Brexit: Theresa May focuses British business on international trade

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LONDON: January 19, 2016 — The Prime Minister's speech outlining the UK Government's "Brexit Principles" urges British business to develop an international trade strategy, says Peter Snell, CEO of global strategic consultancy firm Ipsos Business Consulting.

"Theresa May's speech is welcome, as it reflects the increasing maturity of discussion about post-Brexit Britain. Business leaders now know the British government's negotiating position and its timetable for serving notice of triggering Article 50. This in turn gives us a rough timeline for any trade deal between post-Brexit Britain and the EU bloc", says Snell.

"But business leaders will realise that negotiations are going to be challenging, and British government officials have a steep learning curve to climb as they prepare for the task at hand. We're talking about a substantial period of time before British business can be certain of the type of trade arrangement that will exist with its EU partners. Business cannot afford to wait for clarity on trade agreements." Snell continues. "Ipsos Business Consulting believes that the PM's statement confirms our view of last year when we advised British business leaders to fill the coming void and take a serious look at opportunities for international trade. They need to update international trade strategies to exploit global opportunities before the picture on EU trade is fully clear."

"Currently, the picture for international trade is much more certain than that of Europe" Snell concludes.

Ipsos Business Consulting has profiled 18 countries that merit serious consideration by British business leaders looking for new non-EU trade opportunities. It is evident from this week's British Government statement that now is the time to take a fresh look at international trade strategies.

CREATING OPPORTUNITY: How to build a new era of trade for post-Brexit Britain presents its findings in plain English and includes engaging infographics and other resources to help businesses easily identify opportunities.

To schedule an interview, or for more information on Ipsos Business Consulting's Brexit briefing, please contact Chivanon Piyaphitakskul, Marcoms Manager on consulting.bc@ipsos.com

The Ipsos Brexit Report and microsite can be found at www.ipsosconsulting.com.

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