



British Embassy
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Dear colleague,

'KEEP BUSINESS MOVING' CAMPAIGN

As you know, the trade and investment flows between Poland and the UK have long been a crucial part of the broad and deep friendship between our countries. UK exports to Poland have doubled over the last decade, while Polish exports to the UK have trebled. The UK is Poland's third largest export destination.

As you will also be aware, the UK will be leaving the EU customs union and single market on 31 December 2020, at the end of the Transition Period following our departure from the EU on 31 January this year. We will do so regardless of the outcome of the ongoing negotiations on a free trade agreement. There will be a series of guaranteed changes for which EU businesses need to prepare.

As we approach the end of the Transition Period, I wanted to highlight a new communications campaign the UK Government has launched this week called 'Keep Business Moving'. This campaign will help EU businesses, including of course in Poland, to get ready to continue to trade with the UK from January 2021.

The new campaign has a dedicated webpage, www.gov.uk/eubusiness, which provides information for EU businesses on the actions they need to take to continue trading smoothly with the UK after the end of this year. This webpage will be regularly updated with more information, including details of upcoming webinars and industry events. This information campaign complements our domestic campaign, which outlines the steps UK businesses need to take to prepare.

As the world's fifth largest economy and a multi-sector market, the UK will continue to be a strong trading partner for EU businesses. And our cross-government team remains fully committed to support the further growth of our trade and investment ties in the years ahead.

We hope that you will be able to support the campaign through sharing the messages and information that we provide with your stakeholders and through your communication channels.

As ever, my Embassy colleagues and I are at your disposal should you wish to discuss any aspect of arrangements for the end of the Transition Period. May I take this opportunity to convey my best wishes to you and your teams for a healthy and prosperous autumn.

Best wishes,

James Hughes