



# AMERICAN EXPRESS FRESH FRONTIERS

A snapshot of attitudes to international trade and future trading opportunities



The American Express Fresh Frontiers report is a global study that examines businesses' views of, and plans for, international trade.

On our behalf, Vitreous World spoke to businesses in the UK to get their views on global trade.\*

## INTERNATIONAL TRADE IS INTEGRAL TO BUSINESS SUCCESS AND GROWTH



**80%**

of respondents say it is important to their organisation's success

Accountable for an average **45%** of their revenue

The vast majority of the UK businesses we surveyed are confident in their international trade strategies, with global economic conditions, expertise within the business and the relevance of their products and services to other markets being the top factors contributing to these confidence levels.

## BUSINESSES ARE EMBRACING MEASURES TO SAFEGUARD PAYMENTS



**42%**

use FX Forward contracts

And 89% agree they are effective in mitigating against currency volatility

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## BUSINESSES EXPECT INTERNATIONAL TRADE TO EXPAND IN VOLUME



**39%**

are looking to increase their levels of international trade in the next 12 months.

And they are highly diligent about their international trade strategy, with:

**76%**

of respondents stating that their organisations review the markets they trade with on at least a quarterly basis.

As an independent study, the Centre for Economics and Business research (Cebr) also identified the top countries with the most untapped trade potential for UK businesses.

## ECONOMIC MODELLING CAN IDENTIFY 'FRESH FRONTIERS'

By exploring trade drivers – including business environment, economic performance and regional trade agreements – businesses can identify a whole host of countries with untapped trade potential: the "Fresh Frontiers."

And when it comes to the top countries for trade potential around the world, the USA takes the first spot. But what's clear from this list is that businesses should look beyond those that immediately spring to mind when exploring new trade opportunities.

## THE TOP TEN FRESH FRONTIERS FOR UK BUSINESSES ARE:



[www.americanexpress.com/uk/internationalpayments](http://www.americanexpress.com/uk/internationalpayments)