertaken. The participation and help of the major British international companies will make it "a truly British effort", and the campaign is specifically designed to afford ample and very flexible marketing opportunities for co-sponsors.

"BRITAIN MEANS BUSINESS" will further promote the reality of a strong economy in which all regions and sectors combine to encourage inward investment in a profitable and productive manner. This will be achieved through a more coordinated promotional effort than has existed to date. "BRITAIN MEANS BUSINESS" will be managed by the directors of the major promotional bodies acting for geographical areas of the UK under the chairmanship of the head of the IBB, who has been seconded from a major multinational company to establish a more effective, professional UK marketing effort.

"BRITAIN MEANS BUSINESS" will increase the efficiency of existing marketing resources. It will:

* encourage more investors to approach us
* gain optimum advantage from the prevailing favourable image of Britain currently held overseas
* dispel the myths and expound the realities of the modern Britain of today
* reduce the risk that the different UK promotional efforts may overlap.

Generally, we intend to increase the success rate in identifying and landing projects by not less than 10% over the underlying trend. In particular, we hope over the five year period following the one year campaign to increase the UK's share of US direct investment in the present European Community from 36% to 40% and to double the amount of Japanese investment over five years.

SCOTTISH DEVELOPMENT AGENCY

WINVEST WALES INVESTMENT LOCATION

IDB NORTHERN IRELAND

THE NORTH OF ENGLAND DEVELOPMENT COUNCIL

YORKSHIRE & HUMBERSIDE DEVELOPMENT ASSOCIATION

NORTH WEST INDUSTRIAL DEVELOPMENT ASSOCIATION

DEVON AND CORNWALL DEVELOPMENT BUREAU

WEST MIDLANDS INDUSTRIAL DEVELOPMENT ASSOCIATION

BRITAIN MEANS BUSINESS
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THE CAMPAIGN

It is intended that the campaign starts in April 1985, and runs to the end of the calendar year.

Our target is to reach investors with potential projects which are in the national interest.

In the United States and Canada "BRITAIN MEANS BUSINESS" aims to attract investors manufacturing electronic components, including computer peripherals, semiconductor production equipment, automatic test equipment; plus companies concerned with electronics applications equipment and services in the areas of telecoms, DBS, cable technology and defence; office automation; medical products and scientific instruments and biotechnology.

In Japan, the markets we've targeted include electronics, computer peripherals, health care, biotechnology, toys and musical instruments.

In Europe, we are looking at companies currently exporting to the UK, mobile European multinationals and companies distant from the main European market.

Our target audiences include overseas-based potential investors, UK subsidiaries of overseas companies, international 'multiplier' organisations (i.e. banks, accountants), chambers of commerce, plus the financial and business press both in the UK and overseas.

Initial plans for campaign activities include:

* Advertising - apart from the current corporate campaign in America, an awareness campaign will run in international business media with relevant circulation in Europe and Asia. There will also be zone advertising for specific seminars held in America, Japan and selected countries in Europe.

- A documentary film "BRITAIN MEANS BUSINESS" will be made, primarily to be shown on the long-haul flights of selected airlines, but also to be used at presentations or conferences.
- Quarterly newsletters will be sent to IBB's identified prospects in America, and possibly in Japan.
- Targeted mailshots will be sent out before the seminar cycle begins, and as a follow-up.

- A Press and public relations programme will arouse and maintain media interest, including visits to the UK arranged for overseas journalists. Articles have already been arranged in international media.
- Seminars will be held in the capital centres of Europe and Japan, and selected cities in America (suggested locations include Miami, Los Angeles, Boston and Seattle). The seminars would be "themed" (i.e. setting up an electronics factory in the UK). Speakers would cover such subjects as the financial and tax environment, relevant case histories and market trends, labour relations and future prospects in the UK.
- Tracking research will be commissioned at the end of the year, designed to measure the effectiveness of the campaign, and to gauge the desirability of further similar communications activities.

OPPORTUNITIES FOR CO-SPONSORS

Benefits

Through associating yourself with the campaign you will:

- be seen to be part of a truly national effort which is building on success and has backing right from the top, including being associated with Ministers and other senior decision makers;
- your own promotion and image advertising can benefit from having the additional identity of the "BRITAIN MEANS BUSINESS" campaign with its logo and associated promotional events;
- in key markets such as the USA and Japan, you will be able to put your name and product (including location or service) directly to specifically identified clients under the auspices of the British Government in selective prestige events.

Opportunities

This campaign offers many options for participation by private sector concerns eager to expand their international client base:

- use of "BRITAIN MEANS BUSINESS" logo for advertising and marketing purposes as an official sponsor of the "BRITAIN MEANS BUSINESS" campaign;
- joint advertising on appropriate common themes on a shared cost basis.
- inclusion of your company's logo in all mailings, including a brief profile or corporate literature wherever appropriate.
- participation as one, or the only, co-sponsor of a seminar including the mailshot follow-up;
- presence at consular functions, dinners and other seminars, in collaboration with Government bodies and their counterparts.

CONCLUSION

"BRITAIN MEANS BUSINESS" is the first attempt to involve all interested private and public organisations in a concerted all-UK effort – a "corporate" umbrella beneath which all these bodies can present their own particular image, while benefiting from a strong overall UK marketing drive.

The present growth in the world economy offers Britain unrivalled opportunities. In the US, for example, mobile investment is predicted to be 15% up this year. In Japan too, and Europe prospects are encouraging. Add to this Britain's excellent political image abroad, recent positive economic and fiscal developments and the high level of the US dollar and it is clear: the time is ripe; the time is now.

We hope that many ways will now be clear to you in which you can participate in "BRITAIN MEANS BUSINESS". We also hope that you are persuaded that "BRITAIN MEANS BUSINESS" means business for you as well as for the country as a whole.

BRITAIN MEANS BUSINESS
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Designed and produced by VALIN POLLEN, London.