

The Challenge



There are a bewildering number of country choices open to British companies wishing to export their goods and services. As with any major strategic decision the challenge of prioritizing countries for export involves taking into consideration many different factors.

These include cost and ease of transportation, warehousing and logistics, insurance issues, language, cultural preferences, geographical considerations (climate etc), exchange rates, politics, legal practices and a host of other issues.

The last ten years has seen a massive rise in Far Eastern competition which has forced many British manufacturers to become leaner or more specialized but in many cases has driven them out of business. There has also been a significant shift of focus to the Middle East for many UK companies due to the demand for European products and the wealth of these oil rich nations. Eastern European opportunities have also opened up with nations such as Poland, the Czech Republic and other former Eastern Block countries emerging over recent years.

A Logical Choice

