

News story: UK AdTech and MarTech companies named for DIT trade mission to USA

The Department for International Trade (DIT) trade mission offers UK AdTech and MarTech companies the opportunity to:

- meet with US brands
- connect with influencers in the New York advertising and marketing community
- gain valuable insight into doing business overseas

Recruitment ran across the whole of the UK and focused on companies that have a unique product offering for the US market and some experience with US clients.

Her Majesty's Consul General in New York and Trade Commissioner for North America, Antony Phillipson, said of the mission:

The UK has developed a robust, advanced digital advertising market that has driven innovation in the field. The US market, valued at £140 billion in 2017 (source: [MAGNA Global](#), 2018), presents a tremendous opportunity for innovative British companies.

As successes of past trade mission companies have shown, pioneering businesses are well-positioned to provide digital advertising solutions for this market.

The UK trade mission to SMW offers participants multiple business-building opportunities, including attendance at the 4 day SMW conference, a guaranteed speaking slot on one of SMW's main stages, and one-to-one meetings with US buyers.

Previous missions have seen UK companies learn best practices about US expansion strategy, generate sales in the US market, and network with top-level industry executives.

Founder and Executive Director of Social Media Week, Toby Daniels, said:

Social Media Week offers exciting opportunities for brands to connect and engage with senior-level professionals at the intersection of media, marketing and technology across a range of industries.

Brands can showcase their products and services, generate leads, and raise awareness at this premier, global event.

The quality of the delegation reconfirms the strength of the UK Adtech and MarTech ecosystem and the importance of these transatlantic programmes.

The 2017 mission to SMW led to immediate benefits for UK participants, with companies generating over £1 million in contracts to date.

Co-founder of WIREWAX interactive video, Dan Garraway, said of being part of the 2017 DIT delegation:

Social Media Week and the Department for International Trade have become by-words for quality networking and introductions to WIREWAX.

We've pitched alongside peers, spoken to executives at the world's leading brands, and met with decision makers across key verticals that have now driven sales. An outstanding, successful partnership.

[Adludio Inc.](#) is an advertising platform that delivers exceptional creative on mobile devices by using touch, haptic, and augmented reality experiences designed to deliver memorable brand engagement.

[Circus Street](#) is an online education company providing an interactive e-learning tool that teaches people how to do business in a digital world. Their lessons cover the changes digital brings to marketing, media, and online advertising.

[Croud](#) is a digital marketing agency that delivers PPC, SEO, content, paid social, programmatic, and analytics services through the world's first crowd-sourced network of digital experts. Its 'Croud Control' technology platform and network of 1,200 'Croudies' help automate the digital marketing process.

[Culture Trip](#) utilises the latest technologies, alongside producing innovative content, to help people explore the world.

[Flashtalking](#) is a data-driven ad management and analytics technology company. They use data to personalise advertising in real-time, analyse its effectiveness, and enable optimisation that drives better engagement and return on investment (ROI) brands.

[GlobalWebIndex](#) provides audience profiling data across 42 countries to brands, marketing agencies, and media organisations. They maintain a global panel of more than 18 million consumers, which they leverage to create 20,000 data points on the behaviours of internet users around the world.

[Pugpig](#) is a mobile engagement platform that powers apps for brands including The Economist, Vogue, Net a Porter, and IBM.

[SUITCASE Group](#) is a travel and lifestyle media brand comprised of SUITCASE Magazine, a multi-channel publication for the modern traveller, and SUITCASE Media, a content marketing agency for travel and lifestyle brands.

[Tailify](#) is an influencer marketing platform which enables brands to work with social media influencers at scale, allowing brands to purchase influencer marketing in a professional and transparent way.

[TWO GOATS](#) is an immersive content creation studio specialising in content, marketing, and production. They have produced shows, live events, and AR/VR/MR/360° experiences for Fortune 500 lifestyle brands and entertainment.

[WIREWAX](#) powers 90% of the world's interactive video, helping make video as connected and accessible as the rest of the information in the internet through computer vision and artificial intelligence.

Press release: New 'Find a Job' service to support thousands of jobseekers into work

The free government recruitment service – now operated by Adzuna – will continue to connect jobseekers with thousands of employers across the UK.

The change will come into effect on 14 May, and access to existing 'Universal Jobmatch' accounts will be available up until 17 June 2018.

The Minister for Employment, Alok Sharma, said:

With the employment rate the highest it has been since records began, I want those still looking for work around the country to have the very best opportunity to find a role that suits their needs.

Our new Find a Job service offers one of the largest free job search functions out there – and with a near record number of vacancies, there are plenty to choose from.

The service will offer jobseekers and employers a simpler and more streamlined way to log in and access their information. The site will continue to allow jobseekers to search for work 24 hours a day, 7 days a week. Through the creation of an account, they will be able to track their activity, create tailored job alerts and store multiple CVs, to ensure their applications are the best they can be when applying for roles.

Following a competitive procurement process, Adzuna has been providing the new service from early 2018. The site will offer a faster, more efficient experience. A more powerful search using Adzuna's technology will match jobseekers to employers' available roles quickly and effectively.

The unemployment rate (4.2%) has not been lower since 1975 and the number of people out of work is down by 136,000 compared to a year ago. This shows the enormous progress that is being made to help even more people benefit from being in work.

This change will incur no extra cost for the Department for Work and Pensions.

Media enquiries for this press release – 020 3267 5144

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[News story: Chancellor leads global crackdown on dirty money](#)

Chancellor Philip Hammond will use the G7 and IMF meetings in Washington this week to call on the international community to tighten the screws on dirty money that is used to fund rogue regimes and illicit activity, through more effective sanctions on North Korea and greater IMF scrutiny.

International sanctions are an effective defence against illegal behaviour, but criminals and regimes can adapt. The international community must now refine its approach to tackling corruption, which costs the global economy \$2.6 trillion.

The Chancellor is today (20 April 2018) announcing three steps at the IMF Spring Meetings. These measures include securing G7 agreement on denying North Korean access to finance, a call on the IMF to target global corruption and an increase in funding for the Treasury's sanctions team.

The Chancellor of the Exchequer, Philip Hammond said:

We must tighten the financial screws on rogue regimes and corruption.

My priority is to secure international agreement on how to tackle dirty money. We must shine a light into the darkest corners of global finance, crack down on corrupt cash and ensure that as terrorists and criminals become ever more sophisticated, the international community stays one step ahead.

UK secures G7 agreement on North Korean sanctions

The UK provided strong support this week for a G7 finance ministers agreement that calls for:

- a crack down on North Korean illicit finance which aims to stop access to the international financial system via a back door of bogus companies and artificial ownership structures. Failure to spot and stop this means money for weapons of mass destruction
- all countries must now push their banks and insurance companies to do more to prevent this dangerous fraud by ensuring that they are alert to new and more advanced methods of deception
- the UK is already a world leader in this area, engaging with firms about new risks through the Office of Financial Sanctions Implementation and the Joint Money Laundering Intelligence Taskforce

The G7 agreement is set out [here](#). Examples of the above type of fraud are in Section 5 of [this](#) UN report.

Chancellor calls on the IMF to target international corruption

The Chancellor has called on the IMF to harness their global expertise and use their Article IV assessment to target corruption. The IMF Article IV assessment process is an invaluable tool that speeds up economic reform. Since 2016 the UK has been calling for the IMF to harness its power and insight to tackle corruption. Recent international events have reinforced this message and underlined that the global community needs to use all available avenues to stamp out corruption for both criminal and economic reasons. The Chancellor today announced that the UK would be one of the first to volunteer for this new level of scrutiny.

Increasing the Treasury's sanctions team

We are increasing the size of the [Treasury's sanctions unit](#) by almost 20% to nearly 40 people. [The Office for Financial Sanctions Implementation \(OFSI\)](#) detects and investigates breaches of sanctions, bringing financial crime and law enforcement experts into the heart of the Treasury.

Advice from OFSI for businesses about how to manage risk over North Korean sanctions can be found [here](#).

[News story: Europe's largest military exercise gets under way in UK](#)

RFA Tidespring on the Clyde arriving at HMNB Clyde. Crown copyright.

More than 11,600 military personnel from 17 nations will take part in Exercise Joint Warrior for two weeks this spring in one of the largest exercises of its kind in Europe, operating out of Her Majesty's Naval Base (HMNB) Clyde, Scotland.

Defence Secretary Gavin Williamson said:

Joint Warrior prepares our troops in the best way to meet the intensifying threats our country faces by providing a major opportunity to exercise with our allies.

Our Armed Forces are the face of global Britain, and training side by side with troops from 16 other nations means we are stronger and more capable when it comes to keeping our countries safe and protecting our way of life.

The bi-annual exercise is running from the 21st April to 4th May, and incorporates all three UK services as well as forces from 16 other nations including Denmark, Estonia, Latvia, Lithuania, the Netherlands, Spain, Sweden, and the US.

Linked to the NATO exercise programme and open to Joint Expeditionary Force (JEF) Partner Nations, Joint Warrior also hosts non-NATO partners such as Australia, Finland and Sweden. This year the training scenarios involve multiple sovereign nations disputing resources and territories; counter-terrorism and anti-smuggling activity; information warfare; and evacuation operations.

The exercise will provide NATO allies and partner nations the opportunity to train together across air, land, sea and cyber domains, practicing "high-end" war-fighting between near-peer adversaries.

Captain Joint Tactical Exercise Planning Staff, Captain Paul Pitcher RN, said:

This exercise gives the UK participants a chance to train with our allies and partners, honing our skills and developing our tactics. It is hugely important in making sure that we can fuse all elements of our capabilities, enhancing our ability to conduct joint operations now and in the future.

It will culminate on Salisbury Plain Training Area on the 3rd May in which JEF forces, including troops from the UK Parachute Regiment, the Danish Jutland Dragoon Regiment, the Lithuanian "Iron Wolf" Brigade and the Latvian Mechanised Infantry Brigade, will conduct urban combat operations with air support provided by Apaches, Chinooks, Wildcats and Tornados.

[News story: New Devolution Guidance Note published](#)

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