

# Unveiling Opportunities at Global Britain Trade Expo

5th June 2025

---

**Hélène Chesnay**  
Senior Business  
Advisor

The opportunities and optimism of a major industry event like the [Global Britain Trade Expo 2025](#) is infectious. Held in London on the 29th of May 2025, this premier event offered UK businesses, including a delegation from Jersey, a golden opportunity to dive deep into global trade, uncover cutting-edge innovations, and forge pathways for growth.

Jersey Business supported attendance, aiming to bring back valuable insights and opportunities for our local community.

Stepping away from the day-to-day to immerse yourself in an event like the Global Britain Trade Expo can be a game-changer:

- Unparalleled networking: As one attendee shared, "Meeting so many innovators and potential collaborators in one place was invaluable; the connections made are already opening doors."
- Exposure to new innovations & trends: Participants witnessed firsthand the latest products, services, and groundbreaking technologies. "The advancements in AI for export logistics, as highlighted by Martin Warner, were a real eye-opener and showed clear pathways to efficiency," noted another.
- Accelerated learning and development: Expert speakers provided concentrated knowledge. Marco Forgiione of the Chartered Institute of Export & International Trade offered insights into navigating global supply chain uncertainty, while Allyson Stewart-Allen gave a masterclass on succeeding in the US market. A session by Country Navigator also offered strategies for leveraging cultural agility.
- Rich market insights & competitive intelligence: Engaging with exhibitors and attendees provided up-to-the-minute information on market trends

and competitor strategies, aiding informed decision-making.

**"Meeting so many innovators and potential collaborators in one place was invaluable; the connections made are already opening doors."**

### **Key highlights & innovations from Global Britain Trade Expo 2025**

Discussions at the expo focused on critical themes for global businesses:

- Navigating global supply chain resilience: Marco Forgione emphasized the need for businesses to build resilient supply chains through cooperation and diversification, especially given geopolitical tensions. For Jersey businesses, this means strategic sourcing and logistics in an unpredictable world.
- Cultural agility as a market entry tool: A fireside chat highlighted that understanding and embedding cultural due diligence is crucial, yet often overlooked, when entering dynamic markets like India. This is a key takeaway for local businesses eyeing international expansion.
- The transformative power of AI: Martin Warner's keynote vividly illustrated AI's accelerating impact on industries, productivity, and daily life, pointing to significant business opportunities. This challenges businesses to consider AI integration into their operations. AI is rapidly reshaping human potential, industry dynamics, and global competition.
- Emerging sector growth: Insights from the UK Space Agency and Space4Sight revealed opportunities in the burgeoning space economy, projected to reach \$1.8 trillion by 2035. This extends beyond traditional sectors to communications, earth observation, and even future concepts like asteroid mining. Satellite technology and space-enabled services support diverse industries, and international collaboration is key to success in this area.

These discussions offered Jersey businesses fresh perspectives on adapting to global shifts, leveraging new technologies, and approaching export markets more sophisticatedly.

### **Turning inspiration into action: Unlocking the Jersey story through export**

While Jersey is renowned for its financial sector, there's a deeper, more tangible story rooted in our land and sea – one of unparalleled quality, artisan craftsmanship, and a profound connection to nature. Our rich soil yields the iconic Jersey Dairy, our unique seawater gives us delicious oysters and distinct sea salt, and our sustainable practices produce high-quality honey. This authenticity is highly valued in today's global market.

This presents a significant opportunity for Jersey to enter the export market, transforming unique local products into sought-after international treasures.

**"The advancements in AI for export logistics, as highlighted by Martin Warner, were a real eye-opener and showed clear pathways to efficiency,"**

### **Why Export?**

In the current economic climate, exporting is vital for growth and resilience:

- Expand your horizons: Exporting opens up a vastly larger customer base beyond our local market.
- Build resilience: Diversifying markets reduces dependency on a single economy, strengthening your business.
- Elevate "Brand Jersey": Every successful export enhances the global reputation of Jersey products.
- Meet global demand: There's a growing global appetite for premium, niche products with clear provenance, traceability, and sustainable credentials – all areas where Jersey excels.

### **Actionable steps: Taking your Jersey product global**

The journey to exporting might seem daunting, but here's how to start:

1. Define your unique Jersey story & niche: Articulate what makes your product exceptional – its connection to Jersey's terroir, a family recipe, or commitment to sustainability. Identify niche markets that will value this authenticity.
2. Smart market intelligence: Modern tools like Country Navigator ([Country Navigator | The No.1 Cultural Intelligence Training Platform](#)) can provide initial market intelligence, helping you understand cultural nuances and consumer preferences without extensive travel.
3. Leverage technology for reach & operations: The digital age has levelled the playing field:
  - E-commerce: Set up an online shop to sell directly to international consumers or businesses. Or consider accessing the global online marketplaces that exist throughout the world today such as Amazon who operates in over 20 countries.
  - Digital marketing: Use targeted social media and content to share your Jersey story globally.
  - Fintech solutions: Modern financial technology simplifies international transactions through multi-currency accounts and

efficient payment platforms. ([All-in-one Finance For Growing Businesses](#))

4. The power of collaboration – envisioning "Products of Jersey": Imagine a collaborative export platform for Jersey's finest goods. This cooperative approach is vital for artisan producers:
  - Shared strength: Pool resources for logistics, reducing shipping costs.
  - Collective marketing: Create a powerful "Brand Jersey" presence at international trade shows and online.
  - Streamlined compliance: Share the burden and cost of navigating export regulations.
  - Increased bargaining power: Negotiate better terms with distributors as a collective.
5. Start smart – test, learn, adapt: You don't need to conquer the world overnight.
  - Pilot programme: Select one or two target markets.
  - Seek feedback: Engage with early customers and partners.
  - Refine your approach: Adapt your product, packaging, or marketing based on real-world learning.

Jersey Business, potentially via the [Better Business Grant](#), can support your export journey. Our island's artisan producers have a narrative that resonates deeply with contemporary consumer values. The journey of exporting these exceptional products is more accessible than ever. With the right mindset, a strategic approach, and a willingness to embrace new tools and collaboration, Jersey's products can find their place in the world's most discerning niche markets.