

International Trade: The UK perspective

The UK's new direction as an independent trading nation

As the United Kingdom prepares to exit the European Union, the priorities and policies that will dictate the UK's trade strategy will have a huge impact on businesses and consumers. Business success in this new environment requires an understanding of the economic and political considerations that determine the outcome of free trade negotiations. For the first time in 40 years, the UK will be setting its own course on international trade.

How will the UK's future trade agreements effect your business?

Modern trade agreements will result in major changes to the regulatory environment and the level of competition, even for those businesses with a purely domestic focus. Other sectors of the economy will find significant commercial opportunities as new markets are made viable by free trade agreements. For businesses with aspirations for growth in international markets, a high quality and properly focused agreement will make a significant difference.

Such high quality trade deals require extensive collaboration between the Government and the private sector and all businesses with an interest in the outcome of trade deals should be involved throughout the process.

FTI Consulting's International Trade Practice is uniquely well placed to help our clients meet the challenges of Brexit and seize the opportunities of global trade. Our trade experts can identify the regulatory threats and opportunities, and provide the strategy and approach to respond effectively.

Key FTI Consulting services

Understand the Process

- Offering a step by step guide to the process of free trade negotiations and advice on when to intervene
- Offering an understanding of the thinking and policy direction of the UK Government and the priorities of negotiation partners
- Scenario planning to help prepare for any possible negotiation outcome

Identify the Issues

- In depth exploration of the trade negotiation issues that will affect your industry
- Identifying the non-tariff barriers that impact your business
- Identifying opportunities for growth through the elimination of trade barriers
- Providing a comprehensive understanding of the regulatory changes and new market opportunities in your industry
- Modelling the impact of changes in the trade environment on your costs, revenues and margins, to inform your pricing and sourcing strategy

Develop a Trade Priority Roadmap

- Working with you to develop a clear and compelling set of trade policy goals
- Developing these goals into a single Trade Priority Roadmap – the negotiation priorities the UK needs to adopt to ensure your business or industry can thrive
- Designing this Trade Priority Roadmap to appeal to Ministers, government officials, media and other key stakeholders

Persuade Key Stakeholders

- Detailed stakeholder mapping which sets out the key decision makers across Westminster and Whitehall with the most influence over trade outcomes in your industry
- Designing and executing an engagement plan built around your Trade Priority Roadmaps to help deliver the trade policy outcomes you need
- FTI Consulting's extensive networks in Westminster, Whitehall and 28 other countries ensure you can connect with key decision makers on both sides of a negotiation

Engage with the Media and the Public

- Our team understands how public opinion can be used to ensure international trade objectives are achieved or undermined and can help with:
 - Executing targeted media strategies that can deliver public support for your goals
 - Executing media interventions timed around important events in the trade negotiation calendar
 - Producing sophisticated content to position your organisation as a thought leader on trade issues, boosting your influence with the government and other stakeholders

Case Study: How does a typical assignment run?

- FTI Consulting has been engaged by a major UK trade association to ensure that their industry gets the best possible outcomes from the UK's free trade agreements
- Our team has worked closely with the association's members to understand how their interests will be affected by future free trade agreements
- Our International Trade Practice is currently developing an Industry Trade Charter for the association - a document setting out the policy and negotiation priorities the industry wants to see in future UK trade agreements
- This content is being developed to cover an expansive range of policy areas - from strengthening intellectual property rights internationally to improving customs processes domestically
- FTI Consulting will lead a launch of the Industry Trade Charter, and execute an engagement and publicity programme to ensure the Charter is an influential part of the Government's trade negotiation priorities

Why FTI Consulting?

About our International Trade Practice:

- **Comprised of a multi-disciplinary group** of strategic communications, economics and tax experts who have experience of working with clients to deliver optimal outcomes around international trade and customs arrangements.
- **Our trade experts can identify the regulatory threats and opportunities, and provide the strategy and approach to respond effectively** – whether a response is needed in Whitehall, in Brussels or inside the myriad international organisations that will drive this complex process.
- **We have recent experience advising the UK Government** on international trade strategy and Brexit delivery ensures we are uniquely well placed to understand the priorities of decision makers.

Further insights and support from FTI Consulting:

- **HR and the Workforce.** Prepare your workforce for the challenges and opportunities ahead
- **Corporate Relocation.** Manage the complexities around relocating your operations
- **Tax.** Consider the tax risks and compliance requirements
- **Supply Chain.** Assess the impact of Brexit on complex supply chains

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EXPERTS WITH IMPACT

About FTI Consulting

FTI Consulting is an independent global business advisory firm dedicated to helping organisations manage change, mitigate risk and resolve disputes: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centres throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities.

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