



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



MODERN BUSINESS SERVICES

INVESTMENT PROSPECTUS

A leader in Business, Professional and Financial Services

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The West Midlands has an outstanding offering in Professional Services, with front, middle and back office capabilities, a young, skilled digital talent pool and a thriving commercial ecosystem. As a result, the region is an attractive destination for start-ups, scale-ups and established businesses across multiple sectors including accounting, legal, ProfTech and shared services.

A HUB OF GLOBAL FIRMS, LEADING TALENT AND EXCITING OPPORTUNITIES



- Access the skills, networks and resources needed to successfully scale, expand and diversify your business in response to client needs, with 53,000 Professional Services firms and over 343,000 staff across the West Midlands.
- Meet the demands of tomorrow with our wealth of in-demand digital expertise across areas like UX, AI, VR, data analysis, software development, cyber security, programming and a healthy pipeline of graduate STEM talent.
- Benefit from the innovation and fresh thinking generated by the region's fast-growing FinTech and ProfTech sectors, including the UK's only ProfTech Supercluster and Europe's largest FinTech innovation hub.
- Serve customers and businesses across the globe from a central UK base, with our international, multicultural and multilingual workforce drawn from 190 countries.
- From high-volume Business Process Outsourcing (BPO) operations to niche consultancy services, we have the infrastructure, connectivity and real estate to underpin a wide range of Professional Services functions.
- 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.

AT A GLANCE: THE WEST MIDLANDS BUSINESS, PROFESSIONAL & FINANCIAL SERVICES ECONOMY

- 53,000 companies/343,000 professionals - UK's largest regional market
- 75,000+ Legal, Accountancy and Management workforce
- £31.4bn revenue per annum (projected to be £50bn by 2030)
- 30% sector growth 2017-21
- Home to multiple FTSE-listed corporates
- Booming international headquarters market
- £400m+ fast-growing FinTech sector and UK's first ProfTech Supercluster
- 7,000 FinTech professionals
- 18,000 Software Developers, 4,000 Technical Engineers and 12,000 Data Analysts
- Growing cluster of SSC and BPO service providers
- 40% lower operating costs vs London
- More Business, Computing & Software graduates than any region outside of London
- A thriving and supportive ProfTech ecosystem, with major R&D assets to support growth

THE WEST MIDLANDS: A WORLD-CLASS, FAST-GROWING CLUSTER WITH A TRULY GLOBAL OUTLOOK

The birthplace of global financial brands, including Lloyds and Midland Bank (now HSBC), today the West Midlands is a leading destination for banking, legal, investment, insurance, accounting – and other professional consultancy disciplines – serving both UK and global clients.

In fact, with 343,000 professionals working for over 53,000 companies, the West Midlands is now home to the largest Business, Professional and Financial Services (BPFS) sector outside of London.

Our BPFS economy has also enjoyed a staggering 30% increase in growth over the last five years and is projected to generate an economic value of £50bn by 2030.

As a result, the region now enjoys a global reputation which can compete with many international capitals as a thriving and dynamic 'alternative HQ' location.

Much of our success is underpinned by a skilled, experienced and diverse talent pool, a full-service ecosystem, easy access to industry-leading R&D assets, closeness to major clients, and great connectivity – regionally, nationally and globally. The benefits of midshoring also make operating from a West Midlands base incredibly cost-effective. This includes top quality, flexible office space at less than half the cost of the capital, and a 40% saving on London-based professional skills costs.

While these are just some of the reasons why global names like Goldman Sachs, HSBC UK, Deutsche Bank, Lloyds – and the Big Four – are based here, we are also the location of choice for home-grown businesses and challengers.

A HOTBED OF TECHNOLOGY TALENT

One of the UK's most dynamic regions for digital and technological innovation, you can tap into extensive expertise across the software, data, AI, UX and coding disciplines already transforming modern business services.

This, coupled with the fact we produce a higher volume of computing and software graduates than any other region outside of London (as part of an 87,000 STEM cohort) demonstrates that we have the established sector experience, technical skills and talent pipeline to underpin significant growth.

Disruption and digitalisation are already driving new opportunities across the region. We're home to the UK's first ProfTech Supercluster (SuperTech), we support a growing network of FinTech and ProfTech scale-ups, and we host Europe's largest FinTech innovation hub.

A BROADER OFFER – SHARED SERVICES, OUTSOURCING AND CIVIL SERVICE SUPPORT

In addition, a significant number of national and international Shared Service Centre (SSC) providers and Business Process Outsourcing (BPO) firms are based here, including PwC, Infosys BPM, Genesys & Wyoming and Sitel Group.

The West Midlands is also increasingly one of the UK government's preferred destinations for major departmental relocations. This means we have more national policy decision-makers and large numbers of civil servants – as well as key government operations – being directly supported by the region's thriving ecosystem.

30%

**GROWTH INCREASE
IN THE SECTOR
ECONOMY OVER THE
LAST FIVE YEARS**

THE WEST MIDLANDS IS BURSTING WITH TALENT, OFFERING ACCESS TO A DEEP POOL OF SKILLED PROFESSIONALS AND UP-AND-COMING INDUSTRY ENTRANTS.



THE WEST MIDLANDS IS HOME TO PEOPLE FROM 190 DIFFERENT COUNTRIES, SPEAKING OVER 200 LANGUAGES



DIVERSE AND HIGHLY SKILLED TALENT UNDERPINNING A PROGRESSIVE AND INCLUSIVE SECTOR

Eight world-class universities produce over 57,000 graduates, over half of which choose to stay and kickstart their careers in the region (a much higher proportion than in London and the South East).

A further 127,000 graduates from 20 universities can be accessed within one hour's drive, boosting the region's pipeline of highly educated, work-ready young adults even more.

Our region's graduates are also some of the most employable in the UK. Of these, over 16,500 are qualified in business, economics, management, finance and law, with many others having ProfTech-related degrees, such as data science and technical engineering.

Further, recent research has revealed West Midlands has more software developers and computer science graduates than any other UK city-region outside of London.

And while such dynamic, youthful and talented employees are the lifeblood of high growth sectors, the region also boasts a highly skilled, senior-level professional services workforce.

This includes over 100,000 experienced financial, legal, accounting and management consultancy staff who all enjoy access to a wide range of career pathways and new job opportunities.

With the West Midlands being home to people from 190 different countries, who speak over 200 different languages, our workforce is also incredibly diverse, multicultural and multilingual.

A recent employer survey in Birmingham found that 40% of its banking, finance and insurance professionals identified as either Black, Asian, or minority ethnic.

In addition, this mix of nationalities and cultures gives the region a truly global outlook when it comes to delivering modern business services. This is reflected in the fact that 60% of the West Midlands' sector output is billed against major national and international projects.

KEY STRENGTHS IN MODERN BUSINESS SERVICES

A LARGE-SCALE, FULL-SERVICE AND GLOBAL ECOSYSTEM

Home to a thriving, full-service business ecosystem, the West Midlands is a global business centre with the credibility that comes from leading brands such as Goldman Sachs, Deutsche Bank and HSBC UK. This is underpinned by the presence of FTSE-listed companies, a booming headquarter economy – and a diverse mix of corporate firms – all needing high-level professional services at an international scale.

AN EXPERIENCED, DIVERSE AND GLOBAL WORKFORCE

A 343,000-strong highly-skilled employment pool is already in place – capable of serving national, international and highly specialist client demands. Further, the diversity of our workforce, means we also offer access to more French, German, Russian, Mandarin, Urdu, and Japanese speakers than any other region outside of London.

A WORK-READY PIPELINE OF GRADUATE TALENT

The West Midlands' world-class universities and business schools – including Birmingham, Warwick, and Aston – generate a 16,600-strong pipeline of UK and overseas graduates, with specific professional services and finance related degrees, every year. Recent research has also found the West Midlands produces the most employable graduates in the UK.

In addition, we have a cohort of 87,000 science, maths, computing and technology students who can help meet the needs of an increasingly digitalised industry.

A THRIVING HUB OF FINTECH INNOVATION AND TECHNICAL SKILLS

The West Midlands fast growing £411m FinTech economy already generates over 6% of all UK FinTech GVA and is home to The Engine Room, Europe's largest FinTech innovation hub.

UK and international businesses already benefitting from our thriving FinTech economy include payment firms such as EML, mobile device specialists Pervacio and PM Connect, and international financial software giants, Vermeq.

As one of only three FinTech clusters officially recognised by the UK government, we're also home to SuperTech, the UK's only ProfTech Supercluster. As a result, the region is driving the acceleration, adoption and migration of new technologies across multiple markets including FinTech and ProfTech.

Further, we're one of the UK's fastest growing regions for technology innovation and already employ over 65,000 technology professionals (a figure set to double over the next four years).



65,000+

TECHNOLOGY PROFESSIONALS ALREADY EMPLOYED, A FIGURE SET TO DOUBLE OVER THE NEXT FOUR YEARS.

40%

SAVINGS ON STAFFING COSTS VS LONDON

A FRONT OFFICE POWERHOUSE

The birthplace of Lloyds, HSBC, and the world's first ever building society, the West Midlands is today home to corporate, retail and investment operations from national and international names such as Goldman Sachs, Deutsche Bank, RBS, NatWest, Lloyds, and Barclays.

We also support the front office operations of challenger banks and disruptors, including Secure Trust, Unity, Wesleyan and Al-Rayan (the UK's largest Sharia-compliant Islamic bank). In addition, our strength in advisory and consultancy services is demonstrated by the presence of 'Big Four' consultancies (PwC, KPMG, Deloitte and EY) who all have their largest UK regional offices based here.

THE HOME OF ROBUST AND RELIABLE OPERATIONAL SERVICES

Home to multiple service provider operations – including those run by PwC, Infosys BPM, Genesse & Wyoming and Sitel Group – the West Midlands is one of Europe's leading Shared Service Centre (SSC) and Business Process Outsourcing (BPO) locations.

This success is based on our extensive expertise delivering SSC and BPO services across multiple sectors – including finance, tech and IT, HR, procurement and sales – supported by a 75,000+ business and admin support workforce, many of who are multilingual.

SIGNIFICANT MIDSHORING SAVINGS

Centrally located at the heart of the UK, with close proximity to London for easy collaborations, we offer fantastic, cost-effective 'alternative HQ' benefits. These include high quality flexible office space – at less than half the price of the capital – and up to 40% discounts on staffing costs vs London.

This makes the West Midlands an incredibly attractive, affordable destination for established firms, ambitious scale-ups, and fast-growing start-ups, who are seeking the best quality people, property and business environment at cost-effective rates.



THE WEST MIDLANDS:
**FRONT OFFICE TALENT &
BACK OFFICE INNOVATION**

ONE REGION MANY OPPORTUNITIES



PROFTECH
FINTECH, INSURTECH, LAWTECH, PROPTECH

FRONT OFFICE
HIGH VALUE FINANCIAL SERVICES & CONSULTANCY

BACK & MIDDLE OFFICE
SHARED SERVICES CENTRES, BUSINESS PROCESSING

OUTSOURCING
**GOVERNMENT DEPARTMENTS, PUBLIC SECTOR,
NOT-FOR-PROFITS**



90mins

BY TRAIN TO THE
CENTRE OF LONDON



MODERN BUSINESS SERVICES: **FRONT OFFICE SERVICES & SPECIALIST SUPPORT**

A three-city region anchored by the city of Birmingham, the West Midlands region offers investors easy access to a thriving cluster of professional and financial providers who are serving big-name, international clients across a wide range of industries.

The dynamic nature of the region's Professional Services sector, together with the thriving FinTech and ProfTech clusters we support, means we offer fantastic front office opportunities for growth within traditional and disruptive markets.

This is reflected in the presence of not only major banks, the Big Four, and global consultancy names such as Gowling WLG, Hogan Lovells, DLA Piper and Beazley, but also challenger brands such as Wesleyan, Al-Rayan, and Unity.

Further, our young and dynamic talent pool offers you access to the skills you need to help stay competitive and differentiate your front office offer.

This includes the digital skills required to quickly adapt to changing customer needs, as well as the sales and communications expertise needed to clearly articulate your products, services and distinctive corporate culture.

The West Midlands also offers major growth opportunities for smaller, niche and industry-specific consultancy services, especially those which are aligned to the region's thriving sectors such as automotive and advanced manufacturing, property, infrastructure and construction, technology and digital industries, healthcare and public sector services, energy, utilities and CleanTech.

For example, many consultancy businesses are part of a cohort of 350 suppliers already supporting the region's High Speed Rail (HS2) investment programme, while a further £3bn of HS2 related contracts are still live.

There is also rapidly rising demand for sustainability specialists - and wider ESG expertise - to support firms and organisations on their respective net zero, corporate purpose and inclusive growth journeys.

Here again the region delivers, with one of the highest concentrations of 'green professionals' anywhere in the UK.



343,000

**MODERN BUSINESS
SERVICES PROFESSIONALS
ALREADY EMPLOYED**



MODERN BUSINESS SERVICES: **PROFTECH, FINTECH & INNOVATION**

Already one of the UK's most dynamic hubs for global financial activity, 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 FinTech GVA. In the wider ProfTech market - including LegalTech, PropTech and InsurTech - we also have over 200 companies. In addition, the region is home to SuperTech - the UK's only ProfTech Supercluster - and The Engine Room, Europe's largest FinTech innovation hub - both of which are primed to meet the ProfTech and FinTech demands of tomorrow.

These include new crypto-as-currency applications, embedded and automated payment platforms, blockchain 3.0, AI-enabled smart transactions, immersive customer UX, anti-fraud cybersecurity and wider digital wealth management challenges.

Meeting the skills needs of the ProfTech sector - and the wider industry as it digitises - is another challenge the West Midlands can help address. Recent analysis of the region's technology workforce has revealed we have around 18,000 software developers, over 14,000 technical engineers and over 12,000 data analysts already 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%).



**OUR FINTECH ECONOMY
ALONE IS CURRENTLY
WORTH OVER
£400M**

MODERN BUSINESS SERVICES: **SHARED SERVICES & OUTSOURCING**

As one of Europe's leading shared services investment destinations, the West Midlands offers a ready-made environment for Shared Service Centres (SSC) and Business Process Outsourcing (BPO) providers.

With an administration, business support, legal and accounting professional workforce of over 75,000 already in place, we have deep expertise in a wide variety of markets and disciplines including financial services, IT and tech support, human resources, sales and marketing, and procurement.

SSC and BPO businesses also get to access our young, diverse, and multilingual talent pool - made up of professionals from over 190 countries - to serve global customers in multiple sectors and settings.

Beyond our extensive talent, we also offer cost-effective commercial property and infrastructure to meet all types of SSC and BPO operational needs.

The region's superb physical and digital connectivity (Full Fibre and 5G) can further support 24/7 office, hybrid and WFH operations as required.

There are also major SSC and BPO opportunities offered by our significant expertise in digital technologies and telecoms. These skills are enabling SSC and BPO providers to migrate services to more automated, AI-enabled and virtual platforms quickly and efficiently.

Our extensive experience within the SSC and BPO space is further reflected by the businesses already here. PwC, Infosys BPM and Sitel Group all have major shared services operations in the region, while the US-based global transport giant Genesee & Wyoming has opened a new £30m SSC hub in Birmingham (its first UK investment outside of London).



Centre of
Excellence
In Inclusive
Passenger
Experience



75,000+

**ADMINISTRATION,
BUSINESS SUPPORT,
LEGAL AND ACCOUNTING
PROFESSIONAL
WORKFORCE ALREADY
IN PLACE.**

MODERN BUSINESS SERVICES: **GOVERNMENT & PUBLIC SECTOR**

In addition to the major commercial opportunities generated by the region's thriving private sector, the West Midlands is also experiencing significant growth within government and public sector services.

Spearheading this trend is the UK Government, which has chosen to relocate many government functions - and entire departments - to the region.

Examples of this include:

- Department for Levelling Up, Housing and Communities has established a second national HQ in Wolverhampton
- Department for Work and Pensions
- Department for Transport
- Department for Business, Energy, and Industrial Strategy
- Homes England establishing a National Delivery Centre in Coventry
- Office of the Public Guardian

Such a critical mass of national government offices - and civil service personnel - is creating huge potential for all types of businesses, especially those with experience of public sector procurement and working with the government's supply chain.

In addition, this concentration of government activity is creating a cluster of public sector, NGO, not-for-profit, and civic services expertise.



30,000+

**CIVIL SERVICE JOBS
ALREADY BASED IN
THE WEST MIDLANDS**



THE WEST MIDLANDS: A DYNAMIC, INNOVATIVE AND SUPPORTIVE ECOSYSTEM



The West Midlands offers all firms access to a powerful, innovative and collaborative ecosystem which can enhance professional skills, help create new business opportunities, and unlock commercial potential and accelerate growth.

This ranges from tailored education and training programmes – delivered by the region’s three globally ranked business schools – to socially focused networking events facilitated by trade associations and business-led organisations.

Examples of the region’s added-value ecosystem include:

WORLD CLASS BUSINESS SCHOOLS WORKING WITH BUSINESS

The region’s six largest universities are already working with leading BPFs employers to deliver bespoke training courses that help boost capacity and improve performance. This includes tech-led degree apprenticeships, Continuing Professional Development (CPD) programmes, and Masters-level courses, for firms including PwC, Vodafone, Barclays, Deloitte, and the Bank of England.

In addition, internationally ranked business schools at the Universities of Birmingham, Warwick and Aston, are part of an elite group holding the ‘triple-crown’ MBA accreditation from AACSB, AMBA and EQUIS. Collectively these institutions are also enrolling more business and management students than anywhere outside of London and the South East.

Further, Warwick Business School (which is becoming renowned globally for its expertise in FinTech, AI, Blockchain and Crypto) was recently named second most influential business school in the world (after Harvard) in The Financial Times, while Aston University is home to Goldman Sachs’ 10,000 Small Businesses programme.

DYNAMIC, INNOVATION-LED ASSETS

The West Midlands has an extensive network of centres of excellence, collaborative programmes and R&D assets which directly support the sector. For example:

- The Professional Services Academy at Birmingham Met University – the UK’s only dedicated professional services college working with Deutsche Bank, Gateley and BNP Paribas, and many others
- Innovation Birmingham in Birmingham’s Knowledge Quarter – West Midlands’ centre of digital enterprise, commercial R&D and collaborative partnerships
- STEAMhouse at Birmingham City University – tech, business and professional services collab space driving commercial innovation across BPFs and ProfTech sectors
- SuperTech – UK’s first ProfTech Supercluster for FinTech, LegalTech, PropTech and InsurTech firms
- The Engine Room at Wesleyan Assurance HQ – run by The Investment Association – is Europe’s largest asset management FinTech hub and co-working space

SUPPORTIVE PEER-TO-PEER NETWORKS

Every successful, productive and profitable sector thrives on peer-to-peer engagement and networking, and the West Midlands has developed a vibrant community.

Networking assets include:

- Three proactive and supportive Chambers of Commerce serving the West Midlands region
- Downtown In Business – an influential, regional B2B networking and lobbying group with an extensive calendar of discussion forums and social events
- The West Midlands Growth Hub – government-backed business support agency which hosts B2B workshops, business events and professional development programmes
- High-quality local media outlets who specifically write about, champion and celebrate the work of the region’s professional services sector and host regular B2B events

#2 

Warwick Business School ranked #2 globally

Three years ago, HSBC UK, one of the world's largest banking and financial services organisations, chose to relocate its UK head office to Birmingham in the West Midlands. The £200 million investment - which included opening a new, low-carbon 11-storey office complex in the heart of the city - has resulted in 2,500 HSBC UK staff now working in the region.

A FUTURE YOU CAN BANK ON



**MOST POPULAR
UK DESTINATION
FOR RELOCATING
LONDONERS**

"Birmingham's growth as an attractive hub for business, culture and people continues, and we are incredibly proud to be headquartered here at the heart of the UK as we build a bank fit for the future.

"We are playing a leading role in supporting the UK's transition to net zero, embedding new and flexible ways of working across our business, and using our position in society to champion diversity and inclusion in all its forms. We are here to open a world of opportunity for our customers, our colleagues, our communities and the planet we all share." CEO, Ian Stuart.

One year on and a cross-section of HSBC UK employees who had relocated were interviewed by an independent consultancy about how they felt about having taken the plunge.

Here's some of the opinions expressed by HSBC UK staff who relocated:

"Surprised at the transformation of the city."

"The choice and quality of food is better than you get in London."

"Far better work and career opportunities than expected."

"There's a genuine buzz and excitement about the place."

Despite the diverse backgrounds of the staff questioned, including people from places like London, Southampton, St Albans, Milton Keynes, Hemel Hempstead, Kent, Essex (and even one all the way from Toronto), what came across almost universally was how perceptions of the region had dramatically changed since moving.

Before arriving, most shared the view that Birmingham in particular was in need of significant modernising, that it was a heavily industrial area, and that they would be spending lots of time in gridlocked traffic. There was also a belief that both lifestyle and career opportunities would be limited when compared to somewhere like London.

Twelve months later, and having experienced everything the city and the wider region has to offer, the consultants found that many of these views had altered significantly.

When it came to more specific factors, like the cost of living, work life balance and the overall quality of life, feelings were equally positive:

"A much better working environment, and a better work-life balance."

"My social life has expanded, and I'm doing many more different things outside of work."

"I'm proud to say I'm based here."

"Better quality and more affordable housing across the region, especially when compared to the South."

90%

Of course, the ultimate test is whether they intended to stay in the region, and the researchers found that among the more senior and experienced HSBC UK staff who had made the move, 90% had no intention of going anywhere else.

⇒ For more examples of how people feel about living and working in the West Midlands - including short video interviews and case studies - visit [LiveLearnEarnWM.com](https://www.hsbc.co.uk/live-learn-earn-wm)

WHY WE CHOSE THE WEST MIDLANDS



“Talent was really the main focus. Where else can you find such a deep, diverse talent pool?”

Richard Gnodde, CEO at Goldman Sachs International

“Birmingham is a strategically important location for DLA Piper, with some of our biggest clients based in the West Midlands. Our global clients have recognised this opportunity and are looking to invest in the region.”

Trevor Ivory, Birmingham Managing Partner at DLA Piper

“We wanted to make sure we positioned ourselves in a city with globally minded, ambitious and linguistically diverse professionals. We’re excited about the opportunity to grow here.”

Phil Cooper, Vice President of Operations, EMEA Region at Allegis Global Solutions

“The West Midlands is probably one of only a few regions in the world which can provide employers with such a diverse set of skills.”

Paul Anderson, Managing Director at Deutsche Bank

“We are in no doubt that we absolutely made the right choice when deciding on Birmingham as the location for our regional UK office. It is significant that a number of our clients are also either investing in Birmingham or opening their own offices here”.

Michael Gallimore, Head of the Birmingham Office at Hogan Lovells

“It was an ideal choice for us due to its great people and highly skilled workforce.”

Dave Pflieger, CEO at Flybe

“There’s some amazing talent in Birmingham, which was crucial to us when deciding where to locate.”

Charles Noble, CFO at Genesee & Wyoming

“We’re proud to be making our mark on Birmingham’s skyline. This current period of development and construction is a defining moment in the region’s rich and cultural history, and it’s exciting to think that we are an integral part of the city’s identity for future generations.”

Matt Hammond, Senior Partner at PWC

"Birmingham's expertise in tech has fed our ability to grow, giving Oxygen the opportunity and resources to develop our business."

Ben Jackson, Chief Executive at Oxygen Finance

A BREATH OF FRESH AIR



WHY OXYGEN FINANCE MADE THE MOVE FROM LONDON

The leading early payment provider in the United Kingdom, Oxygen Finance originally launched in London in 2004, before making the move to the West Midlands in 2016 to establish its headquarters in the heart of Birmingham.

The business helps organisations make the most of their supply chains by paying customers ahead of contracted terms, enabling companies and public sector organisations to generate new streams of income.

The move from London to Birmingham was a strategic decision designed to continue the company's success. The city's connectivity, as well as its affordability and ability to attract a high calibre of talent, were cited as reasons for the move to the West Midlands.

WHO ELSE IS HERE?



53,000

COMPANIES, THE UK'S LARGEST REGIONAL PROFESSIONAL MARKET

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.”

Tracey Davenport BPFs
Sector Lead - Business, Professional and Financial Services

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)



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

WHAT HAPPENS NEXT?

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



investwestmidlands.com