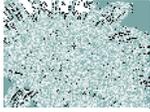




The Sports Goods Export Promotion Country Report on The United Kingdom



THE UNITED KINGDOM

April 2020

ABOUT THE COUNTRY



Capital: London

largest city: London, followed by Birmingham and Manchester

Population: 62.8 million

Area : 242,514 sq km (93,638 sq miles)

Language : English

Currency : Pound Sterling

Exchange rate as on April 2020

1 USD = 0.80 GBP, 1 GBP = 95.70 INR

The United Kingdom comprises the whole of the island of Great Britain—which contains England, Wales, and Scotland—as well as the northern portion of the island of Ireland. The name Britain is sometimes used to refer to the United Kingdom as a whole.

The capital is London, which is among the world's leading commercial, financial, and cultural centers. The United Kingdom is known as the home of both modern parliamentary democracy and the Industrial Revolution. Two world wars and the end of empire diminished its role in the 20th century, and after leaving European Union on 31st January 2020 have raised significant questions about the country's global role. Nonetheless, the United Kingdom remains an economic and military power with great political and cultural influence around the world.

The economy of the United Kingdom is highly developed and market-orientated. It is the sixth-largest national economy in the world measured by nominal gross domestic product, ninth-largest by purchasing power parity, and twenty second-largest by GDP per capita, comprising 3.3% of world GDP.

U.K. primarily is driven by the services sector, which contributes more than 75% of its GDP, with manufacturing the second prominent segment, followed by agriculture. Although agriculture is not a major contributor to its GDP, 60% of the U.K.'s food needs are produced domestically, even though less than 2% of its labor force is employed in the sector.

SPORTS IN UNITED KINGDOM

Sport in the United Kingdom plays an important role in British culture. The United Kingdom has given birth to a range of major international sports including association football, badminton, billiards, bowls, boxing, cricket, croquet, curling, darts, golf, fives, hockey, netball, rugby (union and league), tennis, table-tennis, snooker, squash, and water polo. Here are the top five Sports in the UK:

Football

Football is the most popular game played in the U.K. and follows a traditional league system which consists of more than one hundred teams. The most popular league is known as the Premier League and consists of the 20 best teams from all over the U.K. The most popular of these teams are Manchester United, Liverpool and Arsenal. Football in the U.K. is governed by the Football Association which is one of the oldest governing bodies in the entire world. The two most famous Football Championships in the U.K. are the FA Cup and the Capital One Cup. There are 92 professional football clubs that participate in each of these tournaments each year.

Cricket

Cricket is the national sport of the U.K. and became popular in the U.K. in the 17th century. Today there are 18 professional county clubs in the U.K. with all of them being named after historic counties. Each summer these county clubs participate in the First Class County Championship, which consists of two leagues of nice teams in which matches are played over four days.

Rugby

Rugby is one of the most popular professional and recreational team sports in the U.K. and is divided into Rugby Union and Rugby League. The two sports are different in rules such as the number of players and in ways to advance the ball. The Rugby Football League acts as the governing body of Rugby League in the U.K. Based at Red Hall in Leeds, it administers the England Rugby League Team, the Challenge Cup, Super League and the Championships which form the professional and semi-professional structure of the game in the U.K. The Rugby Football Union continues to be the governing body for Rugby Union in the U.K. This organization promotes and runs the sport, organizes international matches for the England national team and educates and trains players and officials.

Badminton

Badminton is the most popular racket sport in U.K. history and continues to grow in popularity. The Badminton Association of England was established in 1893 and is now known as Badminton England. It is the governing of badminton in the U.K. and is also a founding member of the International Badminton Federation. The International Badminton Federation is responsible for providing support to 41 countries in league structure and club structure.

Tennis

Tennis is growing not only as a participant sport but also as a spectator sport. Wimbledon is the most popular Tennis Tournament in the U.K. and has been played in England since 1877. Wimbledon is one of the four grand slam events on the ATP Tour which also includes the Australian Open, the U.S. Open and the French Open. The U.K. has many public facilities throughout which offer tennis at little to no cost for the general public.

COMMERCIAL RELATIONS WITH UNITED KINGDOM

India and the UK announced a wide range of MoUs/agreements and initiatives across technology, Trade and investment. These Include:

MoUs/Agreements

India and UK have agreed to an overarching cyber-relationship framework that among others enables the development of a common and shared understanding of international cyber activity; discuss and share strategies to promote user confidence in the security of ICT products and services; promote cyber security product development; and share information relating R&D etc.

On rejuvenation of River Ganga, a MoU has been signed between National Mission for Clean Ganga (NMCG) and Natural Environmental Research Council (NERC), UK. The MoU will enable the United Kingdom to support Government of India in sustainable management of water resources in the Ganga Basin through collaborative programmes of research and innovation and exchange of policy experts with the support of UK Water Partnership.

The MoU on Skill Development, Vocational education and Training between the two governments seeks to promote greater collaboration in domains such as strengthening skill delivery in high demand sectors where UK has technical and skilling expertise, capacity building of institutions by facilitating the links between UK and Indian corporate and institutions, technical assistance for apprenticeships, quality assessment and certification.

In the area of regulation of safe nuclear energy use for peaceful purposes, an arrangement has been arrived at between Atomic Energy Regulatory Board of India (AERB) and the Office for Nuclear Regulation of Great Britain (ONR). The arrangement among others will facilitate exchange of safety-related information concerning the regulation of siting, construction, commissioning, operation, radioactive waste management, decommissioning of civil nuclear installations, and preparedness and management of nuclear and radiological emergencies.

Statement of Intent between NITI Aayog and UK's Department of Business, Energy and Industrial Strategy (BEIS) has been signed which will enable the two sides to explore potential for eng-

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-agement on technology co-operation in areas such as electric vehicles, AI, FinTech, and advanced manufacturing, as well as utilizing AI, big data and analytics capability for evidence based policy making..

The MoU on cooperation in the field of Animal Husbandry, Dairying and Fisheries Sectors seeks to strengthen collaboration in livestock health and husbandry, breeding, dairying and fisheries, sanitary issues, exchange of scientific personnel, promotion of agro-forestry for planting fodder tree species, bulk transportation of fodder to deficit areas etc.

Recognizing the increased threat posed by international criminality because of its increasingly complex nature and the threat posed by organized crime, a MoU on Exchange of Information for the Purposes of Combating International Criminality and Tackling Serious Organized Crime has been signed. The MoU will allow the two parties to establish a mechanism for the exchange of information, which will include criminal records, immigration records and intelligence.

An Addendum covering research in humanities and social sciences has been added to the 2004 Newton-Bhabha MoU, which supports research and innovation capacities of both sides for long-term sustainable growth. With this addendum, the collaboration will now also extend to Humanities and Social Sciences.

The UK has announced setting up a Fast Track Mechanism to identify and resolve specific issues faced by Indian companies who are either in the UK or looking to establish operations in the UK.

The All India Institute of Ayurveda (AIIA), an autonomous organization under the Ministry of Ayush in collaboration with the College of Medicine will set up a Centre of Excellence in Ayurveda and traditional Indian medicine. A MoU between the two institutions has been signed which will enable among others the development of evidence-based guidelines for integrating Ayurvedic principles and practices with modern medicine, and develop Ayurvedic medical education guidelines for Ayurveda education in the UK.

India-UK Tech initiatives:

UK - India Tech Alliance: NASSCOM and techUK have set up the UK - India Tech Alliance, which will facilitate collaboration on building future skills in new technologies by nurturing a solid skills base in the UK and India, with the support of both the governments. The Alliance will be composed of high-level stakeholders from the technology industry in the United Kingdom and India. The Alliance will assist the governments of UK and India to develop policy in relevant areas by providing a forum for regular dialogue and the exchange of ideas, discuss concerns pertaining to the growth of the sector including, but not limited to skills, new technologies and migration.



Technology Summit II: The UK and India announced the Technology Summit II, which will be held in autumn 2018. The Summit will bring together the greatest UK and Indian tech innovators, scientists, entrepreneurs and policy makers to work together to scope and design solutions to challenges including the governance of future tech.

AI and Digital Healthcare: The UK and India announced that as partners in the next generation of healthcare, they will collaborate on digital health pilots in India's Aspiration on Health Districts by applying UK evidence-based healthcare AI and technology to strengthen healthcare delivery. These pilots will be carried out in the areas of self-care, primary, secondary and tertiary care, including eye care, diabetes and cancer.

UK tech-initiatives in India:

UK-India Tech Hub: The UK announced the creation of a UK-India Tech Hub. Based in the British High Commission in New Delhi the Tech Hub will include a network of people and program designed to facilitate ideas, investment and prosperity for India and the UK. It will focus on the fastest growing sectors, including: cyber-security, AI/data, future mobility, digital manufacturing, healthcare, electric vehicles and digital identity.

UK-India Tech Cluster Partnerships: The Tech Cluster partnerships will link world-leading centre of excellence; enable shared innovation and technology exchange; create landing pads for Indian companies in the UK and UK companies in India to drive investment and trade and create high value jobs and build UK and Indian productivity.

Advanced Manufacturing Centre: The UK announced the potential establishment of an Advanced Manufacturing Centre. Such a centre would support respective industrial strategies and in turn drive growth and jobs in both countries.

FinTech Rocketship Awards: The UK announced the launch of the FinTech Rocketship Awards, a unique, first-of-its-kind FinTech mentoring programme, led by India and the UK's top FinTech mentors. In the first year, at least 20 FinTech entrepreneurs from each country will be given the opportunity to experience respective ecosystems and pitch for investment.

Trade, Investment and Finance

Green Growth Equity Fund (GGEF): The UK and India launched the fund that will leverage City finance to invest in India's growth, announcing Eversource Capital, a joint venture between Lightsource BP and Everstone Group, as the Green Growth Equity Fund Manager. An initial investment of £240m from both governments will catalyze additional City finance for green projects in India and UK companies will be able to bid for infrastructure projects financed by the Fund.

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The Fund will invest in renewable energy, clean transportation, water and waste management in India as part of India's flagship National Investment and Infrastructure Fund (NIIF). UK and India contributions are investments that will generate returns for each country.

UK-India Dialogue on Investment: The UK and India announced a Dialogue on Investment to improve our mutual understanding of priorities and review future opportunities for cooperation.

Sector targeting roadmap: The UK and India have agreed to work together on a sector-based roadmap to address trade barriers in life sciences, food and drink and IT sectors.

UK-India multilateral trade dialogue: The UK and India will take forward a dialogue under the Joint Working Group on Trade, which will support a shared commitment to the global rules-based system and to the WTO's role in underpinning it.

Fast Track Mechanism: The UK and India announced a mechanism to support Indian investments into the UK.

Commitment to transition EU-India Third Country Agreements: The UK and India announced that this commitment will ensure continued application to the UK of EU-India Agreements during the Implementation Period following the UK's departure from the EU, and put in place arrangements to replicate relevant EU-India agreements beyond this period.

UK-India Fintech Dialogue: The two sides decided on the establishment of a FinTech dialogue to discuss further opportunities for financial services collaboration, including policy coordination.

Global Force for Good

International Solar Alliance: The UK signed the Framework Agreement of the International Solar Alliance and became the 62nd signatory member country. The UK also expressed its commitment to the continued advocacy of ISAs aims and objectives.

Research and Development: The UK and India will continue their world-leading research relationship, generating new knowledge and innovations that feed the world's hungry (high yield crops), protect our environment (clean energy), save lives (advanced healthcare) and drive economic inclusion (digital services).

Import of Toys and Sports Goods (9503, 9504, 9506, 9507) by the United Kingdom from world and India's position is shown in following tables (**In USD Million**):

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9503 wheeled toys; dolls; puzzles of all kinds

| Rank | Exporters | Imported value in 2017 | Imported value in 2018 | Imported value in 2019 |
|------|------------------|------------------------|------------------------|------------------------|
| | World | 28,109 | 27,960 | 27,282 |
| 1 | China | 18,492 | 17,495 | 17,272 |
| 2 | Czech Republic | 2,102 | 2,149 | 2,244 |
| 3 | Germany | 1,071 | 1,595 | 1,285 |
| 4 | Hong Kong, China | 917 | 911 | 810 |
| 5 | Viet Nam | 807 | 718 | 708 |
| 6 | France | 554 | 665 | 549 |
| 7 | USA | 601 | 666 | 520 |
| 8 | Ireland | 539 | 606 | 510 |
| 9 | Belgium | 326 | 416 | 424 |
| 10 | Poland | 268 | 375 | 394 |
| 16 | India | 69 | 87 | 123 |

9504 Video game consoles, table or parlour games, bowling alley equip.

| Rank | Exporters | Imported value in 2017 | Imported value in 2018 | Imported value in 2019 |
|------|----------------|------------------------|------------------------|------------------------|
| | World | 17,165 | 16,506 | 14,890 |
| 1 | China | 9,613 | 9,128 | 8,610 |
| 2 | Poland | 1,060 | 1,010 | 1,370 |
| 3 | USA | 841 | 824 | 916 |
| 4 | Germany | 1,139 | 785 | 662 |
| 5 | Netherlands | 1,112 | 886 | 336 |
| 6 | Japan | 135 | 304 | 328 |
| 7 | Belgium | 640 | 740 | 316 |
| 8 | Ireland | 467 | 615 | 281 |
| 9 | Denmark | 184 | 265 | 259 |
| 10 | Czech Republic | 195 | 190 | 254 |
| 24 | India | 17 | 17 | 24 |

9506 All kinds of sports equipment

| Rank | Exporters | Imported value in 2017 | Imported value in 2018 | Imported value in 2019 |
|------|-----------------|------------------------|------------------------|------------------------|
| | World | 12,659 | 13,412 | 13,320 |
| 1 | China | 5,646 | 5,644 | 5,849 |
| 2 | USA | 1,213 | 1,202 | 1,113 |
| 3 | Taipei, Chinese | 715 | 874 | 941 |
| 4 | Italy | 607 | 829 | 630 |
| 5 | Germany | 570 | 675 | 612 |
| 6 | Netherlands | 450 | 482 | 563 |
| 7 | France | 551 | 695 | 545 |
| 8 | Viet Nam | 349 | 419 | 453 |
| 9 | Pakistan | 314 | 343 | 359 |
| 10 | India | 352 | 325 | 337 |

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9507 rods, fish-hooks etc, hunting or shooting requisites

| Rank | Exporters | Imported value in 2017 | Imported value in 2018 | Imported value in 2019 |
|------|--------------------------|------------------------|------------------------|------------------------|
| | World | 905 | 867 | 928 |
| 1 | China | 445 | 451 | 497 |
| 2 | Netherlands | 119 | 97 | 108 |
| 3 | Belgium | 45 | 43 | 49 |
| 4 | Japan | 45 | 34 | 39 |
| 5 | United States of America | 37 | 33 | 34 |
| 6 | Korea, Republic of | 39 | 40 | 33 |
| 7 | Poland | 0.25 | 0.02 | 21 |
| 8 | Mauritius | 24 | 20 | 19 |
| 9 | Viet Nam | 9.77 | 11 | 19 |
| 10 | Taipei, Chinese | 13 | 17 | 17 |
| 16 | India | 13 | 8.8 | 12 |

POPULAR DEPARTMENTAL STORE IN THE UNITED KINGDOM

The John Lewis Partnership is an employee-owned UK company which operates John Lewis department stores, Waitrose supermarkets and some other services. The company is owned by a trust on behalf of all its employees – known as Partners – who have a say in the running of the business and receive a share of annual profits, which is usually a significant addition to their salary. The group is the third largest UK private company in the Sunday Times Top Track 100 for the year 2010.

Marks and Spencer Group plc (M&S) is a major British multinational retailer with headquarters in Westminster, London that specialises in selling high quality clothing, home products and food products.

Selfridges, also known as Selfridge & Co., is a chain of high end department stores in the United Kingdom. It was founded by Harry Gordon Selfridge. The flagship store on London's Oxford Street is the second largest shop in the UK and opened 15 March 1909. In the 1940s, smaller provincial Selfridge stores were sold to the John Lewis Partnership, and in 1951 the original Oxford Street store was acquired by the Liverpool-based Lewis's chain of department stores.

House of Fraser is a British department store group with over 60 stores across the United Kingdom and Ireland. It was established in Glasgow, Scotland in 1849 as Arthur and Fraser. By 1891, it was known as Fraser & Sons. The company grew steadily during the early 20th century, but after the Second World War, a large number of acquisitions would transform the company into a national chain.



Harrods is a department store located on Brompton Road in Knightsbridge, London. It is owned by the state of Qatar via its sovereign wealth fund, the Qatar Investment Authority.

Fenwick is an independent chain of department stores in the United Kingdom. It was founded in 1882 by John James Fenwick in Newcastle upon Tyne, and today consists of 11 branches.

Liberty is a department store on Regent Street, based in the West End shopping district of Central London. The department store sells a wide range of luxury goods including women's, men's and children's fashion, cosmetics and fragrances, jewellery, accessories, homeware, furniture, stationery and gifts. Liberty is known for its floral and graphic prints.

Harvey Nichols, founded in 1831, is a luxury British department store chain with a flagship store in Knightsbridge, London. It sells fashion collections for men and women, fashion accessories, beauty products, wine and food.

Trago Mills (often known simply as **Trago**) is a chain of four department stores in south Cornwall and south Devon in England, and South Wales. It owns a site with an amusement park and some independent businesses, adjoining the store near Newton Abbot.

BHS, is a British department store chain with branches mainly located in high street locations, primarily selling clothing and household items. In recent years, the company has begun to expand into furniture, electronics, entertainment, convenience groceries and, most recently, fragrance and beauty products. The company has 171 stores throughout the United Kingdom, and 88 franchise stores internationally.

Decathlon UK aims to make sport accessible to the many. It has more than 40 stores in the **UK** and are growing fast, from cycling, to camping, to all round fitness it can offer you exactly what is needed for next race, hike or holiday trip.

PREFERRED SPORTS BRANDS IN THE UNITED KINGDOM

CARLTON SPORTS, a leading producer of badminton rackets and shuttlecocks was established in 1946. Throughout its history the company has introduced a number of advances to the manufacture of badminton equipment. These include: First to make an injection molded shuttle, First to create a synthetic base, First to design and make all-metal racquets, First to use stainless steel in the manufacture of racquets, First to make a truly one-piece racquet (Powerflo Series), First to design a flex system between shaft and handle, First to make a one-shot injection molded shuttle skirt.

The company claims to have sold more nylon shuttlecocks than any other company around the globe. The game of badminton wouldn't be the same if it weren't for Carlton, a company whose reinventions of the technology have reshaped the game time and time again. Rackets, apparel and accessories, all designed in a distinctively British style. Carlton Sports became a subsidiary group of Dunlop Slazenger International located in Greenville, South Carolina, which is now owned by Sports Direct.

GILBERT is a sports equipment manufacturing brand, specializing in rugby, union and netball. The company is mostly known for its rugby union balls, having been official supplier for every World Cup since 1995. Few sports manufacturers can claim to be as iconic as this brilliant British brand and having applied their rugby expertise to training kit and other essential gear, they are a must for any rugby kit bag.

GRAY-NICOLLS is an English sports equipment and apparel brand specialising in cricket and owned by Grays International. Gray-Nicolls was formed when the two companies Grays and Nicolls merged. The company is based in Robertsbridge, East Sussex. Gray-Nicolls manufactures and commercialises a wide range of products for cricket, such as bats, batting gloves, balls, pads, footwear and team uniforms.

GUNN & MOORE, commonly shortened to **GM**, is a sports equipment and apparel company founded in 1885 based in Colwick, Nottinghamshire, England that specialises in cricket. It became part of the Unicorn Group in 1968.

HALBRO SPORTSWEAR LIMITED is a British manufacturer of sportswear and equipment for both codes of Rugby. The firm was established in 1919 and is based in the town of Horwich, Greater Manchester. Clubs using Halbro jerseys include the RAF Rugby League Team and many northern rugby union clubs, and also at football in the Scottish League Two supplying Annan Athletic.

MITRE SPORTS INTERNATIONAL LTD., known as **Mitre**, is an English sportswear and equipment manufacturer, being the oldest of its kind in the world. Existing for over

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-200 years, the company was established in Huddersfield, England, in 1817 and is now owned by the British family owned company The Pentland Group. Mitre currently uses the "Delta" football in competitive professional matches. This includes the Football League Cup, The Football League, Scottish Premiership, Welsh Premier Division and the Football League Trophy.

PARRIS CUES are a snooker cue maker headquartered in London. Founded in 1984, the company was started by John Parris as an evolution of a keen interest in Snooker, and the need for maintenance and repair of his own cue. Parris Cues products are exclusively produced at the company's Forest Hill, London, UK workshop.

POWAKADDY is a golf equipment manufacturing company based in Sittingbourne, Kent, Great Britain that specialises in electric golf trolleys. PowaKaddy's main business is electric golf trolleys but it also produces a range of manual push or pull trolleys, golf bags and other accessories. The original PowaKaddy Classic, as it was called, was invented in 1983 by Joe Catford, who along with John Martin launched the product from a small factory in Sittingbourne..

WINMAU is a Welsh manufacturer of dartboards, other darts equipment and title sponsor of the oldest darts tournament still running, the Winmau World Masters. Founded in 1945, Winmau was acquired by rival dartboard manufacturer Nodor in 2002, headed by John Bluck, with both brands remaining in production. The company is based in Bridgend in south Wales although manufacturing of the boards takes place in Kenya. Bluck's eldest son Vince is now the managing director.

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Contact Details of Embassy of India, UK

Mrs Ruchi Ghanashyam
High Commissioner
High Commission of India,
India House, Aldwych
London, WC2B 4NA
hc.office@hcilondon.in

Dr. Aman Puri
Consulate General of India
20 Augusta Street,
Jewellery Quarter,
Hockley, Birmingham B18 6JL
cg.birmingham@mea.gov.in

Shri Hitesh Jogenderlal Rajpal
Consulate General of India,
17 Rutland Square,
Edinburgh EH1 2BB,UK
cg.edinburgh@mea.gov.in

Lord Diljit Rana MBE
Honorary Consul of India (Belfast)
Andras House, 60 Great Victoria Street
Belfast, BT2 7BB
Phone +44(0) 289 0878787

Shri Raj Kumar Aggarwal
Honorary Consul in Cardiff (Wales)
Honorary Consulate of India, Wales
63-67 Wellfield Road,
Cardiff CF24 3PA
enquiries@hciwales.in



The Sports Goods Export Promotion Council

1E / 6, Swami Ram Tirth Nagar, New Delhi – 110055

Phone – +91-11-23516183, 11-23525695

Email: mail@sgepc.in

Website: www.sportsgoodsindia.org