

Unlocking the Digital Potential of Rural Business across the UK

Simon Donegan

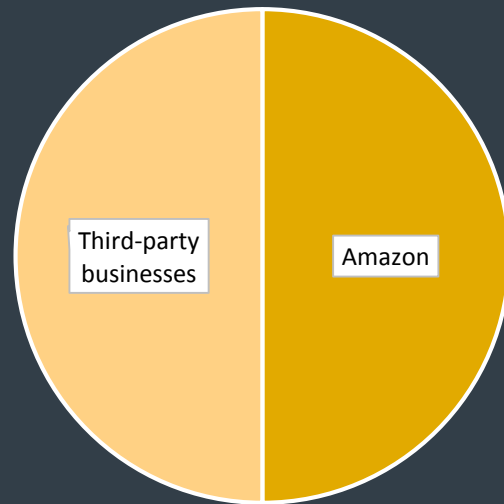
Head of UK Seller Services, Amazon



10,000 UK Amazon Marketplace businesses are based in rural areas

Contributing to:

50% of total global unit sales



50% of products in our UK fulfilment centres



£2.3bn exports in 2017



The **power** of rural businesses

£299bn
contribution to UK
GVA*

750,000 rural
businesses in the
UK*

Rural SMEs have **greater confidence** in conditions for their business compared to urban SMEs**



*Rural England

**Capital Economics SME Growth Tracker

The **power** of rural businesses



Helen Rolfe, Lente Designs



Karen Riddick, Second Nature



IceRobotics



Unlocking rural Britain's digital potential

+60% of rural businesses use **cloud computing** to grow their businesses

However 74% of rural businesses do not export.
For those that do export, 80% derives from e-commerce.



Unlocking rural Britain's digital potential

Additional **£26bn a year** Gross Value Added for rural Economy

Additional **£15bn a year** in rural business turnover



Unlocking rural Britain's digital potential – Amazon Academy



“Digital is like the coming of the Victorian railways. That’s how important it is: that’s the analogy. But it will happen in a much shorter period.” – Rural Business Owner



Thank you.

