

[Press release: British businesses take centre stage on Asia's top e-tailers](#)

Three China and Hong Kong based e-tailers – ttHigo, Goxip, and MyMM – have agreed to run free banner advertising promoting British goods on their platforms as part of the [GREAT Festival of Innovation](#). Together, they have a combined potential audience of 720 million internet users across China and Hong Kong meaning British businesses could reach millions of potential new customers.

The Department for International Trade (DIT) is amplifying these campaigns to Asian consumers across digital channels, highlighting a host of sectors where British firms lead the way.

One hundred and sixty-four leading British brands in fashion, beauty, homeware and general consumer merchandise are benefitting from this initiative, including British fashion designers such as Victoria Beckham and Vivienne Westwood to Waitrose and Wool and the Gang.

The week-long campaign will be timed to coincide with the upcoming [GREAT Festival of Innovation in Hong Kong](#) (21 to 24 March), which will showcase the best of Britain to Asia. Several hundred of the UK's most creative business and institutions will attend, with a packed programme examining how innovation and technology will change the way we live, play, and learn in the future.

International Trade Secretary, Dr Liam Fox, said:

As an international economic department, we are putting British businesses in a position to benefit from the opportunities that global markets provide and the GREAT Festival of Innovation in Hong Kong next week is just one example of this.

Demand for the UK's quality goods and services in key international markets is already growing and as we look to create our own independent trade policy for the first time in over 40 years our businesses stand ready to flourish.

At the GREAT festival of innovation, UK businesses will have the chance to meet with Asian counterparts to discuss possible trade and investment opportunities.

And the advertising deal will build on recent positive Office for National Statistics trade figures which show that trade in goods and services between the UK and Hong Kong reached £19.6bn in 2017, up 15.1% from 2016.

DIT's [E-Exporting Programme](#) helps UK retailers and brands to accelerate their global growth via e-commerce. It supports UK businesses by partnering with

marketplaces to deliver online promotions, raising awareness for British exporters selling products on these platforms.

One UK business benefitting from the campaign is Little Butterfly London, a multi-award winning mother and baby beauty brand founded in 2015. Working with DIT on their export plans for the last 2 years, the brand has rapidly grown in overseas markets, including the US, Middle East, and Asia.

Gudrun Wurm, Founder and Director of Little Butterfly London, said:

Asia has been a fantastic market for us – consumers there really appreciate that our products are made in the UK, are high quality and organic certified.

We currently sell our products on various platforms including MyMM's mobile commerce app and we are delighted to be receiving increased brand awareness through the UK Government's GREAT campaign. We look forward to seeing more traction as a result of the advertising.

John Steere, President of MyMM, said:

We very much look forward to promoting UK brands among Chinese consumers as part of the GREAT Festival of Innovation. MyMM are delighted to be supporting an event which demonstrates UK excellence and seeks to drive future prosperity for UK exporters by strengthening trade links between the UK and Asia.

To complement their online campaign, ttHigo, a Chinese marketplace owned by Newegg, will run a networking session at the GREAT Festival of Innovation, as well as a global seller event for over 200 attendees in Huangzhou.

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The E-Exporting Programme

DIT's [E-Exporting Programme](#) helps UK companies to accelerate their global growth through e-commerce. The programme provides access to the [Selling Online Overseas tool on great.gov.uk](#). It's a free-to-use, online service that allows businesses to click, connect, prepare and sell on global marketplaces such as MyMM, Goxip and ttHigo. The tool provides access to discounts and benefits, including reduced commissions and special marketing packages.

The GREAT Festival of Innovation

The [Great Festival of Innovation Hong Kong](#) will be the third of its kind, following successful events in Istanbul (2014) and Shanghai (2015). Its vision is to create long-term partnerships that drive the future of free

trade and prosperity between the UK and Asia.

Several hundred invited delegates will attend the Hong Kong event, which takes place at the Asia Society Hong Kong Centre and will feature more than 60 panels and events over its 4 days. For more information, please visit great.gov.uk/innovation or follow the hashtag [#GREATInnovation](https://twitter.com/GREATInnovation).

The Department for International Trade

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.

The GREAT Campaign

The [GREAT Britain campaign](#) is the government's most ambitious international marketing campaign ever, and showcases the very best of what Britain has to offer. It aims to encourage audiences to visit, study, invest in and do business with the UK, generating jobs and growth at home. The campaign has delivered £2.7 billion of benefit to the UK economy to date, with a further £2.6 billion in the pipeline and has been commended by the National Audit Office.

[Press release: Salisbury attack: statement following British Ambassador's meeting with Russian government](#)

Our Ambassador in Moscow has just been informed by the Russian government that they will expel 23 diplomats, close the British Consulate-General in St Petersburg and close the British Council in Moscow.

This follows the action we have taken, alongside other measures, to dismantle the Russian espionage network operating in the UK as a consequence of the attempted assassination of two people here in Britain using a nerve agent.

In light of Russia's previous behaviour, we anticipated a response of this kind and the National Security Council will meet early next week to consider next steps. Our priority today is looking after our staff in Russia and assisting those that will return to the UK.

Russia's response doesn't change the facts of the matter – the attempted

assassination of two people on British soil, for which there is no alternative conclusion other than that the Russian State was culpable. It is Russia that is in flagrant breach of international law and the Chemical Weapons Convention.

We have no disagreement with the people of Russia and we continue to believe it is not in our national interest to break off all dialogue between our countries but the onus remains on the Russian state to account for their actions and to comply with their international obligations.

Government response: EU consultation: questionnaire on proposed US tariff increases on certain steel and aluminium products

The Commission has today (16 March 2018) issued a consultation for stakeholders affected by the announced US tariff increases, or by the possible EU commercial policy measures that the Commission may take in response. Stakeholders should [send comments on this consultation to the Commission](#).

On 8 March the US President announced the imposition of a 25% tariff on steel and a 10% tariff on aluminium imports. These increased tariffs are expected to take effect on 23 March 2018.

Dr Liam Fox, Secretary of State for International Trade, responded to this announcement in a [statement to Parliament](#) on 12 March 2018.

News story: UK-US military links strengthened after ministerial visit to Washington DC

Increased co-operation between the nations was agreed in key meetings with the American Secretary of the Army, Mark Esper, and Secretary of the Navy, Richard Spencer.

Russia, cyber warfare and the ongoing fight against Daesh were also on the

agenda during discussions in Washington this week.

Minister for Armed Forces, Mark Lancaster, said:

British and American personnel are standing side by side, defending our shared values around the world. We are countering Russian aggression, defeating Daesh and strengthening NATO; and our special relationship will continue to strengthen as we face these evolving threats together.

Both nations are undergoing significant upgrades in defence policy, with the UK currently consulting on its Modernising Defence Programme and the US publishing its National Defense Strategy in January. The two programmes are already closely aligned, with a strong emphasis on modernising forces to tackle the increasing shared threats faced on several fronts, while strengthening international alliances and forging new ones.

The US and UK are the two largest contributors to NATO, and among just five countries pledging at least 2% of their GDP to defence. Both countries have been calling on other nations to match this contribution, ahead of the NATO summit in July.

The UK's defence trade partnership with the US is worth £3billion, including collaboration on several key projects such as the F-35 programme, Unmanned Air Systems and a Common Missile Compartment for UK-US Ballistic Missile Submarines.

An even closer bond is expected after Brexit, as the UK establishes new relationships and trade deals outside of Europe.

The Minister will head to the Arctic Circle this weekend to observe the annual Ice Exercise (ICEX) between the British and US navies, highlighting the capability of both nations' submarines to operate in the most extreme conditions.

Minister for Armed Forces, Mark Lancaster, added:

From partnering on the F-35 programme, to training together in Norway, our Navies and Marines continuously build capability together, and ICEX is another important opportunity for our two nations to show what we can do.

[News story: Bristol seminar: We need to talk about Women](#)



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