

Presentation at the International Small Wind Conference

Glasgow

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Investment Energy Sector**



Marketing UK Economy

- Developing the “compelling proposition”
 - strengths of UK as a place in which to invest and strengths of UK business as a trade/investment partner
- Messages will be tailored for different markets and sectors

Overarching proposition

- UK as a springboard for global growth

Based on three unique selling points

- UK provides best environment for business
- UK’s excellence in creativity and innovation
 - UK’s powerful network of connections





UK Trade and Investment

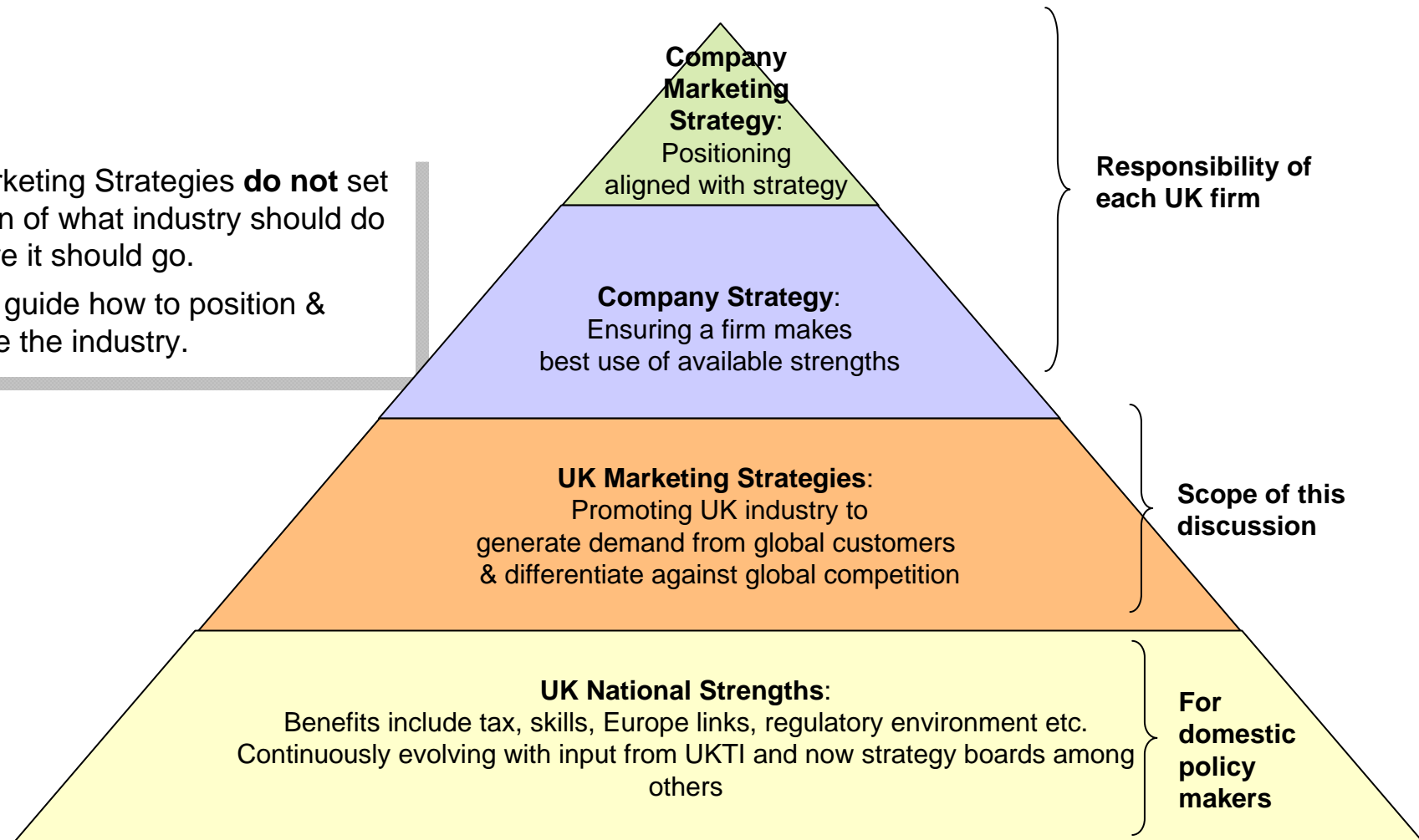


THE SCOPE OF THE STRATEGIES

UK Marketing strategies are ambitious but feasible

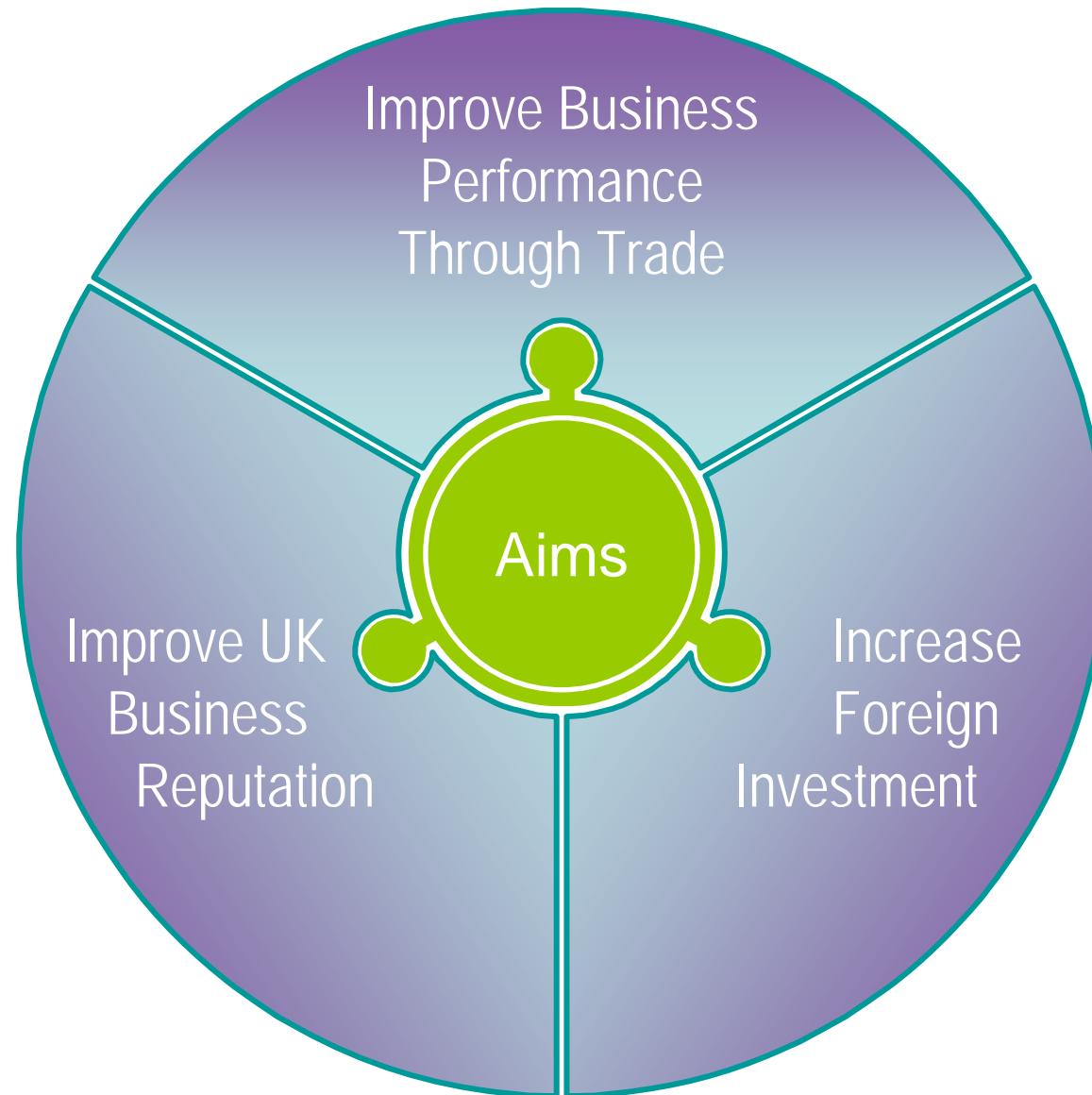
UK Marketing Strategies **do not** set direction of what industry should do or where it should go.

It **does** guide how to position & promote the industry.





UK Trade and Investment



ALIGNING THE WHOLE SECTOR IS CRUCIAL

The Strategy must utilise the full range of direct, public and private channels of communication in the sector

Affecting the reputation of a country is no small task. It requires the dedication and commitment from the whole sector to use their own international channels of communication to deliver consistent messages about the UK.

Large UK Firms:

*Promote as UK firm when possible.
Use the weight of their business to
business communication*

UK Firms: Large	UK as an FDI location	UK Firms: SMEs
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Trade Associations & other cross-industry bodies
eg Universities, KTNs, Research Councils

Central Government support eg UKTI &
Embassies, BERR, DH, Treasury, OGDs

Devolved nations & UK regions

UK Industry & Stakeholders

UK SMEs:

*Promote as UK firm, strongly
reinforcing UK messages &
activities, generating a
groundswell of UK awareness.*

Cross-industry Bodies:

*Raise awareness of the Strategy to
their constituents; provide inputs,
gain consensus and support*

Regional Support:

*Promote regions in context of
UK messages, co-ordinating so
UK strengths enhanced further*



The UKTI Network:

*The marketing strategies are a
UKTI corporate priority and all
parts of UKTI are involved.*

Central Government:

*Raise profile of UK using channels
& resources from No. 10 to
embassies. Influence policies that
impact the reputation of the UK*

The UK Energy Excellence Board

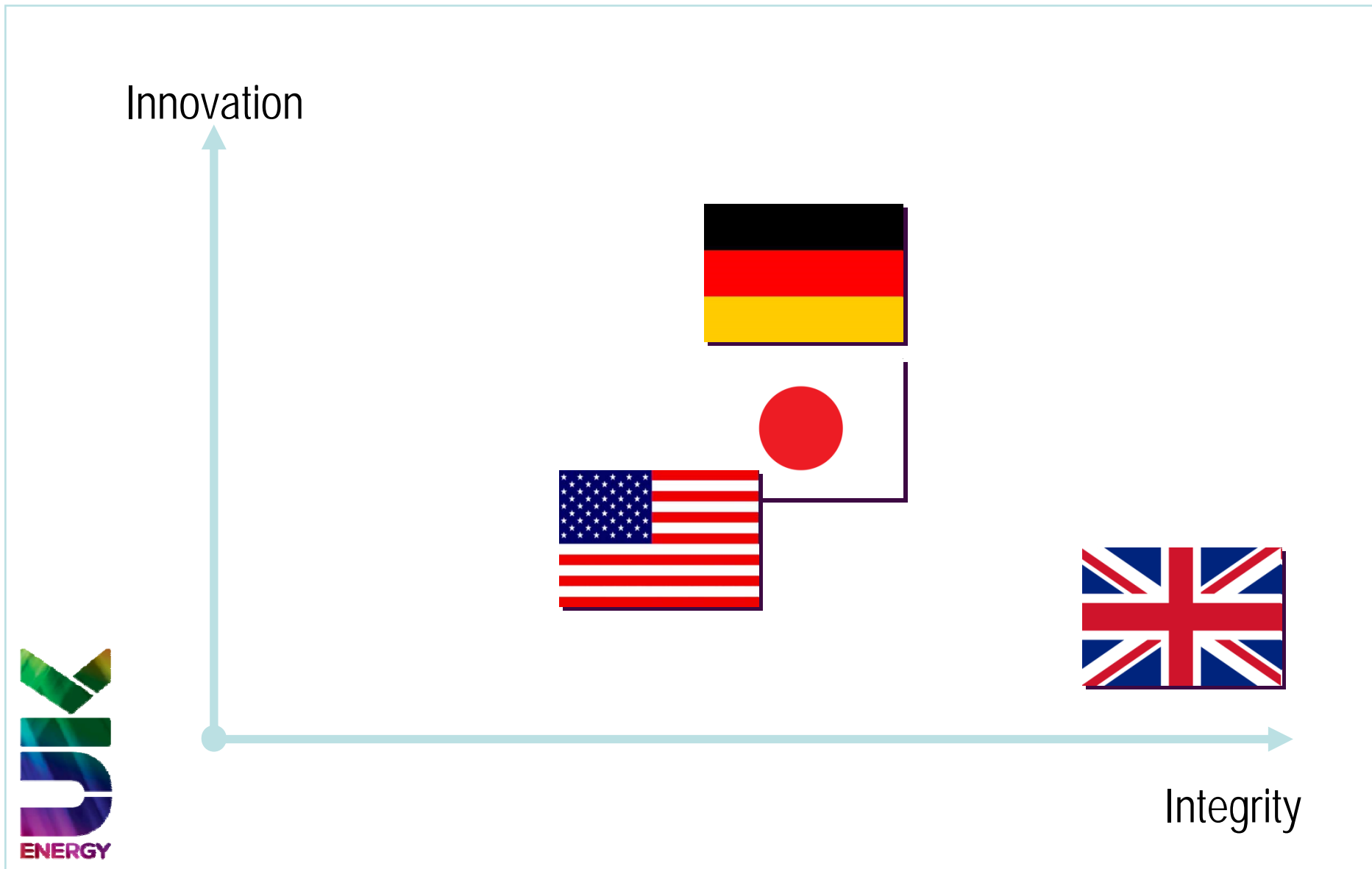
- Chairman – Samir Brikho - Amec PLC
- Robert Lane – Cameron McKenzie
- John Weedon – KBR
- Rt Hon Brian Wilson
- Neil Bruce - Amec
- Dominic Jermey - UKTI
- Colin Hood – Scottish & Southern Energy
- Prof Jim McDonald – Strathclyde University
- Dr Mike Farley – Doosan Babcock
- Dr Filomena LaPorta – TSB
- John Crocker - Shell





Country of Origin Effects





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