



Image Source: Luca Micheli (Unplash)

by Andy Chen / Translated by Shelina Hsieh

London is a diversified metropolis, and is one of the most important political, economic, cultural, and artistic centres in the world. It is also one of the largest financial and trade centres. The city of London stands out globally among many international cities for a number of reasons. London's academic system is exceptionally well-positioned, and many of the world's most prestigious universities are in the British capital. Each year, London welcomes international students from more than 200 different countries, making London a truly diverse city. London's education is a key factor in the UK's soft power. Its long-standing international, political, and economic status and its strong educational resources provide it with an great advantage for British talent.

On the economic front, after the Brexit referendum, the exchange rate of the British pound against the US dollars fell to a low point, and the impact of the exchange rate is felt through all levels of the economy. The depreciation of the British pound, for overseas investors, provides a discount when purchasing goods, attracting an influx of foreign funds, and it is not only a boom for London's real estate and British companies' overseas investment, but the UK stock market also hit an all-time high in the two years since the referendum. Not only did overseas investors flood into the UK's real estate and financial markets, but foreign direct investment also continued to increase. In 2017, foreign direct investment in the UK increased by about £150 billion, giving a cumulative total of 1.3 trillion pounds, setting record highs. According to the United States official statistics, the US's direct investment in the UK is increasing year by year. China's investment in the UK in 2017 is still the highest, accounting for 63% of China's investment in the EU, although it has fallen by about 20% in 2018, the UK is still the first destination for China's investment in the EU. The advantage of foreign currency to the pound has also contributed to large-scale mergers and acquisitions, and the accumulation of foreign investment has also stabilized the positive factors of the UK's economic regarding investor confidence.

London is rated as the most popular destination in the world in TripAdvisor's annual destination selection awards. The award-winning city is based on the ranking of an analysis of the information collected by the platform within a year, with reviews and ratings on hotels, restaurants, and attractions. Statistics officials believe that the global attention given to Prince Harry and HRH Meghan's wedding has had a significant impact on this ranking. With the birth of the Duchess's baby, London may continue to enjoy the benefits of the Prince Harry and Megan's effect in 2020.