West Midlands | UK

Invest in the West Midlands | UK

BIRMINGHAM CURZON

FROM THE MAYOR

Mayor of the West Midlands

This is the West Midlands' time to shine.

Whether it's driverless and electric vehicles made in Coventry, the next generation of medicines being pioneered in Birmingham or future trains, planes and automobiles being designed in the Black Country, this region is becoming the engine for the UK's success.

You will have seen the cranes on the skyline. There is a growing sense of optimism as we enter an exciting period of transformation and reinvention thanks to unprecedented investment in the region. HSBC, Deutsche Bank and PwC are just some of the major international businesses calling the region home.

High Speed 2 (HS2) is a clear statement of confidence in the West Midlands – adding to the region's unparalleled connectivity and access to global markets.

The National College for High Speed Rail recently opened its campus here to train the engineers of the future. With two high-speed rail stations being built in central Birmingham and Solihull, plus huge supply chain opportunities available to companies across the manufacturing heartland of the Black Country, the whole area stands to benefit.

As the country's youngest, most diverse region – with our brilliant universities leading the way to produce breakthrough innovation and talent – the West Midlands is buzzing with entrepreneurial spirit. A record number of start-ups emerged last year, and Birmingham led the way with more small businesses emerging than any other city outside London.

With economic success leading to an increasing number of people moving to the region, housing is one of my key priorities.

Working closely with Government, we will drive an ambitious house-building programme to help unlock 200,000 new homes in the West Midlands by 2031.

Since becoming Mayor and chair of the West Midlands Combined Authority in May 2017, I have had the privilege of representing 2.8 million people, with the area building momentum like never before.

Coventry's success in winning the prestigious UK City of Culture 2021 competition and Birmingham being named the host city for the 2022 Commonwealth Games is proof of the whole of the West Midlands working together to make a real difference and showcase a resurgent region to the world.

I invite you to join us in a once in a generation opportunity for our great region to truly realise its potential.

WHY THE UK

ECONOMY

The United Kingdom is a free-trading nation with an economy deeply rooted in innovation.

The world's fifth largest economy, with predicted GDP growth of 3.9% between 2016 and 2020, the UK benefits from robust levels of investment, leading creative talent, some of the world's best universities, a business friendly regulatory framework and a low tax regime.

Above all, it has a can-do entrepreneurial culture, something that British icons of industry, arts and design all share. We are the innovators and the creators, the directors and the performers, the doers and the achievers. A huge pool of the world's best talent focuses on the UK for all these reasons – and more.

4 OF THE WORLD'S TOP 10 UNIVERSITIES

WORLD'S 5th LARGEST ECONOMY

WORLD'S No.1 FINANCIAL CENTRE

EUROPE'S No.1 INSURANCE MARKET

4 OF THE WORLD'S TOP 10 BUSINESS SCHOOLS

UK POPULATION TO REACH 70m by 2026

WORLD'S 2ND LARGEST LEGAL & PROFESSIONAL SERVICES MARKET

INNOVATION

We are global leaders in creative industries such as music, fashion, design and film, as well as in business services ranging from banking and insurance to legal and professional services. An emphasis on cutting edge R&D underlines our university sector that includes four of the world's Top 10 business schools.

When firms across the globe need the very latest ideas, the very best talent, or want to complete a deal or fund an expansion, they turn to the UK.

Our national Catapult programme is deliberately targeting high growth sectors to develop new, world leading technologies and systems such as cell and gene therapy and offshore energy.

These Catapults are a network of world-leading centres designed to transform business capability and enhance the innovation ecosystem. The West Midlands is home to the Energy Systems Catapult as well as having strong links with the High Value Manufacturing and Transportation Catapults.

In addition, the new Strength in Places Fund is a boost to further collaboration and will help to build further innovation clusters and drive productivity.

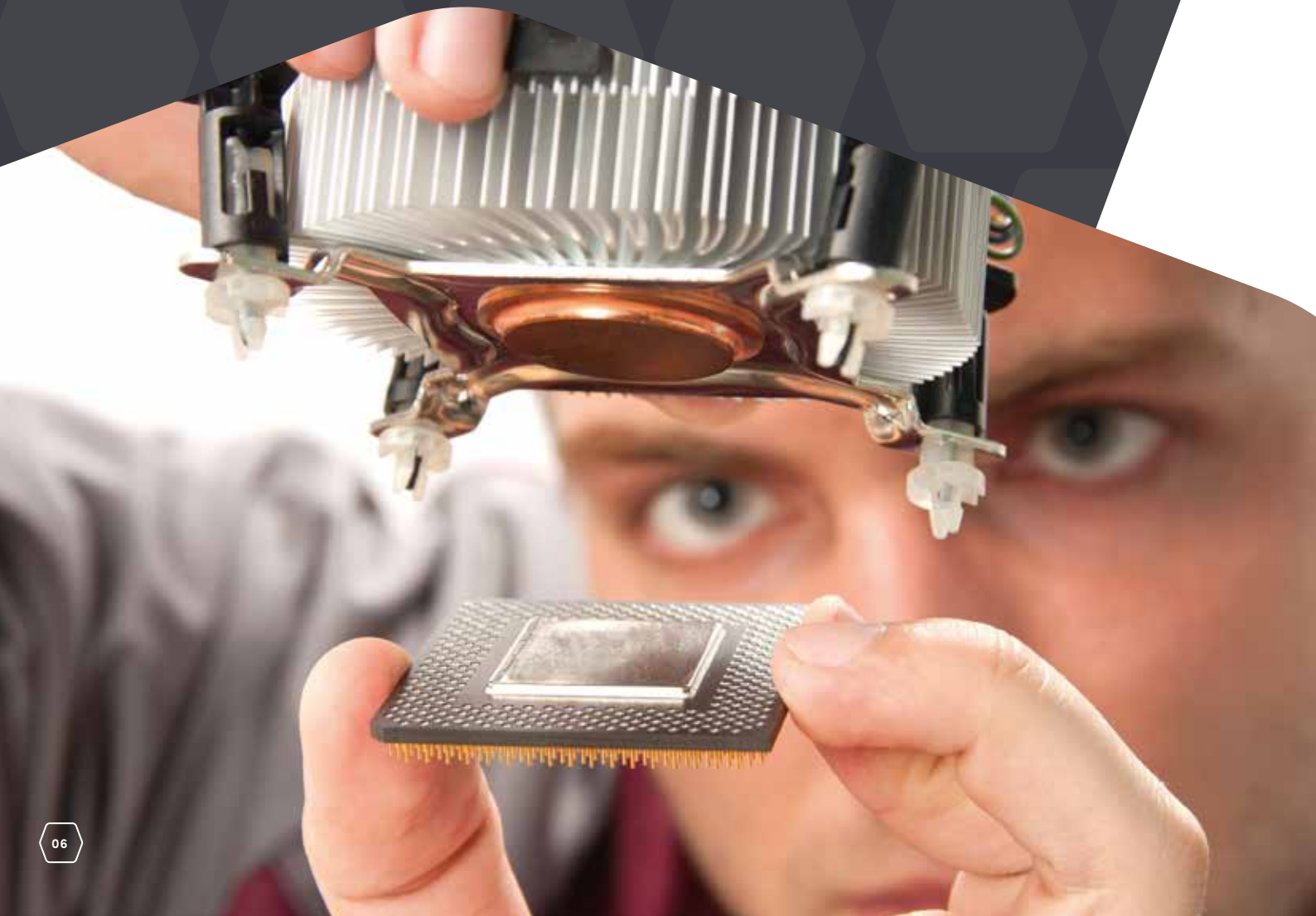
CULTURE

We are more than just a great place to conduct business. We offer the best in culture as well as commerce, have a renowned quality of life and some of the world's greatest and most famous visitor destinations. Our wealth of history helps tell the story not just of Britain, but of the wider world around us.

WHY THE WEST MIDLANDS

With its new Mayor, devolved powers, support of Government, wealth of talent and exceptional lifestyle offering, we believe the West Midlands is the best place to invest in the UK.

There are a wide range of investment opportunities across the region, demonstrating that the West Midlands is open for business and offers a compelling global proposition.



TALENT

A centre for advanced manufacturing, energy systems, life sciences, banking, law and fintech, the West Midlands produces more than 52,000 graduates a year from eight universities including the leading Russell Group universities of Birmingham and Warwick. Within an hour's drive of Birmingham there are another 15 universities with 160,000 students.

We are one of only four UK regions to contain more than 10,000 finance professionals and have further world-class research specialisms in manufacturing technology at the University of Warwick; medical and life sciences at the University of Birmingham; transportation and low-carbon energy at Coventry University; one of the country's top business schools at Aston University; a leading school of computing and digital technology at Birmingham City University and an excellent school of architecture and built environment at the University of Wolverhampton.

Crucially, with continued growth and record investment in the local higher education sector and a growing student age and school age population, the West Midlands is building a sustained and gifted talent pool for decades to come.

The West Midlands created more jobs last year, as a result of foreign direct investment, than any other region. The local economy is worth more than £87 billion.

More than
1.3m
UNDER 25 YEAR OLDS

CITY REGION
POPULATION OF
4.1m

UNIVERSITY
GRADUATES
52,000
A YEAR

6,570
FDI JOBS CREATED
in 2016/17 in the West Midlands region

7,000
LANGUAGE STUDENTS
More than anywhere else in the UK outside London

INNOVATION AND R&D

With a critical mass of high technology companies, research institutions and development expertise, the West Midlands is at the centre of the UK's advanced engineering and manufacturing sectors, employing some 113,600 people in 5,250 companies.

Birmingham's entrepreneurial spirit and young population is reflected in the fact it has more company start-ups than anywhere else in the country.

Global innovators such as Mondelēz International, Changan, Rolls-Royce, Tata and Jaguar Land Rover (JLR) have made their homes here thanks to access to a strong, growing workforce and the closeness of world leading research and education institutions.

THE ADVANCED PROPULSION CENTRE IS A

£1bn

10 YEAR COMMITMENT

between Government and the automotive industry to position the UK as a centre of excellence for low carbon propulsion, development and production

Birmingham Life Sciences Park

Coventry University

has recently

OPENED A NATIONAL TRANSPORT DESIGN CENTRE

focusing on undergraduate and postgraduate education in transport design

HOME OF UK

ENERGY SYSTEMS CATAPULT

171,600

BUSINESSES

EMPLOY MORE THAN

1.8m

PEOPLE

in WMCA area

HORIBA MIRA Technology Park is

EUROPE'S LARGEST

TRANSPORT TECHNOLOGY R&D CLUSTER

THE NATIONAL AUTOMOTIVE INNOVATION CENTRE

opens in 2018

CONNECTIVITY

At the very heart of the UK, the West Midlands is one of the driving hubs of the British economy. Home to the largest cluster of business, professional and financial services roles outside of London, the region supports more than 260,000 jobs in this sector, spread across more than 45,000 companies, contributing more than £14 billion a year to the local economy.

We enjoy an unparalleled strategic location at the centre of the UK's motorway and rail network, enabling a commute to London in under 70 minutes and from just 45 minutes by 2026 thanks to the £56 billion High Speed 2 (HS2) project. Advanced manufacturing, automotive, aerospace, rail systems and transport technology are just some examples of parts of the economy that rely upon world class connectivity to bring their goods and services to market.

Locally, the West Midlands is expanding its rail and tram networks with more than £2 billion of investment committed over the next ten years, on top of the £1 billion spent over the past five. Global connectivity is provided by the country's fastest growing airport, handling 13 million passengers a year flying to 150 destinations, with further international ports and airports just a short distance away.

50
AIRLINES
FLY TO
150
DESTINATIONS
direct from Birmingham Airport

£3bn
LOCAL PUBLIC
TRANSPORT INVESTMENT

90%
OF THE UK POPULATION
is within four hours' drive of the West Midlands

45mins

JOURNEY TIME TO LONDON BY 2026

QUALITY OF LIFE

The West Midlands provides more than a business case – it offers companies and their staff an excellent quality of life at the geographic and economic centre of the UK.

The region welcomed 71.5 million tourists last year, including 1.5 million from overseas – drawn to the area's culinary reputation, arts and festivals scene, retail offer and international sporting events.

From the Birmingham Royal Ballet and City of Birmingham Symphony Orchestra to Shakespeare's England in Warwickshire and the Black Country Living Museum in Dudley, the West Midlands offers amazing cultural experiences.

The region is a creative hub and is home to the UK's most popular theatre, the Birmingham Hippodrome.

The New Art Gallery in Walsall, the Herbert Art Gallery & Museum in Coventry and Ikon Gallery in Birmingham are just some of the West Midlands venues with leading collections and varied programmes.

Coventry has recently been announced as the UK City of Culture for 2021, a title that will accelerate the growth, prosperity and wellbeing of the city, with arts and culture set to be more accessible than ever.

With Birmingham being named as host city for the 2022 Commonwealth Games, the region has an unprecedented opportunity to showcase its recent resurgence on an international stage.

The Games will bring economic and social benefits thanks to world-class sport, a business expo and cultural programme.

More than three quarters of the region is rural, with a wealth of historic market towns, villages and countryside. Birmingham has more green open space than any other city in the country, and its canals and waterways are famous for both recreation and development opportunities.

The West Midlands offers a variety of affordable homes and respected schools, with nine of the UK's top 30 schools for GCSE results located in the region.

BIRMINGHAM
has been ranked as having the

of any English city outside of the capital

THE CITY OF WOLVERHAMPTON
is undergoing a major transformation with

of investment in its city centre

The New Art Gallery Walsall

STRATFORD-UPON-AVON

the birthplace of William Shakespeare – welcomes nearly **five million visitors** a year, spending

£336 MILLION

CBSO

Birmingham has one of the world's greatest symphony orchestras, the CBSO, and the world-famous

SYMPHONY HALL

BIRMINGHAM'S JEWELLERY QUARTER

has been a centre for jewellery design for over 250 years – producing 40% of the UK's jewellery

'SILICON SPA'

in Warwickshire is one of the UK's largest games development clusters with **40 firms**

4

MICHELIN STARRED RESTAURANTS

in Birmingham, one in Solihull and one in Warwickshire

BIRMINGHAM

is Europe's youngest major city with nearly

30%

of its inhabitants under the age of 20

Birmingham is 45 mins away from Stratford-upon-Avon, birthplace of

WILLIAM SHAKESPEARE

With

8,000

acres of parkland and open space, Birmingham is one of the greenest cities in the UK

40th

THE BLACK COUNTRY LIVING MUSEUM - DUDLEY

Celebrating its 40th anniversary in 2018, tells the story of the world's first industrial landscape

WARWICKSHIRE

which includes attractions such as Warwick Castle, Shakespeare's Birthplace and Kenilworth Castle – was the only UK destination to be named in acclaimed travel guide Lonely Planet's Best of Europe 2016 List

BUSINESS, PROFESSIONAL & FINANCIAL SERVICES

Home to HSBC's new ring-fenced UK banking headquarters, the West Midlands has one of the largest BPFS clusters in Europe.

With a strong talent pool and excellent transport links to London, the West Midlands is home to the UK's largest regional banking and professional services cluster.

Fuelling this growth are major institutions such as Lloyds Bank and Deutsche Bank as well as home grown financial services providers like Wesleyan and Phoenix Group, supported by the full spectrum of professional services firms. The West Midlands includes the UK headquarters of Gowlings WLG and PwC's largest regional office set to house 2,400 people.

With a long history in the sector, a readily available and flexible employment base and a cost competitive business environment, the region now has more than 280,000 BPFS jobs in WMCA. It benefits from the largest regional legal and insurance cluster as well as the largest accountancy cluster outside London. With readily available cutting-edge city centre office space in new developments across Birmingham, Coventry and Wolverhampton, the region is growing its ability to attract and support major occupiers.

TOP
REGIONAL
LOCATION
FOR INWARD
INVESTMENT
according to PwC
HSBC UK
HSBC UK

Birmingham has more business students – 16,275 – than any city outside London and the area's universities teach leading MBA programmes across five business schools. Aston and Warwick universities both rank in the top five of UK MBAs.

Shared Services Centres have grown with the likes of international law firm Hogan Lovells and property consultants Cushman and Wakefield.

Aided by better connectivity across the city region year on year and excellent professional support networks, the area is well established as the leading professional services hub outside of London.

MORE BUSINESS STUDENTS THAN ANYWHERE OUTSIDE LONDON

Talent strengths:

TALENT	GRADUATES	R&D	CLUSTERS	EXAMPLES
Banking and Finance	12,365	Aston Business School, Birmingham Business School, Warwick Business School	Birmingham city centre, Wolverhampton, Coventry, Solihull	HSBC, Deutsche Bank, RBS, Birmingham Midshires, West Brom BS, The Coventry BS
Legal	2,200	University of Birmingham, Aston, Birmingham City, Coventry, Warwick, Wolverhampton universities	Birmingham city centre, Black Country, Warwick & Leamington Spa	Gowling WLG, Eversheds Sutherland, Gateley, Hogan Lovells, George Stephenson, Wright Hassell
Accountancy	1,705	Aston Business School, Birmingham Business School, Warwick Business School	Birmingham city centre, Solihull	PwC, KPMG, Deloitte, EY, BDO, Baker Tilly, Grant Thornton
Fintech	1,560	University of Birmingham, Aston, Warwick, Wolverhampton universities	Birmingham city centre, Black Country, Solihull, Coventry	Advanced, SSC, FIS Global, Oxygen Finance

MAJOR LEGAL, INSURANCE & BANKING SECTOR EMPLOYING
48,000
PEOPLE

ADVANCED MANU-FACTURING & TRANSPORT TECHNOLOGY

ADVANCED MANUFACTURING

A core sector for the UK's industrial strategy, advanced manufacturing is helping to lead research and development across the West Midlands. A wave of technologically advanced techniques for autonomous vehicles and intelligent transport networks as well as current automotive, rail and aerospace product ranges, has helped push the region to the forefront of international patenting.

With 52,750 people employed in transport technologies and an ever-growing student base, the sector is tied to leading research, development and teaching. There are more than 100,000 graduates within an hour's drive of the region.

Major investment in new R&D institutions is driving the region forward as a pre-eminent European centre of transport technology excellence. All of the region's universities have a strong engineering and technology focus, from Warwick Manufacturing Group (WMG) to the Birmingham Centre for Railway Research and Education.

EXPORTS £28bn OF GOODS

EVERY YEAR, WITH EXPORTS **GROWING 12%** IN 2016

LARGEST AEROSPACE CLUSTER IN EUROPE

BIRMINGHAM

TOP UK CITY

FOR MANUFACTURING & TECHNOLOGY START-UPS

2 **CATAPULT HUBS FOR UK HIGH VALUE MANUFACTURING**

UK CAPITAL FOR

AUTOMOTIVE FIRMS, R&D, LOW CARBON TECHNOLOGIES & SUPPLY CHAIN

HEART OF UK MANUFACTURING

with

113,600

EMPLOYED IN 5,250

Advanced manufacturing companies

The National College for High Speed Rail

AUTOMOTIVE

Home of the British automotive sector and a national and international transport hub, the West Midlands continues to be the natural choice for international automotive firms with a strong talent base and large student population helping to support more than 26 Original Equipment Manufacturers (OEMs) and the biggest concentration of industry R&D institutions in the UK.

This includes the £30 million National Manufacturing Technology Centre at Ansty as well as the Advanced Propulsion Centre at Warwick which is a key, £1 billion public-private initiative to produce low carbon powertrain and vehicle architecture.

The National Battery Prototype Centre at the University of Warwick is another large scale public investment in the research and production required to drive forward tomorrow's technology while Coventry University's National Transport Design Centre is a new facility focusing on education in transport design.

JLR has invested more than £4.5 billion in new plant, research and technology across the region in recent years and its product range continues to grow sales around the globe, supporting the local, national and international supply chain.

Further top marques Aston Martin, BMW, London Electric Vehicle Company (LEVC) and Dennis Eagle are also based here and have invested billions in their latest manufacturing hubs, such as the new £325 million LEVC plant at Ansty in Coventry.

Warwick Manufacturing Group is the top automotive R&D centre in the country with major players such as Tata, JLR and Ford partnering with the University of Warwick to lead designs across new automotive technologies. Regulation changes to allow driverless cars to be tested without direct human input makes the UK one of the best places in the world to develop, test and sell connected and autonomous vehicles.

HOME TO WORLD FAMOUS AUTOMOTIVE BRANDS SUCH AS:

ASTON MARTIN

BMW

CHANGAN

JAGUAR

LAND ROVER

UK SECOND LARGEST
new vehicle market in Europe

WMG THE UNIVERSITY OF WARWICK

TOP AUTOMOTIVE R&D CENTRE IN UK

PRODUCE 1/3 OF ALL CARS
made in the UK

8
Automotive Centres of Excellence & 4 Low Carbon Centres

UK WILL BAN SALE
of petrol, diesel and hybrid vehicles from 2040

£1bn INVESTMENT **IN LOW CARBON** POWERTRAIN R&D

R&D FOR:
Tata Motors Europe, JLR, Shanghai Automotive, Changan, LEVC

NEXT GENERATION TRANSPORT SYSTEMS
will build on current cluster strengths

RAIL SYSTEMS

Modern society relies on railway systems more than ever before to move people to work and goods to market. Railways have become integral to how people live and how economies grow in the 21st century. The West Midlands continues to be a pioneer of advanced technology and home to an internationally important rail research and construction cluster.

Birmingham is home to HS2's construction and procurement HQ, employing more than 1,500 people locally, as well as the National College for High Speed Rail in Aston that will be creating 300 engineers of the future every year.

Academic centres of excellence include Europe's leading rail research institute, the Birmingham Centre for Railway Research and Education, with over 130 academics and researchers helping to create the transport technologies of the future. The Centre recently announced a £92 million industry-partnered investment in research on digital train technology through the UK Rail Research and Innovation Network.

With the region leading the UK in cutting edge transport technology, there is a real cluster of rail construction specialists such as Aecom based in the region as well as major rolling stock players like Bombardier and infrastructure specialists Siemens Rail Automation.

There is also expertise in light rail technologies centred on Warwick and CAF's UK HQ in Coventry.

International transport advisors and consultancies such as Arup, Arcadis, WSP, Bechtel, Jacobs and Systra all have a presence as do the major HS2 contractors such as Balfour Beatty, Kier and VINCI. These firms are setting up bases in and around the region in order to service their major HS2 contracts.

The West Midlands is also due to be the home to the HS2 network control centre and maintenance facilities. The region's own light rail tram network, Midland Metro, is due for large-scale investment and will see the country's first battery-operated trams on the streets in 2019.

HQ

FOR HS2

construction and supply chain, national control centre and rolling stock centre

2

West Midlands HS2 stations will add **£3 billion** GVA to the local economy

£1bn

OF NEW ROLLING STOCK FOLLOWING LAUNCH OF

LATEST WEST MIDLANDS RAIL FRANCHISE

Centres of excellence:

- National College for High Speed Rail
- Birmingham Centre for Railway Research and Education
- One of lead centres for UK Rail Research and Innovation Network

AEROSPACE

The West Midlands is a global centre for the design and manufacture of aerospace components. Dunlop Aircraft Tyres, Rolls-Royce Control Systems, Timet, Meggitt, Moog, UTC Aerospace Systems, GKN and more all have a major presence in the West Midlands, supporting the large international manufacturers such as Airbus, BAE Systems, Boeing and Lockheed Martin.

The Midlands Aerospace Alliance, based in Coventry, represents the largest aerospace cluster in Europe and underlines the region's strength in the sector with more than 300 members. Local manufacturers are focused on the development of high technology systems, engines and motors, components and control systems.

The region's lead in component design and manufacture of composite materials is unrivalled. Rolls-Royce's materials technology centre is based at the University of Birmingham while Coventry University's Centre for Manufacturing and Materials Engineering is researching new processes for use in the aerospace sector.

Birmingham City University is leading on the application of lightweight casting.

Ansty by Coventry is home to the Manufacturing Technology Centre, a £40m facility supporting R&D projects for industry in the aerospace sector in net shape manufacturing including additive layer manufacturing for example.

The site is also home to the High Temperature Research Centre, a £60m joint facility between Rolls Royce and the University of Birmingham – a unique casting, design, simulation and advanced manufacturing research facility.

Design strength comes not only from the region's universities, but also from leading manufacturers such as GKN, Timet and UTC Aerospace. The sector continues to grow, with Meggitt recently announcing a new £130 million investment in Coventry and Dunlop developing new lighter tyres for the world's large commercial aircraft.

UTC Aerospace
in Wolverhampton is the US company's
GLOBAL HQ FOR ACTUATION SYSTEMS

Close proximity to Rolls-Royce global HQ and production centre in Derby

Several centres for R&D excellence such as Rolls-Royce's materials technology centre at the UNIVERSITY OF BIRMINGHAM

25%
OF UK AEROSPACE SECTOR
based in the Midlands

70
WEST MIDLANDS COMPANIES
supply parts to latest passenger planes such as the Boeing 787 and Airbus A380, from tyres and wing components to engine and flight control systems

LEADING R&D
into carbon fibre materials

Advanced manufacturing & transport technology strengths:

TALENT	R&D	LOCATIONS	COMPANIES
Systems	University of Birmingham and Warwick	Birmingham, Coventry, Wolverhampton	Rolls-Royce Control Systems, Moog, Meggitt
Design	Birmingham City University, Coventry, Warwick, Wolverhampton universities	Birmingham, Black Country, Coventry	GKN, Dunlop, Meggitt, Mettis Aerospace, Timet, TRW Conekt
Advanced Engineering	University of Birmingham, Aston, Birmingham, Coventry, Warwick, Wolverhampton universities	Birmingham, Black Country, Coventry	Guhring, Rolls-Royce Control Systems, UTC Aerospace, Timet, Bromford Industries
Materials	Investment across the region	Birmingham, Coventry, Wolverhampton	Rolls-Royce, Timet, ThyssenKrupp

MATERIALS

With the largest concentration of materials related jobs in the UK, the West Midlands can match business expectations with the right R&D from some of the best universities.

LEADERS

in composites manufacturing like MVP Europe and Babcock

This research-led advantage also makes the most of the talented, sector-experienced workforce. The proximity of leading transportation technology, automotive and aerospace sectors and the presence of companies such as Rolls-Royce and Timet, provides dynamic cross sector collaboration opportunities.

Leading innovation from the region's universities is helping develop materials for industrial use and future applications.

The Automotive Composites Research Centre at University of Warwick, for example, opened in 2013 and builds upon the university's work with the automotive supply chain to take advantage of new lightweight vehicle technology and application.

The strength of local research centres of excellence can support companies to grow whichever materials segment they specialise in. With many existing suppliers attracted by a flexible labour market, perfect location and transport links, there is also a track record of companies developing talent and benefiting from access to a highly skilled workforce.

Additionally, with strong links to our world-leading automotive, aerospace and advanced manufacturing sectors, the local materials industry is perfectly placed to make the most of existing markets alongside complementary sectors.

For example, Nord Composites in Wednesbury and MVP Europe in Brierley Hill, both in the Black Country, are just two major European composite businesses doing well in the region. Specialist materials manufacturers like Babcock Vehicle Engineering in Walsall and Mitsubishi Carbon Fibre in Coventry also underline the breadth of major companies already here.

RESEARCH STRENGTHS IN MATERIALS ENGINEERING

thanks to Rolls-Royce technology centre at the University of Birmingham

GROWING **LOCAL TALENT POOL**

Home to

2,000 MATERIALS COMPANIES

36,200 LARGEST

concentration of materials-sector jobs in the UK

STRONG LINK

to markets and complementary sectors such as advanced manufacturing, automotive and aerospace

LOW CARBON TECHNOLOGY & ENERGY STORAGE

The region is already the number one location in the UK and Europe for low carbon and energy storage technology and has the aspiration to become one of the world's leading pioneers of green technologies.

Talent strengths:

TALENT	R&D	LOCATIONS	COMPANIES
Transport energy systems	Birmingham, Coventry, Warwick universities	Birmingham, Coventry and Warwickshire	Energy Systems Catapult
Design	National automotive technology centres	Coventry, Birmingham	LEVC, JLR
Low carbon Public Transport	Birmingham, Coventry universities	Birmingham, Black Country	Midland Metro

The West Midlands is leading this sector thanks to companies such as Rolls-Royce and research-led institutes like the National Battery Prototype Centre, part of the Whitley South Technology Campus in Coventry. The £1 billion Advanced Propulsion Centre at Warwick, meanwhile, is spearheading the UK's research into low carbon powertrains for the next generation of vehicles.

The region is also taking its automotive heritage to the next level through investment in energy storage technology and is home to more patents in relation to low carbon transport than anywhere else in Europe. JLR and LEVC are both investing in all-electric models.

Expertise in batteries and energy storage is laying the foundations today for when petrol and diesel cars are phased out in the UK and other European countries in 2040.

The region's own increasingly integrated transport system already benefits from low-carbon trams, being the first in the UK to partially run on lithium-ion batteries and carbon neutral buses.

Aston, Birmingham, Coventry and Warwick universities are pioneering world-class research into bio-energy, hydrogen materials and future power systems.

The University of Birmingham Energy Institute is a leader in energy innovation through heating and cooling systems, while Coventry University is leading in the application of low-carbon transport technology such as fuel cells.

The University of Warwick has just begun work on the National Automotive Innovation Centre to provide a national focus for expertise in automotive research and development, including low carbon energy technology.

The centre will house more than 1,000 researchers, designers, students and engineers.

The £180m Energy Research Accelerator is a cross-disciplinary hub of technology research and energy talent which brings the expertise of Midlands Innovation universities and the British Geological Survery together with the surrounding industrial base to tackle some of the biggest energy challenges facing the UK.

It will also help to grow the regions high tech, high skilled economy.

Birmingham is home to the Energy Systems Catapult, offering unique capabilities and assets that provides a clear innovation pathway which leads to more innovations accelerating to market.

Based at Aston University the European Bioenergy Research Institute (EBRI) delivers world-class bioenergy and energy systems research. It acts as a focus for international activities on scientific and technological aspects of biomass conversion and utilisation of products for renewable power, heat, transport fuels, hydrogen and chemicals.

The ERBI is committed to understanding, creating and conducting world class bioenergy research and technology development and to communicate its importance and role for society.

SPECIALISM

in fuel cells and energy storage

UNIVERSITY-LED RESEARCH

in collaboration with world's leading automotive manufacturers

NATIONAL BATTERY PROTOTYPE CENTRE
& NATIONAL AUTOMOTIVE INNOVATION CENTRE

both at University of Warwick in Coventry

Live examples of

LOW-CARBON PUBLIC TRANSPORT

already on region's roads

FOOD PROCESSING & TECH-NOLOGY

The West Midlands is the birthplace of great British food and drink icons Cadbury, Typhoo Tea, Bird's Custard and Marston's.

That consumer tradition lives on today with companies like Mondelēz International, East End Foods, Allied Bakeries and Cleone Foods using the region as a base for R&D and product development as well as manufacture and distribution.

With a strong and growing regional economy, the sector enjoys unrivalled connectivity and strong R&D expertise. Skills and experience in the food supply chain and processing helps support the sector and its distribution network.

East End Foods alone produces 30,000 lines for more than 3,500 retailers and is one of the largest importers and suppliers of ethnic foods in Europe.

Mondelēz International houses its global chocolate research and development centre at the historical Bournville plant in Birmingham.

The region's universities help provide expertise thanks to relevant food technology courses and a high level of specialist research. Food technology delivery systems and equipment technology are a particular specialism with the West Midlands leading the way in food and drink distribution due to unrivalled connectivity and easy access to national and European markets.

Sector employs more than
35,000
people in
1,500
companies

UNIQUE FOOD & DRINK EXPERTISE
of local universities, including food science research at University College Birmingham (UCB)

GLOBAL CENTRE
FOR CHOCOLATE R&D
Mondelēz International

LEADER
in food and drink machinery and equipment

CENTRAL LOCATION
and strong logistic networks

STRONG TRADITION
OF PHOTONICS R&D
relevant to sector

FOOD AND FLUID CONTROL TECHNOLOGY
from companies like IMI, Ishida and TNA Europe

TECHNOLOGY

GAMING AND ARTIFICIAL INTELLIGENCE (AI)

The region's heritage in this sector stretches back more than three decades with Central Warwickshire boasting one of the UK's largest concentrations of gaming companies in the UK.

This creative sector is fast-paced and fast-growing, with a sizeable number of graduates and experienced programmers helping to support cross-over opportunities with other tech-driven sectors.

More gaming providers are centred on the Digbeth area of Birmingham with companies such as Codemasters, Sega and Ubisoft enjoying significant cost savings over other UK locations.

Leamington Spa alone accounts for more than 10% of the UK's total gaming jobs and is home to more than 3,000 digital businesses

Start-ups and SMEs benefit from attractive business costs, expert professional advice such as top Intellectual Property lawyers, and access to centres of academic excellence. Coventry University's Serious Games Institute, for example, is a national centre of excellence and can provide gaming companies with a platform to embrace Augmented Reality (AR) and Virtual Reality (VR) and this is supported by cross-over opportunities with the local aerospace and advanced manufacturing sectors.

Serious gaming is helping to develop large scale immersive simulations and visualisations, enabling companies to train and support staff and customers. Birmingham, Coventry, Warwick, and Birmingham City universities all have centres in this field and are at the cutting edge of AR, AI and VR research and development. Birmingham City University is internationally leading on training provision and consultancy in this area.

Warwick Computer Science is ranked amongst the best computer departments in the world, while the Data Science Lab at Warwick Business School is leading the latest AI technology into deep learning applications that can make subjective judgement calls.

Almost

12,000

DIGITAL AND CREATIVE

companies across the region

More than

5,600

ICT STUDENTS

in WMCA

DIGBETH HOUSES ONE OF THE LARGEST

creative clusters in the UK

Over

40

GAME DEVELOPMENT COMPANIES

in and around Leamington Spa and Warwick

Coventry University

SERIOUS GAMES INSTITUTE

is a national centre of excellence

FINTECH

With a growing market cluster of financial technology firms servicing an ever-growing, international marketplace, the West Midlands offers access to an excellent talent pool of graduates and other experienced employees thanks to the region being home to major hubs for firms such as HSBC, Deutsche Bank, Deloitte, PwC and KPMG.

Along with proximity to London, business cost savings and excellent links to other world-class FinTech locations across Europe, the region offers the perfect business and talent location.

With leading lifestyle and quality of life rankings, the West Midlands delivers a compelling case for inward investment in the sector. The region is also currently piloting a new government programme to roll out 5G mobile networks earlier than in other parts of the UK by using innovative roadside connectivity making the West Midlands an early adopter and testbed for new technology.

Further growth in the sector and interest from students will create sustained opportunities for companies basing themselves in the city region, whether they are units of multinational companies, start-ups or SMEs. The area's young and rapidly growing population also helps to future proof the local talent pool.

From software provider Advanced, with a 400-strong team in central Birmingham, to regionally headquartered SCC, Europe's largest independent IT services business with 2,500 international customers, there is a growing IT Support sector in the West Midlands as well, ensuring the right business networks are on hand. The proximity of digital, life sciences, gaming and advanced manufacturing technology means there is a supportive and rich local business ecosystem ideal for SMEs as well as larger companies.

14,000

FINTECH GRADUATES A YEAR

from **8** top local universities

2 MILLION

SQUARE FEET OF GRADE A OFFICE SPACE

currently under development

Region just

45mins

FROM LONDON BY 2026

LOCAL FINTECH COMPANIES

include Lombard Risk Management, FIS Global and Oxygen Finance

LEADING FINANCIAL HUB AND SHARED SERVICES CENTRE

employing more than

94,000

FINTECH JOBS

BIRMINGHAM IS BEST BRITISH CITY TO

INVEST IN

according to PwC

MAJOR

business schools and IT and computing centres

INDUSTRIAL INTERNET OF THINGS (IoT)

The application of IoT needs a wide talent pool as well as an accessible marketplace in which to look for new applications and develop bespoke, end to end solutions based on cutting edge technology.

Manufacturers have made great strides in connecting their products and appliances to the IoT; succeeding in this new era demands business as well as technology connectivity.

With our outstanding industrial and technological heritage and track record of producing globally competitive products and solutions, the West Midlands is well-placed to facilitate the required research through its class-leading universities.

Moving to an IoT-enabled, customer-centric and service orientated culture requires professional services support as well as manufacturing and product development, and the West Midlands benefits from the presence of some of the top legal, accounting, intellectual property and HR providers.

Access to a well-developed talent pool as well as research strength and specialist professional services means locally-based companies such as Fanuc Robotics and Autodesk have the very best chance of bringing their IoT products to market.

The West Midlands' own IoT Incubator is working across sectors to help find applications, especially in the context of our local strengths in hi-tech engineering, advanced manufacturing and industrial automation.

1,560

GRADUATES

from applied and computer science courses in region every year

R&D STRENGTH IN ROBOTICS AT

WARWICK
THE UNIVERSITY OF WARWICK

UNIVERSITY OF BIRMINGHAM

EXPERTISE IN INDUSTRIAL AUTOMATION

IOT INCUBATOR

already working on new applications

Worldwide Industrial IoT set to be

£1 TRILLION

MARKET BY 2020

DIGITAL MANUFACTURING AT WMG

THE UNIVERSITY OF WARWICK

LARGE

& complementary hi-tech engineering sector and talent pool

LIFE SCIENCES

The region's largest life sciences sites encompass hospitals and universities at Birmingham, Coventry, Warwick and Wolverhampton, with the largest campus located two miles south of Birmingham city centre.

This life sciences district includes the University of Birmingham, Birmingham Medical School (the second largest in the UK) and the 1,500-bed Queen Elizabeth Hospital site which also includes the Centre for Translational Medicine, the National Centre for Mental Health and the Birmingham Women's Hospital. A brand new 400 bed Children's Hospital is also planned for the site during the next decade.

Offering Europe's largest organ transplant centre, the world's largest single-site critical care unit and a world-class burns and defence medicine centre, the Queen Elizabeth campus offers excellent opportunities for the application of research and medical devices technology.

Birmingham Health Partners

1,500-BED

QUEEN ELIZABETH

is one of the largest hospital sites in Europe

The city's wider life sciences cluster includes the nearby Pebble Mill healthcare campus and a dedicated life sciences park at Selly Oak, due to open in 2020. Leading local healthcare firms include Salts Healthcare and The Binding Site.

In total the local healthcare sector includes 14 general hospitals, eight specialist hospitals (Children's, Dental, Mental Health), nine teaching hospitals, 12 private hospitals and four medical schools.

The focus on science and research coupled with the UK's favourable regulatory environment has seen the sector grow strongly in the West Midlands over the past decade, especially since the Queen Elizabeth site opened in 2011.

The University of Birmingham based Birmingham Health Partners is a clinical-academic accelerator bringing together leading research, training and clinical trials facilities plus medical devices testing and evaluation, in one location.

A supportive regulatory environment and a large, non-transient regional population, excellent transport links and world class locally available research institutions, makes the region the number one choice for life sciences and medical technology companies. The range of crossover opportunities with advanced manufacturing and engineering also supports the sector.

13,000
LIFE SCIENCES COMPANIES IN REGION

7,400
MEDICAL GRADUATES
from our regional universities every year

LEADING
electro medical and control instruments cluster

14 general hospitals
9 teaching hospitals
4 medical schools

LEADING MEDICAL RESEARCH UNIVERSITIES
at Aston, Birmingham, Birmingham City and Warwick

WORLD CLASS
diagnostic and clinical trials facilities

West Midlands
Growth Company

The West Midlands Growth Company aims to help create new jobs, expand existing firms and attract new businesses and investment to the region, aligned to the ambitions set out in the West Midlands Combined Authority Strategic Economic Plan.

The West Midlands Growth Company offers a wealth of support to organisations looking to establish their presence in the region. This includes property search and visits; access to business information and intelligence; PR and communications support; discounted hotel and serviced apartment provision to assist staff relocating into the area; recruitment; and introductions to commercial partners & business opportunities. This ensures all challenges are minimised and new location projects run smoothly from the outset.

The West Midlands Growth Company has been established in partnership with Local Enterprise Partnerships; local authorities; Growth Hubs; universities; and a wide range of businesses across the private sector. It focuses its core activities across Greater Birmingham and Solihull; Coventry and Warwickshire; and the Black Country.

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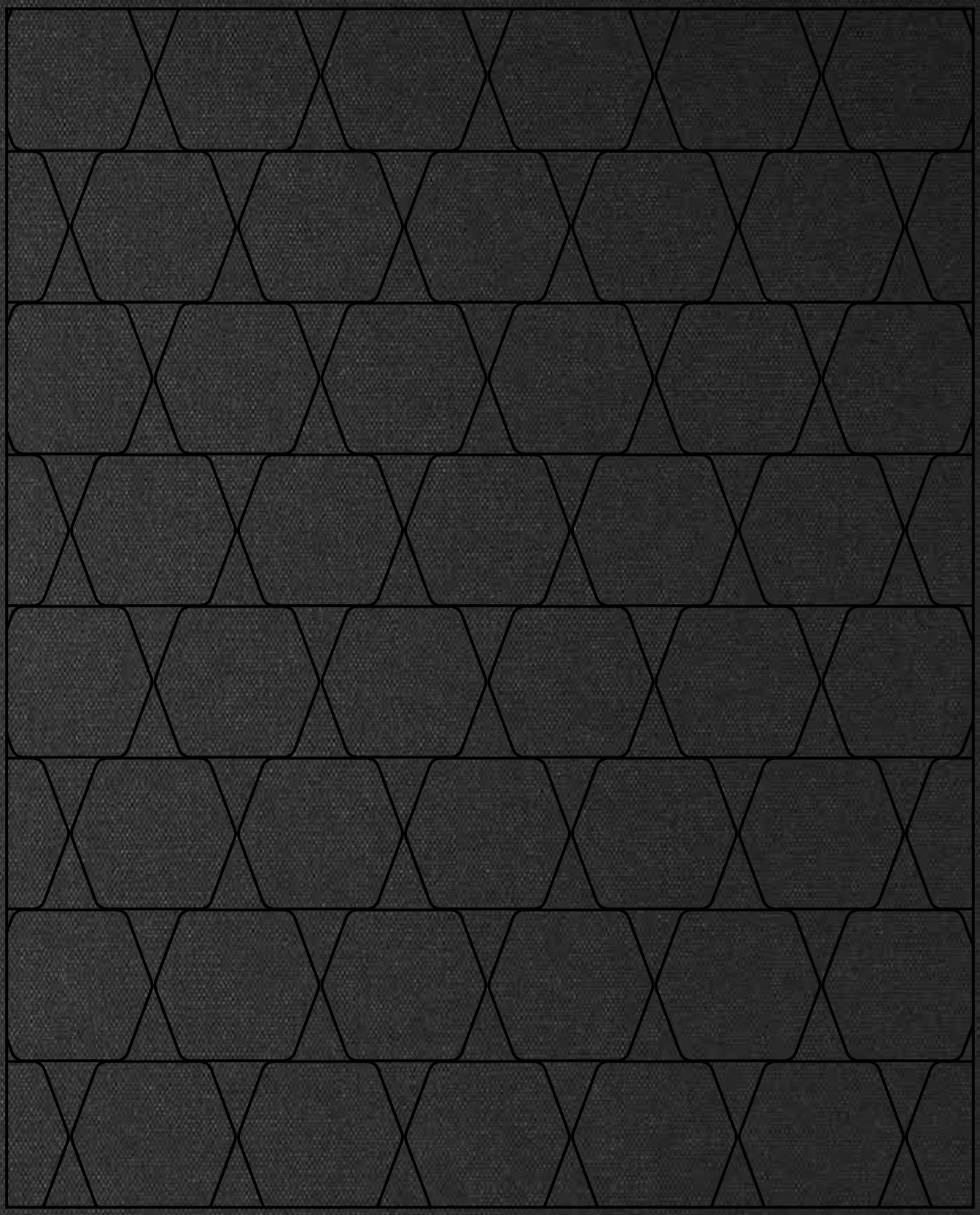

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