

British business demonstrates strong interest in the UAE

- Lloyds TSB Middle East Commercial Banking team and the UK Trade and Investment team at the British Embassy travelled for the first time to the UK to meet British businesses looking to operate in the UAE
- UAE is UK's largest export market in the Middle East with exports at around USD\$5.9 billion, and a growth forecast of over 10% in 2010
- The high attendance rate indicates that British businesses continue to see the UAE as an extremely important market

Dubai: 04th November 2009

Lloyds TSB Middle East, part of one of the world's largest banking groups, travelled to the UK with the British Embassy's UK Trade and Investment team to advise businesses with an interest in working in the UAE.

The series of four road show events which took place in Northern England and Scotland provided over 200 attendees with an opportunity to meet UAE business experts, Lloyds TSB Middle East, Emirates Airline representatives and UAE legal advisors Pinsent Masons.

Organised and supported by the UK Trade and Investment, the UK government's international business development body, the attendees were given expert advice on how to do business in the Gulf, how to set up a business in the UAE and which sectors provided specific opportunities for British business. Attendees were given the opportunity to ask questions to the expert panel team and to meet for one to one sessions.

Speaking at the road show Graham Mitchell, Head of Commercial Banking for Lloyds TSB Middle East said:

'We were thrilled to be part of this important road show to the UK. The high numbers of attendees and detailed questioning demonstrated the continued interest companies in the UK have in investing in the UAE. Furthermore, we have seen a spike in the numbers of new British companies contacting us for UAE banking support'

Jeff Wilson, Director of UK Trade and Investment said;

'The UAE is the UK's 14th largest export market and we have seen these figures grow strongly over the last 2 years. Working with our partners, UK Trade and Investment's aim is to ensure that British businesses that are looking to set up in the UAE and in the wider Gulf get the objective and professional advice they need to do so. It was fantastic that so many people took the time to meet with us during our trip'



to the UK, and this shows that there is a very strong interest in the UAE and this important economic region. This UK business development tour was the first of its kind organised from the UAE. We hope to replicate it to different centres in the UK in 2010'.

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Notes to Editors:

Lloyds TSB Dubai is a branch of Lloyds TSB Group, one of the world's largest and most respected banking groups. Lloyds TSB employs over 11,000 people in more than 20 countries worldwide. Lloyds TSB has been a leading bank in Dubai for over 30 years and was awarded its banking licence by the UAE Central Bank in 1977. For more information, please visit www.lloydstsb.ae

About Lloyds TSB Middle East

The main branch of Lloyds TSB Middle East is in Jumeirah, housed in a custom built landmark building, located on Al Wasl Road opposite Safa Park. The bank also has Customer Service Centres located at the Arabian Ranches, Healthcare City, Green Community and Uptown Mirdiff. Lloyds TSB Middle East employs over 300 people providing an extensive range of financial services including: Personal Banking, Commercial Banking, Corporate Banking, Offshore Banking, Private Banking, Treasury Services and Trade Finance Services. In addition to market leading car and home loans, credit cards, personal and commercial loans, current and savings accounts, and fixed term deposits, Lloyds TSB Middle East also offers easy accessibility to telephone banking and secure internet banking 24 hours a day, 7 days a week.



About UK Trade and Investment

UK Trade & Investment is the government organisation that helps UK companies succeed in the global economy. It offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. It provides companies the tools they require to be competitive on the world stage.

UKTI also helps overseas companies bring their high-quality investment to the UK's dynamic economy - acknowledged as Europe's best place from which to succeed in global business.

