

We are just small fry

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This week I am our man in Vietnam. Sitting here watching wave upon wave of working people on mopeds pass by my café table in the monsoon rains I am struck by how similar to home the big news stories are here in communist South East Asia, and at the same time how just little the UK features, if at all.

The local Viet Nam News is reporting lots about the Olympics, including about this country's first ever Olympic Gold (in air pistol shooting).

News of the bombs in Thailand, the tensions in the Crimea and air strikes in

Aleppo is not in short supply.

Neither are updates on the state of reported Chinese economic growth, the latest episodes in the Trump-opera, and the strengths of global stock markets, currencies and commodity prices, especially that of oil.

Some of the big local news is that the global Pokemon Go phenomenon has hit hard here.

Ho Chi Minh must be turning in his mausoleum.

And what of the United Kingdom?

Well, all I can tell you is that Eurostar staff have been striking for a better work/life balance, that the training levy on firms is to go ahead as scheduled, that the impact of Brexit on the Pound and the UK economy looks far from over, and that we will have to delay Brexit anyway because we can't build the necessary team fast enough.

All of it paints a picture of a nation that is largely irrelevant, slow, too comfortable and far too spoiled for its own good.

It is a sobering thought as we run through our lives that we perhaps need to remember, just as the sun does not go round the Earth, neither does the world economy revolve around us.

A 100 years ago that may not have been the case, but it is now, irrespective of our position as a top five global economic power.

We are small fry.

We are in an uber-competitive fight for markets and customers, the strength of which we have not known before, and from which we have been largely shielded inside the European Union.

It is true that there are huge opportunities outside of the single market, but our competitors are also very well dug in.

We will win again in world markets but we are going to need to equip and prepare for a long, slow arduous journey ahead.

I am out here getting on with it.

What are you doing?