



GLOBAL GROWTH PROGRAMME

Helping you to establish and
scale your business in the UK

The West Midlands
One region, many worlds



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STATE-OF-THE-ART INVESTMENT SUPPORT

WELCOME TO THE WEST MIDLANDS GLOBAL GROWTH PROGRAMME

a best-in-class market entry offering, designed to help international companies invest, establish and scale rapidly at the heart of the UK's fastest growing technology cluster.



For more information on how your business could benefit from working with the West Midlands Growth Company, visit investwestmidlands.com/birmingham-2022/global-growth



Home to UK's only multi-city 5G test bed



Home to UK's fastest growing Tech Sector

Developed by the West Midlands Growth Company and delivered in partnership with business innovation and commercial real estate experts, Bruntwood SciTech, the West Midlands Global Growth Programme offers a comprehensive and fully-funded soft landing package for innovative and ambitious international businesses establishing in the UK.

New to UK (and new to West Midlands) International companies participating in the programme will benefit from a fully-funded package of soft-landing support including: commercial workspace, tailored professional service offerings, market-entry and innovation services support and a comprehensive calendar of industry integration and networking opportunities.

The programme - which is designed to address the key challenges that international companies encounter when establishing in the UK for the first time - incorporates and significantly expands upon the Investor Support already delivered to new inward investors by the West Midlands Growth Company.

The West Midlands Growth Company (WMGC)

The West Midlands Growth Company promotes inward investment into the West Midlands, driving business growth, new job creation and exciting opportunities across the region. The company has supported investment and the arrival of leading corporate names including HSBC UK and Goldman Sachs, as well as a diverse portfolio of cutting-edge SMEs and start-up organisations in high-growth industries from around the world.

Science & Innovation

- 100+ commercial testbeds, accelerators and collaboration facilities.
- UK's leading facility for battery development.
- UK's first commercial 5G accelerator and UK's first region-wide 5G testbed.
- The largest automotive research facility in Europe.
- UK's largest campus dedicated to digital / tech.
- Europe's largest specialist campus for brownfield remediation and Modern Methods of Construction.
- UK's first dedicated Professional Services Technology supercluster.
- Home to 18,394 start-ups and more incubators and accelerators than any UK city outside of London (CFE, 2020).



A world-class, internationally significant economy

Economic Scale:

A £105bn, fast-growing economy the size of HUNGARY with a 'full service' sector offer, the West Midlands leads the way in 5G, cyber security, digital enterprise technologies, future mobility and gaming.

Skilled, diverse, global talent:

The West Midlands has a diverse population of 4.7 million, which is almost as large as NEW ZEALAND. Its residents come from 190 different countries and 32% are under 25. It also has a workforce of 2.9 million people.

Talent:

Benefit from eight world-class higher education institutions with over 175,000 students; the second highest number in the UK. 59,000 graduate each year, with 55% remaining in-region.

Operate at pace and scale:

A three-city region, with strong governance via regional executive mayor - Andy Street - responsible for economic development, transport, housing, jobs and skills.

As a result, businesses looking to enter the UK can benefit from easy access to facilities, finance and ecosystems, as well as the peace of mind that comes from entering a mature and supportive network.

THE ULTIMATE 'SOFT-LANDING' IN THE UK

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.

Designed to facilitate a 'soft-landing', it will help accelerate entry and growth in the UK market. It's a fantastic opportunity for ambitious, exciting organisations looking to take advantage of the country's fastest growing technology cluster.

Up to 30 innovative scale-up companies entering the programme before 31 March 2023 will benefit from the following soft-landing assistance, in addition to the West Midlands Growth Company's Investor Support offering:

- Fully funded desk space for nine months from the date of entering a licence agreement, at Innovation Birmingham, the region's leading tech campus.
- An initial diagnostic with Bruntwood SciTech's specialist team to identify business goals and scope a package of tailored support.
- Peer-to-peer networking and knowledge transfer opportunities.
- Dedicated account management from on-site support.

- Access to a comprehensive calendar of industry events, connecting participants to innovation hubs, business networks and universities across the West Midlands.
- Facilitated connections to prospective buyers, suppliers and R&D partners.
- Access to some of the sector's leading investors via the Investor Showcase programme.
- Facilitated introductions to specialist professional services partners, offering tailored solutions.

The following is also on offer from EBS, a commercial partner of the West Midlands Growth Company:

- Free UK company establishment and official address in the West Midlands
- Discounted, bespoke accounting, legal, payroll and secretarial services

Enhanced Soft Landing Support

Furthermore, five competition winners will receive enhanced market entry business development support. This will be delivered by a sector specialist 'Entrepreneur in Residence' and will provide bespoke guidance to address unique challenges and opportunities, to help your business scale quickly in the UK. Closing date, Friday 30th September 2022.

Scan code to register interest:

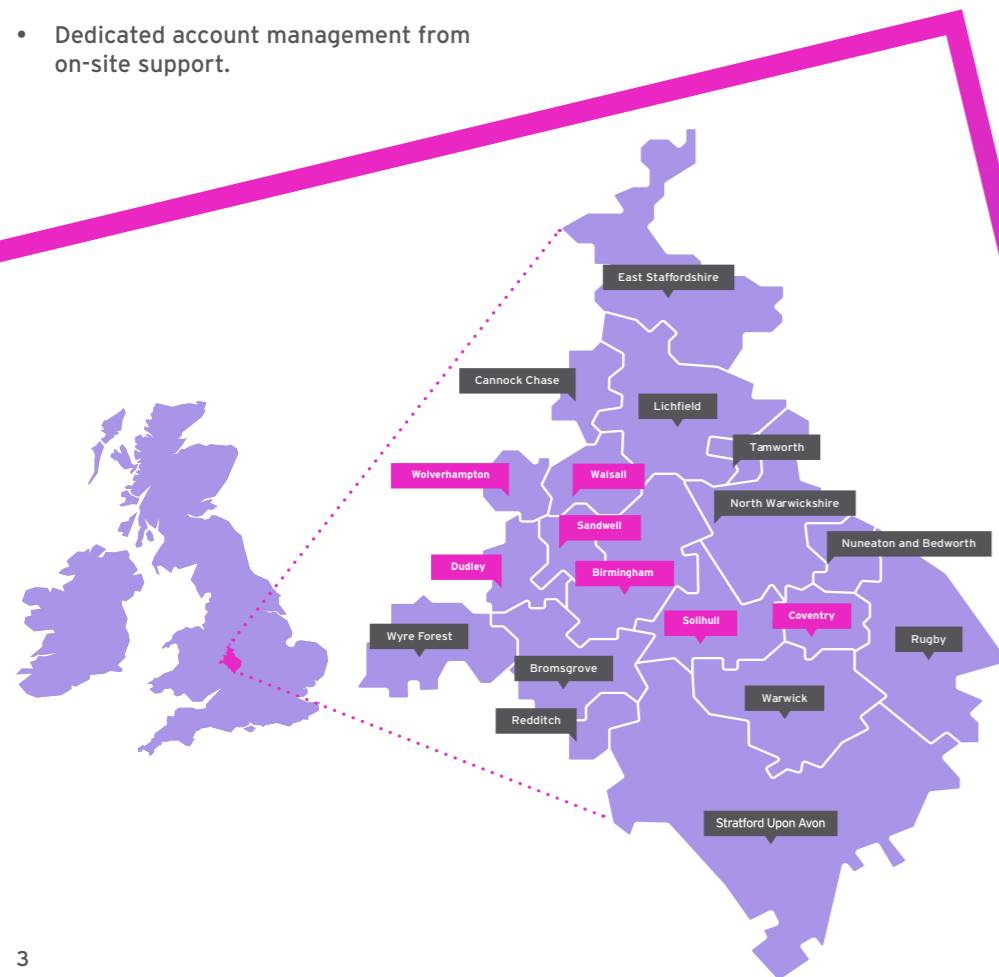


£105bn
£105bn fast-growing economy

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 Sci-Tech'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			✓



4.7m
A population of 4.7 million



“Goldman Sachs is expanding in Birmingham because of the city’s deep pool of talent, strong academic institutions and growing eco-system for finance and technology. We look forward to continuing our involvement in the innovation happening across the city and wider region.”

Gurjit Jagpal
Managing Director & Head of Goldman Sachs Birmingham



£411m

thriving FinTech
community in West
Midlands



The West Midlands Global Growth Programme is based at Innovation Birmingham - a next-generation campus where innovative, scale-up companies can thrive. Located in the heart of Birmingham's Knowledge Quarter, the facility is operated by Bruntwood SciTech, the UK's leading property provider dedicated to the growth of science and technology companies.

bruntwood
SciTech



THE CENTRE OF THE UK'S FASTEST GROWING TECHNOLOGY SECTOR

Participants can access a diverse portfolio of high-quality workspace (including access to Bruntwood's other commercial workspace locations across the West Midlands), alongside comprehensive business and innovation services support. Bruntwood SciTech has a proud record of success, supporting circa 1,295 businesses over the last decade - via both private and public part-funded projects. This Innovation District includes over 500 of the UK's cutting-edge, disruptive science and technology firms. Collectively they can offer access to opportunities across finance, talent acquisition and strategic partnerships, providing your company with a solid platform for growth.

Easily accessible in the centre of the West Midland's biggest city, Innovation Birmingham is at the heart of the United Kingdom's fastest-growing technology cluster, the largest outside of London. Only 120 minutes' drive from the capital, the hub is also a short walk from Birmingham New Street, Moor Street and Snow Hill stations, which together offer unrivalled rail connectivity throughout the UK. Birmingham International Airport offers direct connections across the globe, and is just 20 minutes by car or 10 minutes by direct train service from Birmingham New Street station. The campus is home to talented digital innovators, investors, start-ups and global businesses, providing an ideal location to give companies sufficient space and support to scale.



87,480
students studying
STEM subjects



8
universities
producing 59,000
graduates

1,295

businesses supported by
Bruntwood SciTech over last
10 years

In the modern world, technology underpins every sector, that's why the West Midlands Global Growth Programme at Innovation Birmingham's state-of-the-art campus offers innovative, scale-up companies an environment where they can define, nurture and finetune their offering to disrupt existing markets - or create entirely new ones.

A SPRINGBOARD TO SUCCESS

+£10m

private equity funding has been raised in the past 12 months, by on-site digital and tech companies

+500

science and technology businesses across the Bruntwood SciTech network



25%

of UK gaming output produced in West Midlands

Develop Key Strategic Business Partnerships

Collaborate with companies at the forefront of the latest developments in science and technology, developing relationships critical to future business success. Innovation Birmingham's vibrant business culture enables the creation of strategic customer partnerships; with its unrivalled partner network - including leading universities and stakeholders. Collectively they can offer access to skills, talent, innovative research and critical investment. In the last 12 months, digital and tech companies on-site have raised more than £116m in private equity funding via Bruntwood SciTech's investment readiness activities and investor introductions network.

Tailored Business Support

Benefit from one-to-one meetings with the highly experienced Innovation team, receiving tailored guidance to support the development of your commercial strategy, open new opportunities and access an unparalleled public, private, academic and clinical network for new partners and markets.

A Vibrant Events Programme

With over 500 science and technology businesses across the Bruntwood SciTech network, your company can gain invaluable contacts across a range of disciplines including tax, PR, marketing and recruitment. Dedicated industry webinars - ideal for networking and collaborative opportunities - sit alongside a robust calendar of social and wellbeing events, including sector-specific meetups. All are designed to help you and your business thrive.

1st

and only ProfTech supercluster in the UK (SuperTech).

State-of-the-Art Office Facilities

Every business is different, with its own unique set of requirements. That is why Innovation Birmingham provides a range of flexible solutions to help you maximise performance and grow your business. Take advantage of high-spec hot-desking and co-working space, immersing your business in an exciting, high-growth environment alongside other digital and tech start-ups.

Need a little more room? Take advantage of serviced offices with enough space for 2-12 people - as well as a business lounge and modern kitchen. Flexible leased office space from 500-7,000 square feet is also available, with the option to implement your style or receive a fully furnished suite.

All businesses have full access to an excellent array of conference and event facilities, communal business lounges, private soundproof workstations and comfortable meeting rooms. Whatever the needs of your business, Innovation Birmingham is here to provide a launchpad for success.

Enterprise Wharf: The Workspace of the Future

By the end of 2022, Innovation Birmingham will be home to the city's first smart-enabled building - Enterprise Wharf. Possessing just under 120,000 square feet of contemporary, flexible workspace, this state-of-the-art facility is perfect for larger digital and tech companies wishing to benefit from being in a world-class tech hub. The building uses Integrated Smart Building Technology and high-spec M&E systems to achieve low carbon emissions. Furthermore, as well as outstanding workspace facilities, businesses can also enjoy a range of amenities, including landscaped canalside and a beautiful roof terrace, offering stunning views across the city.

INNOVATION
CAMPUS
DISRUPT
NETWORK



“We are very proud to call Birmingham and the West Midlands our UK home. Record levels of investment and job creation mean the West Midlands is being driven towards a new era of prosperity.

“We are keen to continue to play a part in that journey, and that’s why we have developed a long-term investment plan here, and want to be involved in the development of its infrastructure.”

Jonathan Chapman
Managing Director, UK
Burns & McDonnell



52K

extra jobs created in
West Midlands Tech
Sector by 2025



HOW YOUR BUSINESS CAN APPLY?

Are you interested in the 'Soft Landing Support' package and the associated benefits a move to the West Midlands would bring to your business?

The West Midlands Global Growth Programme is open to companies who meet the following criteria:

- A wholly owned subsidiary or branch of a non-UK company, or with more than 10% of shareholding held by a non-UK organisation.
- Technology-led, or operating within the Future Mobility, Low Carbon, Data Driven Healthcare, Modern Business Services, or Creative & Digital Technology sectors.
- A qualified ambition to create 10 or more jobs within the West Midlands within three years of market entry.
- The company must **not** have a pre-existing trading address within the West Midlands Combined Authority area.

“Setting up Microland’s offices in the West Midlands has facilitated a virtuous cycle of growth for our organisation. 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, putting us at the epicentre of the next digital revolution.”

Nagaraja Kini
Associate Vice President
Microland

REGISTER YOUR INTEREST TODAY!

If your business meets the application criteria and you want to base your business at the heart of the West Midland’s fast-paced, thriving technology sector, register your interest* investwestmidlands.com/birmingham-2022/global-growth

*acceptance to the programme is subject to application and at the discretion of WMGC and Bruntwood SciTech.



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