



Advantages of Entering the UK Market and Participating in Ecobuild 2009

Julie Snyder
Deputy Senior Commercial Officer
U.S. Commercial Service UK



UK market - A unique launch pad for entry to the European markets and beyond

- ▶▶ Common language
- ▶▶ Political stability
- ▶▶ Infrastructure and Telecommunications – both international and domestic
- ▶▶ Well educated and flexible labor force
- ▶▶ Comparable legal system
- ▶▶ Assured intellectual property rights
- ▶▶ Principles of free trade and open competition



CS London's Support for Ecobuild 2009

- ▶▶ Ecobuild 2009 is a Commerce-certified trade show
- ▶▶ The Ecobuild show has a proven track record as an excellent venue for exhibitors to meet decision makers in the sustainable design, construction and built environmental market
- ▶▶ CS London is coordinating with Ecobuild 2009, IMEX Management, Inc., the Pittsburgh U.S. Export Assistance Center, and Commercial Service headquarters to recruit U.S. exhibitors
- ▶▶ CS London will coordinate with other commercial service offices to provide pre-show marketing for U.S. exhibitors
- ▶▶ CS London will provide on-site support and follow-up after the show



UK Sustainable Building Market

Cheryl Withers
Commercial Assistant



UK Construction Market

- ▶▶ UK construction revenues just over \$200 billion
 - ▶▶ Public and Private Housing \$ 82 billion
 - ▶▶ Public and Private Commercial Construction \$104 billion
 - ▶▶ Private Industrial (factories, warehouses) \$7 billion
 - ▶▶ Infrastructure (roads, railways) \$11 billion
- ▶▶ 8% of UK Gross Domestic Product (GDP)
- ▶▶ 250,000 companies in the market
- ▶▶ 420 million tons of building materials per year
- ▶▶ UK production of construction materials \$80 billion



What is Sustainable Building in the UK?

- ▶▶ Factors Include:
 - ▶▶ Design quality & method
 - ▶▶ Efficient operation and maintenance
 - ▶▶ Impact on health and the environment
 - ▶▶ Reduction of waste and pollution
 - ▶▶ Reduction of energy consumption
 - ▶▶ Renewable & re-useable materials



What Makes My Product Sustainable or “Green”

- ▶▶ Can be reused or recycled
- ▶▶ Few hazardous materials
- ▶▶ Long life span
- ▶▶ Consumes less energy or water
- ▶▶ Creates less waste

Source: Local Government Web site



Why Target the UK Market: Legislation

- ▶▶ EU Directives such as REACH, Energy Performance of Buildings Directive
- ▶▶ Climate Change Bill (to be passed by Parliament). Goal to reduce Carbon Dioxide (CO₂) emissions by 26% by 2020 and 80% by 2050. UK buildings are responsible for 50% of UK energy consumption and CO₂ emissions
- ▶▶ The Landfill Directive. The UK sends more waste to landfill than other European Countries
- ▶▶ UK Building Regulations including Part L: Conservation of Fuel and Power



Why Target the UK Market: Government Initiatives

- ▶▶ Building a Greener Future: Towards Zero Carbon Development. The goal is for all new homes to be zero - carbon by 2016
- ▶▶ Strategy for Sustainable Construction (June 2008). A joint government and industry strategy document
- ▶▶ Code for Sustainable Homes. A rating for all new homes against nine categories including Energy and CO₂ Emissions, Water, Materials, Surface Water Run-Off, Waste, Pollution, and Health and Wellbeing
- ▶▶ Water Efficiency in New Buildings (commercial and household)



UK Priorities (1)

- ▶▶ Waste reduction and management
 - ▶▶ The UK produces around 100 million tons of waste a year. One quarter of that figure is municipal waste. The construction industry generates more waste than other UK sectors.
 - ▶▶ The goal is to divert more waste from landfill and find alternative waste management methods
- ▶▶ Water Efficiency
 - ▶▶ Water usage is up 55% from 1980
 - ▶▶ Progressive tightening of building regulations - water efficiency standards . This will drive the market



UK Priorities (2)

- ▶▶ Energy Efficiency
 - ▶▶ UK legislation will drive this segment of the market. For example, Part L of the building regulations specifies the need for certain types of gas and oil boilers to be the condensing type to maximize fuel efficiency. This has resulted in increased sales of condensing boilers
- ▶▶ Environmentally Friendly Materials and Products
- ▶▶ Climate Change - hotter summers, rain, floods etc.



UK Opportunities (1)

- ▶▶ Green Design/Architecture. There is increasing demand for zero-carbon and eco-friendly buildings
- ▶▶ Energy Efficient Products (household and commercial)
- ▶▶ Micro Generation (Energy Capture). Energy Saving Trust - "must be installed in millions to have impact"
- ▶▶ Water Efficiency and Conservation



UK Opportunities (2)

- ▶▶ Green Building Materials & Environmentally Friendly Products
- ▶▶ Waste Management
- ▶▶ Employee Training
- ▶▶ On-Site Health and Safety
- ▶▶ Construction techniques and materials that can withstand or protect against extreme weather conditions



Why the UK Market: Construction: Projects (1)

- ▶▶ Public & Private Housing
 - ▶▶ A long term need to address UK shortage of affordable housing
 - ▶▶ A Government pledge to build two million homes by 2016 and three million by 2020. Five eco-towns by 2016 and ten by 2020
 - ▶▶ The country has large stock of older housing
- ▶▶ Infrastructure
 - ▶▶ Crossrail . A new rail route through London (West to East)
 - ▶▶ Water and sewage sectors



Why the UK Construction: Projects (2)

- ▶▶ Public and Private Commercial Construction
 - ▶▶ Government spending programs. Health and Education
 - ▶▶ London 2012 Olympic and Paralympic Games. The "greenest Games to date"
 - ▶▶ Thames Gateway (South East England). Europe's largest regeneration project. Plans to make Gateway an "eco-region"



U.S. COMMERCIAL SERVICE UK - LONDON

Contact:

Cheryl Withers

Telephone: +44 20 7894 0471

Email: cheryl.withers@mail.doc.gov

Web site: <http://www.buyusa.gov/uk/en/>