



**WEST
MIDLANDS**
GROWTH COMPANY
Invest in the West Midlands



CREATIVE, DIGITAL & TECHNOLOGY

INVESTMENT PROSPECTUS

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The West Midlands' outstanding technology strengths makes the region investment-ready for start-ups, scale-ups and established businesses across multiple sectors.

A HUB OF DIGITAL INNOVATION, ACCELERATION AND COMMERCIALISATION



- Access the skills and talent to innovate, commercialise and scale quickly, with our 87,000 STEM students.
- Embed technology capacity across all parts of your business. We have a wealth of professionals in other sectors with high-value digital skills - including thousands of data analysts, software developers, technical engineers, coders, and project managers.
- Maximise your ROI. We offer 30% - 40% savings on the cost of skills and property when compared to London yet we're less than 1.5 hours away by train.
- Reduce risk when testing disruptive ideas and explore new opportunities. We have world-leading R&D assets and collab spaces in areas like UX and immersive tech, VR and serious gaming, 5G and private networks, IoT and AI.

- Operate safely and securely. We have significant expertise in cybersecurity and enterprise technology - ensuring your data and IP, your systems, and your cloud-based processes will be robust, compliant and highly secure.
- Stay ahead of the competition. We have a thriving tech and digital ecosystem, and an agile technology supply chain, meaning you can adapt and pivot in a fast-changing market.
- By coming to the West Midlands, you'll also be joining a fast-growing, dynamic cluster of leading technology businesses, digital-first brands, and tech-hungry innovators.

These include BT, Fujitsu, Ericsson, Telent, Vodafone, Ubisoft, Playground, Sega Hardlight, IBM, Atos, Oracle, and many more.



AT A GLANCE: THE WEST MIDLANDS TECH ECONOMY

- Fastest growing tech cluster in the UK
- Set to add £2.7bn per annum to the national economy by 2025
- 65,000 tech professionals - set to double in next four years
- 25% of all UK computer games made here
- 6% UK FinTech GVA already generated here
- 2nd largest cohort of computer science students in UK
- More AI businesses than Cambridge
- More industrial automation firms than Manchester, Leeds and Liverpool combined
- A £1.7bn MedTech economy
- Home to SuperTech - UK's first ProfTech super cluster

THE WEST MIDLANDS: FASTEST GROWING – AND MOST INNOVATIVE – TECHNOLOGY CLUSTER IN THE UK

Recently named by the UK government as the UK's fastest-growing tech cluster – and home to the country's first multi-city 5G testbed – the West Midlands offers investors and entrepreneurs from multiple sectors the opportunity to innovate, disrupt and scale at pace.

We are already a hub of cross-cutting innovation for the key industries of the future – such as low carbon; data-driven healthcare; future mobility; and cybersecurity – and we are driving growth within rapidly evolving sectors and specialisms such as Serious Gaming, ProfTech, and Industry 4.0.

Further, the region has been recently ranked as the largest cluster of emerging technologies in the UK (outside of London), and is home to both the widest number of new technology disciplines and the highest number of companies utilising them.

This landscape of disruption, innovation and commercialisation offers both ambitious start-ups and established businesses a fertile environment to access, create and nurture new tech-based markets.

This includes 5G and Private Networks, Future Mobility, CleanTech, MedTech and Smart Cities and many other next generation industries.

A WEALTH OF TECH TALENT AND DIGITAL R&D

Underpinning the West Midlands' creative, digital and technology offer is a highly skilled workforce of over 65,000 tech professionals – including over 30% of all UK telecoms workers and over 25% of all UK software developers – which is set to double within the next five years.

Our dynamic tech talent pool is also continually augmented by an 87,000-strong pool of undergraduate talent with a background in science, maths, computing, engineering and technology.

This includes the second largest cohort of computer science students in UK. In addition, we have a thriving ecosystem of world-class academic and industry-led R&D facilities, programmes and projects – including over 20 commercially-focused and

collaborative technology hubs and testbeds – all of which are focused on technological and digital innovation. This includes the UK's only ProfTech supercluster, the UK's only commercial 5G accelerator, and the UK's first Future Mobility Zone.

This blend of young tech talent, and leading-edge digital R&D, ensures that we can help accelerate, drive and deliver the technology needs of your business – both right now, and in the future.

THE UK'S CONVERGENCE CAPITAL – HOME TO IN-DEMAND, HIGH-VALUE AND TRANSFERABLE TECHNICAL SKILLS

The West Midlands significant strengths in sectors which are reliant on software development, product development, technical engineering, and digital innovation, are unlocking massive opportunities for other industries.

For example, as one of the UK's biggest producers of computer games, we have a workforce packed with UX and immersive tech specialists whose skills are now in demand across all kinds of both business-to-business applications and consumer services.

Similarly, our highly advanced manufacturing sector has developed a workforce equipped with digitalisation skills – including AI, 3D-Printing and Data Analysis – which are proving vital in rapidly growing markets such as MedTech and Digital Health, Industry 4.0 and advanced manufacturing, enterprise software and telecoms, and wider platform-as-a-service (PaaS) applications.

Our very high concentration of regulated industries – including energy, water, transport and critical infrastructure – means we offer access to some of the world's most sophisticated cybersecurity expertise. As more companies adopt more cloud-based processes and look to build more Private Networks – and as new FinTech and ProfTech businesses evolve – such cybersecurity capacity will play a crucial role.

All of this – combined with the deep and agile supply chains we have in place and the dynamic technology R&D ecosystem we have developed – offers you a wealth of transferable skills, and industry-led resources – which will meet the needs of an increasingly digitalised and converging economy.



2ND

LARGEST COHORT OF
COMPUTER SCIENCE
STUDENTS IN THE UK

77,804

THE WEST MIDLANDS
EMPLOYS MORE PEOPLE
IN EMERGING TECH THAN
ANY OTHER REGION
OUTSIDE OF LONDON.

THE WEST MIDLANDS: KEY TECHNOLOGY SECTOR STRENGTHS

UK'S FASTEST GROWING TECH SECTOR

Ranked as the UK's fastest-growing tech sector by UK Government, the West Midlands is set to create an extra 52,000 jobs, and boost the national economy by £2.7bn by 2025, offering a critical mass of expertise.

BREADTH OF DIGITAL SKILLS

Home to twice the number of computer-related roles than Cambridge, a 65,000-strong tech employment base is accessible within 45 minutes of central Birmingham. In addition, our technology and creative workforce - from gaming to advanced manufacturing - have highly transferrable and in-demand skills.

PIPELINE OF TECH TALENT

With eight universities producing over 57,000 graduates, and a further 127,000 graduates from 20 universities within a one hour drive, the region is buzzing with young, creative talent. Research has also revealed that our graduates are not only the most employable in the UK, but also that well over 50% choose to stay in the area after graduation.

WORLD CLASS INNOVATION

The region's tech R&D ecosystem features over twenty accelerators, incubators and collaborative programmes backed by industry, academic and public sector organisations. These offer unique spaces for businesses to trial, test and scale new technologies to market such as the UK's first Future Mobility Zone and the UK's first ProfTech Supercluster. We are also home to three of the government's industrial Catapults, and our eight universities have specialisms in areas like Photonics, Cybersecurity, Gamification, Digital Media Technologies, Simulation Robotics, Data Science, AI, Digital Systems, and Industry 4.0.

THE UK'S GAMING CAPITAL

The region is home to 'Silicon Spa', a cluster of 130 video games development companies producing 25% of all UK games, including firms like Ubisoft, Playground and Sega Hardlight. With a deep games design, software development and transferrable AI/VR/UX skills base, there is huge potential within existing growth markets (like social gaming and esports) and fast-growing industrial and B2B sectors such as Serious Gaming.

468

COMPANIES ARE ACTIVE IN THE FIELD OF SOFTWARE DEVELOPMENT; THE LARGEST AREA IN THE ENTIRE WEST MIDLANDS' EMERGING TECH SECTOR.

UK'S ONLY LARGE-SCALE 5G TESTBED

The UK's only multi-city 5G testbed and the site of the first 5G commercial accelerators, the West Midlands also has the best 5G network coverage of anywhere in the country, offering industry, business and policymakers the opportunity to pilot, stress-test and evaluate new 5G user cases and applications. 5G is also driving growth across key tech subsectors including Private Networks, IoT and IIoT.

SCALE OF EMERGING - AND CONVERGING - TECH

The largest emerging tech cluster outside London, the region is a breeding ground for cross-cutting innovation and new market opportunities, thanks to the breadth and scale of industries that companies can access. Our agile supply chains are able to respond to rapidly converging disciplines, new disruptive technologies and hybrid solutions, as they evolve.

HOTSPOT FOR MIDSHORING OF TECHNOLOGY

A central location, close proximity to London, cost-effective real estate, highly skilled technology workforce - and a UK-leading graduate tech talent base - combine to form an attractive proposition for businesses. This is underpinned by significant savings (of up to 40%) on the cost of property and salaries when compared to London.



£2.4bn

**OF TECH R&D INVESTED
IN THE WEST MIDLANDS**



**THE WEST MIDLANDS:
A BROAD, DYNAMIC
AND INTEGRATED TECH
LANDSCAPE**

ONE REGION MANY OPPORTUNITIES

- Telecoms, 5G and Private Networks
- Games, esports and Serious Games
- Cybersecurity and Enterprise Tech
- Immersive Tech and UX
- Future Mobility and Smart Cities
- Data-Driven Healthcare, MedTech & Digital Health
- FinTech and ProfTech
- CleanTech and Low Carbon innovation
- Industry 5.0

2946

**EMERGING TECH COMPANIES,
THE HIGHEST NUMBER
OUTSIDE OF LONDON.**

TECHNOLOGY OPPORTUNITY: TELECOMS AND 5G

With major commercial players - including BT, Vodafone, Fujitsu, Ericsson, Telent and Telefonica/O2 - already reaping the benefits of the region's outstanding telecoms expertise, the West Midlands offers significant opportunities across the next generation of networks which take advantage of faster data speeds, ultra-low latency, and high connection density.

As home of the UK's first multi-city 5G testbed, this includes new and dynamic opportunities in mobile, 5G and private network sectors. This activity is supported by major R&D facilities such as 5PRING (the UK's first 5G commercial innovation accelerator), and Aston University's Institute of Photonic Technologies - one of the world's leading centres for optical fibre, 5G/6G and wireless network research.

Both of these institutions are proactively engaged with businesses, collaborating on new telecoms systems, scalable prototypes, and disruptive technologies. The 5PRING programme alone already has over 40 distinct user cases of innovative companies evaluating solutions - all based on 5G connectivity - across sectors such as smart cities, healthcare, advanced manufacturing, transport, and live events.

The region is also leading in the deployment of 5G private networks - dedicated, resilient and highly secure networks which can dramatically improve productivity while mitigating the risk of a cyber attack or outage.

Companies in the West Midlands can further access and trial private network environments at Sci-Tech Innovation Birmingham campus; the Manufacturing Technology Centre in Coventry; and Wolverhampton Science Park.

Businesses can also use these facilities to explore Open RAN technologies for mobile networks, a platform which the UK Government intends to carry at least 35% of all mobile traffic by 2030.

The region also recently secured government funding to trial a new Open RAN network in the heart of Birmingham's Knowledge Quarter.

5G
FIRST
**5G COMMERCIAL
INNOVATION
ACCELERATOR**



TECHNOLOGY OPPORTUNITY: ENTERPRISE TECH AND INDUSTRIAL APPLICATIONS

The scale and diversity of the West Midlands core industrial strengths creates significant opportunities for service providers and suppliers to develop and deploy enterprise-level technological solutions across multiple markets.

This can already be seen through the huge investments made in the region by IT Managed Services Providers (MSPs). Global MSP leaders – such as IBM, Atos, Oracle, SCC and Capgemini – are already here, together with the Indian-owned international tech business Microland, which has recently opened a European HQ in Birmingham.

Applied enterprise and industrial technology is also underpinning the digitalisation of our advanced manufacturing sector which – with a value of over £20bn – is one of the largest in the UK.

Our automotive, rail and aerospace industries are all rapidly adopting Industry 4.0 systems – including Cloud and Edge-based processes, AI and Machine Learning, Digital Twins and 3D-Printing – while other key sectors (such as food manufacturing) are exploring new automation and logistics technologies.

In addition, our manufacturers are investing heavily in other technologies such as cybersecurity, private networks and data analytics – as are their supply chains – creating significant opportunities across many different markets and subsectors.



**ADVANCED
MANUFACTURING
SECTOR WORTH OVER
£20bn**

TECHNOLOGY OPPORTUNITY: FUTURE MOBILITY AND SMART CITIES

In addition to over 20 technology-focused accelerators, testbeds, Catapults, incubators and support programmes, the West Midlands is home to two world-leading R&D facilities which are helping revolutionise transport and the urban environment through smart technology.

As the UK's first designated Future Mobility Zone – including a 300km multi-environment 'real-world' network of both rural roads and urban highways – we offer access to the largest Connected Automated Mobility (CAM) testbed in the UK.

This is complemented by our status as the UK's most 5G-enabled region, and host of the UK's biggest 5G multi-city testbed. As a result, we offer scalable technology businesses, start-ups and innovative entrepreneurs access to a wealth of integrated Smart Cities and Future Mobility resources including 5G and private networks, smart and connected urban infrastructure, public roads for CAV and CAM testing, and IoT/IloT demonstrators.

Businesses can also benefit from the wider West Midlands 5G programme – the UK's largest Urban Connected Communities project – and many other initiatives which are aligned to the Smart City and Future Mobility agendas.



**300km
MULTI-ENVIRONMENT
'REAL WORLD' NETWORK
OF RURAL ROADS AND
URBAN HIGHWAYS**



TECHNOLOGY OPPORTUNITY: CYBERSECURITY

For manufacturers seeking to bolster their cybersecurity provision, the presence of operators across Critical Infrastructure (CI), utilities, aerospace, and highly sensitive commercial sectors (such as global finance), is further driving the development of a high-grade and resilient cybersecurity offer across the region.

Anchored by regulated energy and utility providers – such as National Grid, Severn Trent Water, Cadent and E.ON – this is creating extensive opportunities for cybersecurity providers who can help reduce cyber risk across all digitalised processes and platforms.

With the UK Government selecting the West Midlands for the National Cyber Strategy launch in late 2021, companies can also access world-leading cybersecurity R&D support such as Midlands Cyber – a government-backed initiative supported by Midlands Engine and the Department for International Trade – and the HORIBA MIRA Technology Park in Warwickshire, which has a world-class industrial cyber security testing facility, accredited by the Ministry of Defence.

The universities of Warwick and Wolverhampton also have centres of excellence dedicated to cybersecurity, while the universities of Birmingham and Warwick are both accredited by the UK's National Cyber Security Centre.

This rapidly growing cybersecurity ecosystem has also created a thriving commercial market for consultancies in this space, with the region welcoming firms like CyberQ, Nettitude, Omni, JC, Acutec and Risk Evolves.

Big-name brands with a major local presence – Deutsche Bank and Goldman Sachs – have also heavily invested in cybersecurity consultancy services, while German-owned ZF Automotive has located a major cybersecurity division at its Solihull-based facility.



**THE UNIVERSITIES
OF BIRMINGHAM
AND WARWICK ARE
BOTH ACCREDITED
BY THE UK'S
NATIONAL CYBER
SECURITY CENTRE.**



TECHNOLOGY OPPORTUNITY: GAMING, ESPORTS AND SERIOUS GAMES

Home to 25% of the UK's games output, the West Midlands is primed to take the industry to the next level.

Predominantly clustered around the Warwickshire town of Leamington Spa (aka Silicon Spa), a total of 130 games companies employ a workforce of 3,000+ games professionals - with well-known developers including Codemasters, Ubisoft, Playground, and Sega Hardlight among those based in the region.

In February 2022, it was also announced that the inaugural Commonwealth Esports Championship would be hosted in Birmingham.

As well as affording opportunities for growth in new digital gaming trends - such as mobile gaming, Esports and online gambling - the region's gaming cluster offers access to a raft of transferable skills such as software development, AI, VR, AR and UX.

And for those companies looking to embed the intuitive, immersive and user-experience principles of gaming into their next generation of products, services and systems (both B2B and B2C), access to this specialist skillset will be crucial.

The creative potential of integrating gaming principles with industrial processes can be already seen in the West Midlands' advanced manufacturing sector.

Recently Coventry-based TATA Motors collaborated with Leamington-based Playground Games to develop a prototype physical vehicle based on a fictional car from the world-famous Forza computer game.

Warwick Innovations, the University of Warwick's commercial arm, has since used this prototype to create a scalable automotive design software package. Other major businesses in the region already embracing gamification technologies include BAE Systems, Costain and Jaguar Land Rover.

With the advent of the Metaverse and Web3, this convergence is set to accelerate rapidly.



3000+

**WORKFORCE
OF GAMES
PROFESSIONALS**



TECHNOLOGY OPPORTUNITY: **DATA-DRIVEN HEALTHCARE**

With a £6.5bn Life Sciences economy - including a £1.7bn MedTech market - the West Midlands' healthcare sector presents a major investment opportunity for technology businesses

Built upon three core pillars - digital health, diagnostics and devices - we also offer healthcare innovators access to an outstanding speed-to-market ecosystem where both digital and clinical expertise intersect.

Medical data is at the heart of much of this Digital Health and MedTech activity. We have one of the most advanced electronic patient record systems in the UK, and have digitised healthcare data drawn from a static population of 4.7 million people.

We are also home to the largest genomics R&D cluster in the country, and have extensive experience in digitalising and integrating diagnostic data - clinical, genomic and pathological - to drive new technology-led healthcare solutions including Predictive Health and Personal Medicine.

This is complemented by our advanced medical devices expertise. We have over 3,100 medical device professionals specialising in assisted living, ophthalmic, consumables, artificial joints, mobility solutions and imaging technologies.

Our strengths in devices is further enhanced by our advanced manufacturing and precision instruments capabilities. As home to the UK's most active advanced engineering and manufacturing cluster, medical devices firms can work with our OEMs and supply chains to utilise technologies such as 3D-Printing, AI and Sensors to accelerate ideation and device prototyping.

Another key technology asset to support Digital Health innovation is 5G. With access to the UK's largest multi-site testbed for 5G applications, Digital Health innovators can pilot and stress-test new mobile applications and services in real time, with real end-users.

Such facilities are also helping to create new, dynamic clusters of businesses in sectors such as remote monitoring, health & wellbeing apps, mobile therapy, and health education.



3,100+

**MEDICAL DEVICE
PROFESSIONALS**

753

**DATA DRIVEN HEALTH
COMPANIES PLAY A KEY
ROLE IN THE REGION'S
LEADING POSITION IN
THE AREA OF MEDTECH.**

TECHNOLOGY OPPORTUNITY: NET ZERO AND LOW CARBON SOLUTIONS

The home of the Green Industrial Revolution, the West Midlands is primed for the accelerated growth of high-value carbon-cutting technologies.

In the transport sector we are the heart of the UK automotive industry's transition to full electrification, and are a leader in rail and aerospace decarbonisation.

This pioneering work is being driven by global OEMs based in the region - such as Jaguar Land Rover, Collins Aerospace and Rolls-Royce - who are supported by deep, diverse and highly agile supply chains.

In energy - where we are home to providers like National Grid, Cadent Gas and Western Power Distribution - we are at the forefront of smart grid solutions and the transformation of energy storage and supply. The region also hosts the UK's only Energy Capital programme - an integrated, localised energy systems initiative being rolled-out across four major cities.

And in the Built Environment we are helping to drive technology-led, net zero solutions across key areas like construction, resource management, and decarbonised domestic heating.



THE HEART OF THE UK AUTOMOTIVE INDUSTRY'S TRANSITION TO FULL ELECTRIFICATION



TECHNOLOGY OPPORTUNITY: FINTECH AND PROFTECH

Already one of the UK's most dynamic hubs for global business, professional and financial services - with 53,000 companies and 343,000 strong workforce - the West Midlands is at the heart of a fast-growing FinTech and ProfTech sector.

Our FinTech economy alone is currently worth over £400m, employs over 7,000 FinTech specialists, and generates more than 6% of the UK's entire FinTech GVA.

In the wider ProfTech market - including LegalTech, PropTech and InsurTech - we also have over two hundred companies.

In addition, the region is home to SuperTech - the UK's ProfTech Supercluster - and The Engine Room, Europe's largest FinTech innovation hub.

Further, recent research into the skills needs for the ProfTech sector - and the wider professional services industry - has revealed technical and digital staff (including software developers, technical engineering and data science analysts) are in incredibly high demand.

LinkedIn analysis of the West Midlands technology workforce has revealed we can help meet that demand with around 18,000 software developers, over 14,000 technical engineers and over 12,000 data analysts working in the region.

The research also reported that the three fastest growing technology occupations in the region over the last 12 months were Data Engineers (+50%), Data Analysts (+32%), and Data Scientists (+28%).



7000+

**FINTECH
SPECIALISTS
EMPLOYED IN
THE REGION**

18,000

**SOFTWARE
DEVELOPERS
IN THE WEST
MIDLANDS
TECHNOLOGY
WORKFORCE**

With extensive academic, industry and consultancy expertise in the West Midlands, there is the unique ability to collaborate on research and development across nearly every aspect of technology and digital innovation without leaving the region.

THE WEST MIDLANDS: A DYNAMIC, INNOVATIVE AND SUPPORTIVE ECOSYSTEM



The extensive reach and experience of the West Midlands universities, and their focus on real-world technology-led interventions and solutions, is further enhanced by our wealth of commercially driven R&D facilities, collaborative projects, and government-backed programmes.

Some examples of our tech-related industry R&D assets include:

5SPRING

The UK's first 5G commercial accelerator 5SPRING works with private companies and public sector organisations to harness the power of 5G for enterprise growth and innovation, and is located at three regional hubs - Innovation Birmingham; the Manufacturing Technology Centre (MTC) in Coventry; and Wolverhampton Science Park.

HS2 ACCELERATOR

Driving innovation in the design and build of High-Speed 2 (HS2) - Europe's largest infrastructure project - the accelerator is dedicated to transforming the UK's rail and transport supply chain, offering business development opportunities; technical support; investment readiness programmes; funding advice; and coaching and mentoring.

ENERGY SYSTEMS CATAPULT

Supporting digitalisation in energy power networks, smart grids and systems, the Birmingham-based Catapult provides a range of digital and data services, and assets and expertise - such as data science, algorithms and artificial intelligence, alongside a Living Lab made up of real-world digitally connected homes.

WARWICK MANUFACTURING GROUP (WMG)

Part of the University of Warwick, WMG works directly with industry to drive new technologies to market. In digital technologies, research activities include automated design; process optimisation; computer vision; Industry 4.0; IIoT; data analytics; and lifecycle engineering.

MANUFACTURING TECHNOLOGY CENTRE (MTC)

Specialising in digital manufacturing; robotics; and autonomous systems, the MTC works with SMEs to realise new technologies capable of enhancing design and transforming efficiency. Also part of the Smart Factory Innovation Hub, the Centre offers access to a private 5G network for trials and tests.

MOBILITY INNOVATION ACCELERATOR

Part of the Silicon Valley-based Plug and Play innovation platform, The Mobility Innovation Hub at the MIRA Technology Park in Warwickshire offers extensive R&D facilities and highly skilled engineering expertise to accelerate electrification and cyber security technologies.

INVESTMENT ASSOCIATION (IA) ENGINE INNOVATION PROGRAMME

Based in Birmingham, the IA programme helps FinTechs accelerate their immersion in the investment management industry. Its Engine Room co-working hub offers over 5,000 sq. ft. of space for IA FinTech Members to innovate, collaborate and cross-fertilise with other firms.

INNOVATION BIRMINGHAM

With over 170 digital tech companies working across tech, creative and manufacturing, Innovation Birmingham is the UK's largest campus dedicated to digital technology businesses. At the heart of Birmingham's Knowledge Quarter, and part of Bruntwood SciTech's network of innovation districts, it is also home to the 5G 5SPRING accelerator and the HS2 Accelerator. In addition, Innovation Birmingham brings together a network of investors looking to develop or fund digital tech businesses.

THE SCITECH INNOVATION HUB

Located at the University of Wolverhampton Science Park, the Innovation Hub is a route to specialist engineering, marketing, design and business staff from the university's Faculty of Science and Engineering. The Hub supports sole innovators and SMEs through the process of new product development, from idea generation to commercialisation.

STEAMhouse

Based at Birmingham City University, STEAMhouse supports creative and maker businesses to develop products and services with a strong focus on the use of digital technologies. It recently opened a new incubation centre, and is investing £70m in a new innovation campus.

THE CUSTARD FACTORY

The Custard Factory in Digbeth, Birmingham, is home to a growing community of entrepreneurial creative and digital companies. With the capacity to support over 400 individual businesses, it also has the potential to be the largest cluster of tech, digital and creative SMEs outside of London.

ADDITIONAL UNIVERSITY-BASED CENTRES OF EXCELLENCE INCLUDE:

- University of Warwick - Centre for Applied Artificial Intelligence, Centre of Cyber Security Research, Warwick Manufacturing Group, Warwick Esports Centre
- University of Birmingham - Centre of Excellence in Digital Systems, Intelligent Systems Research Group, Centre for Cyber Security
- University of Wolverhampton - AI & Data Science Research Laboratory, Wolverhampton Cyber Research Institute
- Aston University - Institute of Photonic Technologies, Institute of Urban Technology
- University of Coventry - Institute of Coding, Centre for Data Science
- Warwick and Birmingham also both NCSC accredited as national Cyber Security Centres of Excellence



WHY WE CHOSE THE WEST MIDLANDS

“People don’t have to travel to London to get a job in this sector. There are plenty of businesses like Advanced that are investing in what is the UK’s largest regional urban economy.”

Gordon Wilson, CEO at Advanced

“Birmingham is a fantastic city with world class universities nearby and a rich pool of talented technologists; it was an obvious place for us to invest in.”

Mike Payne, Lombard Risk’s Chief Technology Officer

“The West Midlands has a number of exclusive opportunities on the horizon that will give us a uniquely competitive edge, such as the region’s status as the UK’s primary multi-city 5G testbed. This facility will allow unprecedented access to trial and test new technologies and products at scale.”

Nagaraja Kini, Associate Vice President at Microland

“With our operations based in Coventry, we have excellent access to high quality graduates. In addition, the West Midlands is the largest regional tech cluster in the UK. This underpins the current success and future development of the ParentPay Group.”

Clint Wilson, CEO at ParentPay

“This is a vital area for the UK games sector in that because of the high density of studios here, the number of people working here and the skills they have - the experience they have over decades of developing games - we wanted to tap into that.”

Phil Bale, Operations Manager at Ubisoft

35
CENTRES OF
CLINICAL
EXCELLENCE

"As we continue our ambitious growth journey, we are proud to be carving out PM Connect as a Birmingham-based global business. We are confident that Birmingham remains the best location for us - offering both the tech talent to support planned growth and a vibrant place to work for our dynamic, driven team."

James Macfarlane, Founder and Group CEO of PM Connect



CONNECTING WORLDWIDE FROM A WEST MIDLANDS BASE

HOW GLOBAL MOBILE PAYMENT BUSINESS PM CONNECT HAS DOUBLED IN SIZE SINCE OPENING IN THE REGION

PM Connect, a mobile payment solutions provider counting global sports brands including World Wrestling Entertainment (WWE) and the National Basketball Association (NBA) among its clients, chose Birmingham as its headquarters from launch.

With a presence in Africa, the Middle East, Asia Pacific, the UK and Europe, the company has grown exponentially, and has doubled its office size to accommodate a headcount increase of 48% in the last year. The firm currently processes over two million payments per month globally.

52,000

EXTRA TECH JOBS TO BE
CREATED IN THE WEST
MIDLANDS BY 2025

WHO ELSE IS HERE?



WEST MIDLANDS GROWTH COMPANY



West Midlands Growth Company (WMGC) acts as the official Investment Promotion Agency for the West Midlands.

We are a not-for-profit organisation funded by the West Midlands Combined Authority, (WMCA), the seven metropolitan councils that make up the region and the region's five leading universities: Aston University, University of Birmingham, Birmingham City University, Warwick University and Wolverhampton University.

In the last five years, the West Midlands has attracted over 600 foreign direct investment (FDI) projects, creating almost 35,000 new jobs and safeguarding a further 5,000. An important part of attracting inward investment to the West Midlands is our support on offer to help businesses relocate and grow.

By working with regional partners we deliver comprehensive support packages to inward investors. Using a variety of campaigns and events WMGC work with investors to ease relocation or expansion plans and focus on future growth.

Our expert teams act as a strategic partner and consultant to investing companies to ensure they have the information they need and a comprehensive package of support, across all phases of their business plan.

OUR WORK

We have vast experience of helping hundreds of companies to relocate to and expand within the West Midlands. We work with our partners on projects that deliver tangible growth and employment opportunities for the region.

“As the West Midlands’ investment agency, we are committed to helping organisations of all sizes discover how the region and its people can benefit their business. I would encourage any company, no matter what stage they are at in their growth journey, to contact us and find out more about how the region could best serve their needs.”

Mike Lewis
Sector Lead
Creative, Digital & Technology

Launched to coincide with and celebrate the Birmingham 2022 Commonwealth Games, the West Midlands Global Growth Programme offers a comprehensive ‘Soft Landing Support’ package for businesses around the world looking to establish in the UK or expand into the West Midlands for the first time.

THREE TIERS OF VALUE ADDING EXPERT SUPPORT	WMGC INVESTOR SUPPORT	WEST MIDLANDS GLOBAL GROWTH PROGRAMME (GGP)	GGP (ENHANCED)
	All international companies investing in the West Midlands	30 high growth potential international investors	Five competition winners from within GGP
In-depth West Midlands research and tailored insights	✓	✓	✓
Consultative support throughout business case creation	✓	✓	✓
Comprehensive, impartial property search	✓	✓	✓
Tailored launch communications and PR support	✓	✓	✓
Facilitated access to universities - explore R&D and graduate talent	✓	✓	✓
Accessing private and public finance - sign-posting and support	✓	✓	✓
Network introductions to WMGC's 100+ commercial partners	✓	✓	✓
Nine-months fully-funded commercial office space		✓	✓
On-site, bespoke business and innovation support		✓	✓
Free UK company establishment and registered address within the West Midlands		✓	✓
Discounted accounting, payroll, legal and secretarial services		✓	✓
Peer-to-peer networking and knowledge transfer opportunities		✓	✓
Comprehensive calendar of industry events		✓	✓
Connections to prospective buyers, suppliers and R&D partners		✓	✓
Access to Bruntwood SciTech's Investor Showcase programme		✓	✓
Extended market-entry focused business development support, delivered by a sector specialist 'Entrepreneur In Residence', to help your business scale quickly in the UK			✓



TO SEE HOW WE HAVE SUPPORTED ORGANISATIONS WITH GROWTH INTO THE WEST MIDLANDS REGION, PLEASE VISIT: [INVESTWESTMIDLANDS.COM](https://investwestmidlands.com)



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WHAT HAPPENS NEXT?

If you are looking to find out more about West Midlands Investment opportunities, please get in touch with our team.



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