

**THIS
IS**

GREAT

BRITAIN



INNOVATION IS

GREAT

BRITAIN

76 NOBEL PRIZES IN
SCIENCE AND TECHNOLOGY

Touch Bionics
Livingston, Scotland



CREATIVITY IS GREAT

BRITAIN

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

Wallace and Gromit

©Aardman Animations Ltd 2011



TECHNOLOGY IS

GREAT

BRITAIN

**LONDON'S TECH CITY IS THE LARGEST AND
FASTEST-GROWING TECH CLUSTER IN EUROPE**

*London
Flickr Geotag Map*



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*



An aerial photograph of Stonehenge in a lush green field. A road and a large circular earthwork feature are visible in the background. On the right side of the image, there is a large vertical graphic of the Union Jack flag.

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

British Museum
London



**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