

Our Trade Work



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Despite economic headwinds, **2025 was another strong year** for transatlantic trade and investment, with trade between the UK and the US growing both for goods and services.

Official data shows that total UK-US trade in goods and services reached £331.2 billion, an increase of 6.2% year-on-year. UK exports rose to £204.3 billion, while imports from the US climbed to £126.9 billion, reinforcing the US as the UK's largest trading partner, accounting for nearly 18% of total UK trade. On the US side, goods exports to the UK totaled \$61 billion in the first half of the year, with imports at \$44 billion, underscoring the strength of this bilateral corridor.

Against this backdrop, BritishAmerican Business continued to play a central role in promoting trade and investment opportunities for its members and the wider business community. Our work focused on developing practical tools, delivering high-impact events, celebrating success stories and fostering connections.

The Annual Trade & Investment Guide

In June, BAB launched the 2025 edition of Finding Your Way: The Trade & Investment Guide to the UK. Produced in a new design and format, this comprehensive resource provides US companies with clear guidance on market entry, legal and tax considerations, talent mobility, and sector opportunities. It reflects the UK's position as a leading destination for US investment, which accounts for nearly a quarter of all inward FDI.

BAB Accelerate

Our Accelerate Series continued to convene growth businesses and SMEs through practical sessions and networking events focused on expansion strategies. Recent highlights include events with the Senior Vice President of Product at Convene, James Frankis, in London, and with Nigel Eccles, Co-founder of Hubdub and FanDuel, and CEO of the online crypto casino BetHog in New York. Complementing these events, the Accelerate Newsletter (now reaching almost 4,000 subscribers) delivered curated

insights on regulatory changes, market trends, and success stories, helping businesses stay informed and connected.

Transatlantic Growth Awards (TAG)

The 2025 TAG Awards, held at London's Institute of Directors, celebrated companies driving transatlantic growth. Winners included AstraZeneca, Warner Bros. Discovery, Diaceutics, Entrust, Clear Angle Studios, and TAE Power Solutions - organizations that exemplify innovation, job creation, and investment across borders.

Beyond the flagship products, BAB convened key state-level trade delegations and policy forums throughout the year. Highlights included delegations from US states such as Ohio, Florida, and South Dakota, spotlighting opportunities in clean energy, life sciences, and advanced manufacturing.

Together, these activities and products deliver a diverse trade and investment portfolio of opportunities for members and stakeholders. The Trade & Investment Guide supported US firms navigating UK market entry; Accelerate events and newsletters equipped SMEs with practical insights; and TAG winners showcased the vibrancy of transatlantic commerce. Delegation visits deepened regional ties and unlocked new investment pathways.

Looking ahead to 2026, BAB will expand its trade promotion work with a new edition of BAB's Trade & Investment Guide looking at the US, new Accelerate programming, and specialized TAG awards in emerging industries such as green technology and life sciences. Our mission remains clear: to strengthen the transatlantic corridor and help businesses invest, innovate, and grow.