THIS IS GREAT BRITAIN
INNOVATION IS GREAT
BRITAIN

76 NOBEL PRIZES IN SCIENCE AND TECHNOLOGY

Touch Bionics
Livingston, Scotland
CREATIVITY IS GREAT

FROM FASHION TO FILM, ART TO ARCHITECTURE, BRITISH TALENT LEADS THE WORLD

Wallace and Gromit
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TECHNOLOGY IS GREAT
BRITAIN

LONDON'S TECH CITY IS THE LARGEST AND FASTEST-GROWING TECH CLUSTER IN EUROPE
ENTREPRENEURS ARE GREAT
BRITAIN
THE UK IS ONE OF THE EASIEST PLACES TO SET UP A BUSINESS IN EUROPE
Sir Richard Branson
Founder, Virgin Group
GREEN IS GREAT
BRITAIN

THE WORLD'S FIRST TRULY SUSTAINABLE OLYMPICS AND PARALYMPICS

London 2012 Velodrome Olympic Park
KNOWLEDGE IS GREAT

BRITAIN

HOME TO FOUR OF THE TOP TEN UNIVERSITIES IN THE WORLD

Corpus Christi College Chapel,
University of Cambridge
HERITAGE IS GREAT

BRITAIN

VISIT STONEHENGE, ONE OF THE MOST FAMOUS PREHISTORIC MONUMENTS IN THE WORLD
COUNTRYSIDE IS GREAT BRITAIN

EXPLORE SOME OF THE WORLD'S MOST DRAMATIC LANDSCAPES

Glenfinnan Viaduct
Scotland
CULTURE IS GREAT BRITAIN

ENJOY FREE ACCESS TO THREE OF THE WORLD’S TOP FIVE MUSEUMS
MUSIC IS GREAT
BRITAIN
FROM GLYNDEBOURNE TO GLASTONBURY,
EXPERIENCE THE WORLD’S GREATEST MUSIC FESTIVALS
SHOPPING IS GREAT
BRITAIN

LONDON IS THE SHOPPING CAPITAL OF THE WORLD

Nicholas Kirkwood
The Shoe Galleries, Selfridges
SPORT IS GREAT BRITAIN
THAT'S GREAT
BRITAIN