



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



DATA DRIVEN HEALTHCARE  
**INVESTMENT  
PROSPECTUS**



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The West Midlands' outstanding life sciences strengths - and a full 'bench to bedside' economic ecosystem - makes the region investment-ready for start-ups, scale-ups and established businesses across multiple healthcare sectors and clinical settings.

# A HUB OF HEALTHCARE INNOVATION, ACCELERATION AND COMMERCIALISATION

- Access the right skills to innovate, commercialise and scale quickly with 24,000 professionals working across the healthcare, bio-pharma and medical devices sectors.
- Recruit young talent equipped with the latest clinical and technological knowledge from our graduate talent pipeline of 11,000 medical graduates and 87,000 STEM students.
- Leverage world-leading healthcare expertise to drive your project development with our wealth of Life Science R&D assets and collaborative spaces - including four medical schools and centres of excellence for Precision Medicine, Diagnostics, Genomics, Medical Devices and Translational Medicine.
- Our experience of capturing and analysing patient data - drawn from a static and diverse population of 4.7m - offers you opportunities in growth areas such as personalised medicine, biobanks and genetics.

- Reduce risk when testing disruptive ideas and explore new Digital Health opportunities. We have major strengths in digital and technological sectors - such as UX and immersive tech, VR and serious gaming, 5G and private networks, Internet of Things (IoT) and AI.
- Develop, prototype and produce new and dynamic medical devices "bench to bedside", through our class-leading expertise in advanced manufacturing, together with a deep and agile manufacturing supply chain.
- 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 LIFE SCIENCES ECONOMY

- £10.3bn full-service healthcare & life sciences economy
- 17,000+ dedicated healthcare professionals
- £4bn bio-pharma services and supply sector - the second biggest in the UK
- £1.7bn MedTech economy
- A diverse, static patient population of 4.7m
- Eight NHS Trusts + 80 hospitals
- 4,000+ GPs and community health centres
- 35 Centres of Clinical Excellence
- Largest genomics lab hub in the UK
- Four leading medical schools
- 11,000 medical science graduates every year
- 87,000 STEM students
- Five top quality universities with healthcare specialisms
- 600+ healthcare and life sciences businesses

# THE WEST MIDLANDS: £10.3BN BENCH TO BEDSIDE HEALTHCARE ECONOMY

The West Midlands has one of the most dynamic Healthcare, MedTech and Data-Driven Health economies in the UK, employing over 17,000 dedicated professionals.

With key strengths in Diagnostics, Digital Health and Medical Devices – all driven by access to digitised patient data and highly advanced technologies – the region has additional expertise in specialist health disciplines including cell & gene therapy, genomics and clinical trials.

A dynamic and collaborative healthcare ecosystem – including world-leading clinical, academic and commercial R&D assets – the region offers a full-service ‘bench to bedside’ healthcare economy which helps:

- Accelerate the commercialisation of new data-led interventions.
- New technology-led devices.
- New digitally-enabled health services.

The West Midlands also played a central role in the UK’s response to Covid-19. It was a key partner in the country’s Ventilator Challenge, and established one of the first Covid biobanks for new assay development.

## DATA-DRIVEN HEALTHCARE

Underpinning our region’s innovative and disruptive healthcare economy is the ability to access, analyse and cross-reference clinical and genomic data from a demographically-diverse, non-transient population. This includes digitised patient records – drawn from a population of nearly five million people – collated and maintained via one of the most advanced electronic medical record systems in Europe.

## MEDICAL DEVICES

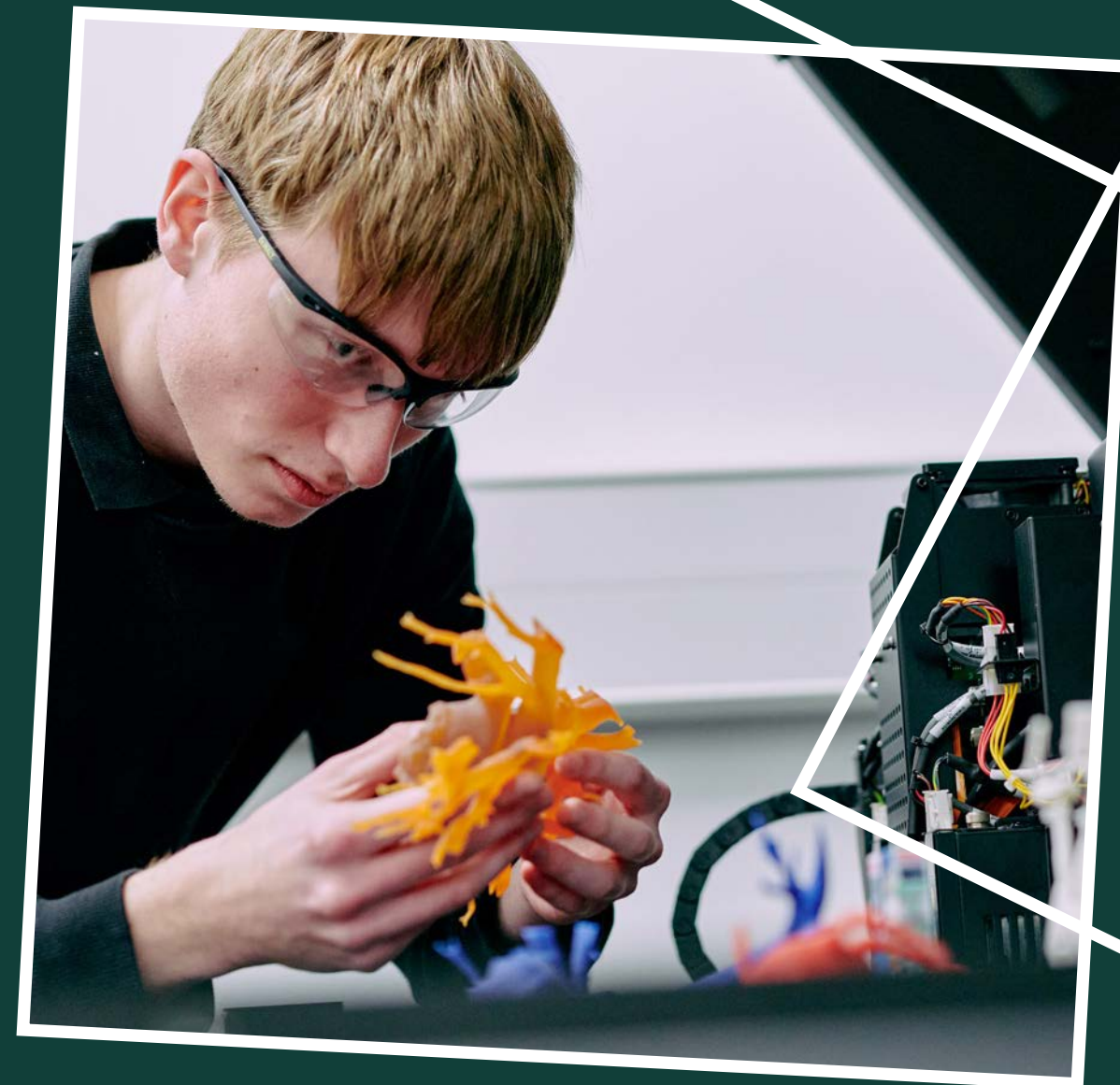
Home to a £10.4bn advanced manufacturing cluster – one of the biggest in the UK – we have extensive experience in both established and emerging medical device markets.

Further, our proven ability in digitalised technologies – such as 3D-printing, sensors, Digital Twins, and other Industry 4.0 manufacturing processes – means we have the expertise and capabilities to help prototype, test and produce mass market, specialised, and highly bespoke medical device solutions.

## DIGITAL HEALTH

Another rapidly growing market opportunity is within Digital Health. This sector is supported by deep and agile technology supply chains – and digital-led industries – with extensive expertise in disciplines including AI, UX, software development, immersive tech, mobile applications and IoT. We are also home to the UK’s biggest multi-city 5G testbed, and many other industry-led Digital Health R&D assets.

This concentration of technological skills and capabilities is further driving rapid growth across many niche Digital Health subsectors, making it a great location to develop innovative products and services including wearable tech, remote care and health monitoring, and personalised health and wellbeing apps.



## A LEADING LIFE SCIENCES DESTINATION

The West Midlands’ immense potential for life sciences innovation, collaboration and investment growth has been officially recognised by the UK government.

Birmingham and Solihull has been ranked as the country’s leading high potential investment destination for data driven healthcare innovation (as part of the Department for International Trade’s High Potential Opportunities Programme). The Birmingham Health Innovation Campus (BHIC) has also been designated as the life sciences Opportunity Zone for the West Midlands – one of only six such zones in the UK.

**600+**  
HEALTHCARE AND  
LIFE SCIENCES  
BUSINESSES



# THE WEST MIDLANDS: KEY LIFE SCIENCES & HEALTHCARE STRENGTHS

## THE REGION HOSTS:

- Europe's largest single Critical Care Unit.
- Europe's largest Solid Organ Transplant programme.
- The UK's largest Renal Transplant programme.
- The UK's national centre for Trauma and Defence medicine.

## A HIGHLY SKILLED AND DIVERSE TALENT POOL

The West Midlands is home to over 17,000 healthcare professionals, 9,600 MedTech specialists, 4,000 bio-pharma workers and 3,000 medical devices experts.

With four university-based medical schools at Warwick, Aston, Birmingham and Wolverhampton, the region produces 11,000 medical science graduates every year. This is boosted by 87,000 STEM students, 22,000 of which have skills specifically aligned to healthcare and data-driven research.

With residents from 190 countries, the region's talent pool is also highly diverse, multicultural, and multilingual.

## A LARGE-SCALE, INTEGRATED HEALTHCARE SYSTEM

The West Midlands has an immense public healthcare system, operating across three city-regions, which serves 4.7m people. It supports eight NHS Trusts, 80 hospitals, and 4,000 local GPs and Community Health Centres. Its public health services are also complemented by an extensive network of private sector provision, and specialist care providers. Further, it is home to multiple centres of clinical excellence, research laboratories and other major health facilities.

## ACCESS TO CLINICAL EXPERTISE

Home to the Birmingham Centre for Clinical Trials and Warwick University's Clinical Trials Unit, the West Midlands has one of the UK's largest concentrations of clinical trial activity for both drugs and medical devices.

In addition, Birmingham Health Partners (BHP) has been recognised by the UK government for its world-class research infrastructure. This initiative drives clinical innovation by bringing together experts from the University of Birmingham, University Hospitals Birmingham, and Birmingham Women's and Children's NHS Foundation Trusts, with commercial partners and healthcare industry leaders.

## AN ACCESSIBLE, WORLD-CLASS R&D HEALTHCARE ECOSYSTEM

With 35 research facilities clustered around world-class academic institutions, the region's healthcare ecosystem is accessible to the private sector for R&D collaborations.

The region's significant NHS footprint, which includes the largest critical care unit in Europe via the Queen Elizabeth Hospital, and many major private healthcare providers, also offers opportunities to develop, prototype and validate 'real world' products and services quickly.

## A LEADER IN DATA-DRIVEN HEALTHCARE

The West Midlands offers access to digitised, anonymised medical data from a demographically diverse, non-transient patient population of nearly 5 million. It's also home to one of the most advanced electronic patient record systems in the UK - aggregated by University Hospitals Birmingham. It further has hosted two world-leading data research programmes - PIONEER and INSIGHT - making it one of Europe's most advanced hubs of Data-Driven healthcare expertise.

## A WORLD-LEADING HUB OF DIAGNOSTICS

Home to The West Midlands Regional Genetics Laboratory (WMRGL), the largest genomics facility in the UK, the region has extensive expertise in digitalising and integrating diagnostic data including clinical, genomic and pathological intelligence. It also has extensive diagnostic capabilities - utilising predictive health and personal medicine technologies such as machine learning, AI and data analytics, and other patient-centred digital-led diagnostics.



# 53%

OF THE CELL THERAPY TRIALS  
IN THE UK ARE HELD IN THE  
WEST MIDLANDS REGION

## A FAST-GROWING DIGITAL HEALTH CLUSTER

One of the region's core MedTech subsectors is Digital Health. From prototyping to product launch, the region's fast-growing Digital Health cluster is underpinned by a combination of: accessible, digitised medical data; expertise in disciplines such as software development, immersive tech, gamification, 5G, IoT, and UX; and our significant technology-focused supply chains.

This includes providing digital diagnostic tools for clinicians, 'smart' healthcare apps for consumers, and other transformative health and wellbeing services.

With 65,000 technology professionals already employed in the region (set to increase to over 70,000 in the next four years), the West Midlands also has outstanding Digital Health assets such as Bruntwood's Digital Health Quarter and the Institute of Digital Health.

## A HOTBED OF MEDICAL DEVICE ADVANCED MANUFACTURING

With over 3,000 dedicated Medical Device professionals, the region has extensive expertise in medical device markets including assisted living, ophthalmic, consumables, artificial joints, mobility solutions, and imaging. Our Medical Device capabilities are further underpinned by the West Midlands' significant advanced manufacturing and Industry 4.0 strengths. This includes a manufacturing skills base of over 211,000 professionals, and a £10.4bn manufacturing economic cluster - one of the largest in the UK.

In addition, we are home to the Manufacturing Technology Centre in Coventry - part of the UK government's High Value Manufacturing Catapult - which is working with the healthcare sector across key challenges such as building resilience in the supply chain, reducing waste, and improving sustainability.

## AT THE HEART OF A THRIVING MEDTECH ECONOMY

The West Midlands has a booming £1.7bn MedTech economy with a dedicated MedTech workforce of 9,600. This is supported by a further 1,500 professionals working within wider MedTech service and supply roles. MedTech already represents over 60% of the West Midlands entire life sciences economic activity.

# £10.3bn

FULL-SERVICE  
HEALTHCARE  
& LIFE SCIENCES  
ECONOMY





THE WEST MIDLANDS:  
**A DATA-CENTRED APPROACH  
TO DIAGNOSTICS, DIGITAL  
HEALTH & DEVICES**

# ONE REGION MANY OPPORTUNITIES

- Data-Driven Healthcare
- Genomics and Diagnostics
- MedTech
- Digital Health
- Medical Devices
- Clinical Trials



**11,000**  
MEDICAL GRADUATES



# INVESTMENT OPPORTUNITY: DIAGNOSTICS & DATA

Having access to an extensive number of data sets, the UK's largest genomics lab, and one of the largest clinical trials portfolios in Europe, the West Midlands offers major opportunities across all aspects of data-driven genomics and digital-led diagnostics.

This includes accessing our expertise in the integration of electronic patient data (clinical, genomic and pathological), digital diagnosis, and predictive health analytics (via disciplines such as AI, Machine Learning, Big Data and algorithms, disease modelling, and Biobanks). Diagnostic businesses already taking advantage include global firms such as Alliance Medical, Binding Site, Alta Bioscience, Dignio and Micropathology.

Central to the region's diagnostic offer for investors is accessible, anonymised, integrated and digitised clinical data drawn from a demographically diverse – and non-transient – population of nearly five million patients.

This critical mass of electronic medical records already anchors several major data-driven research programmes and R&D assets. These include the Birmingham Precision Medicine Centre, which harnesses clinical expertise to accelerate the development of innovative diagnostics and targeted healthcare.

The region is also home to PIONEER and INSIGHT: two government-backed Health Data Research Hubs with the expertise, tools and knowledge to maximise insights and innovations derived from health data. PIONEER is focused on acute care – providing accurate and real time data for capacity planning and service provision – while INSIGHT is dedicated to eye health data. Both are open to working with private sector partners to drive innovative and scalable commercial diagnostic opportunities.



**17,000+**

**DEDICATED  
HEALTHCARE  
PROFESSIONALS**





# INVESTMENT OPPORTUNITY: DIGITAL HEALTH

As with our data-driven diagnostics, rapid growth in the region's Digital Health market is being supported by the combination of accessible, integrated patient data; extensive expertise in advanced digital technologies.

For example, as home to West Midlands 5G – the UK's biggest multi-city 5G testbed – and 5PRING, the UK's first 5G commercial accelerator – we offer Digital Health vendors the opportunity to prototype, trial, validate and commercialise 5G-enabled health solutions without needing to leave the region.

In addition to 5G, we are also a leading hub for advanced digital technologies and high value digital skills which are already playing a significant role – at pace and at scale – in the development of increasingly personalised, preventative and technology-led health interventions.

This includes software development and coding; AI and data analysis; immersive tech, serious gaming, VR and UX; and Smart Cities, Future Mobility, and IoT.

Further, as the UK's fastest growing region for technology innovation and tech-led economic growth, we are already supporting a significant cluster of dynamic Digital Health companies working across specialist subsectors such as mobile therapy and digital health education.

Supporting the acceleration of Digital Health solutions in the region are a number of R&D assets and collaborative spaces including the emerging Birmingham Health Innovation Campus and Serendip Digital Health Quarter. Another is the Institute of Digital Health at University of Warwick, which aims to improve people's health and wellbeing using innovative digital technologies.

These new facilities, and other industry-led R&D initiatives, will give businesses – including start-ups and SMEs – the chance to rapidly develop new products, tools and services developed in response to both the current and future needs of the healthcare sector.



**87,000**  
STEM STUDENTS



**FASTEST  
GROWING**  
REGION FOR TECHNOLOGY  
INNOVATION IN THE UK.





# INVESTMENT OPPORTUNITY: MEDICAL DEVICES

**The skills to prototype, test and commercialise at pace and scale.**

Drawing on its long history of manufacturing and product innovation, the West Midlands offers significant interdisciplinary opportunities across the development and manufacture of traditional, emerging and next generation medical devices.

As home to multinational medical equipment business Smith & Nephew, mobility-impaired specialists Evac & Chair, and global-leading stoma specialists, Salts Healthcare, the region already has a dedicated medical devices workforce of over 3,000 people.

When combined with our wider pool of over 200,000 manufacturing professionals, the region has the high-level skills required to prototype, test and commercialise a wide range of new and innovative health-related devices. In addition, we have OEMs and supply chains which enable the production and distribution of medical devices at scale.

With extensive experience in areas such as assisted living, ophthalmic, consumables, artificial joints, mobility solutions, precision instruments and imaging – together with such wider advanced manufacturing capabilities – vendors further have the opportunity to develop more bespoke, person-specific solutions supporting patient dignity and independence.

This is where the region's Industry 4.0 expertise in digitalised manufacturing processes – including 3D-Printing, Additive Manufacturing, Robotics, Automation and Digital Twins – can actively support companies wanting to develop more tailored, personalised, and patient-centre devices and equipment.

Furthermore the growing interest – and high levels of investment – from both the NHS and private care providers in disciplines like preventive care, remote monitoring, and connected healthcare – means the region's strengths in 5G, sensors, cloud-based platforms, cybersecurity and IoT technologies will be increasingly essential to device

designers and manufacturers. Such next generation devices and applications are also set to be accelerated by the region's thriving medical devices R&D assets. These include:

- The Healthcare Technologies Institute, the Data- Enabled Medical Technologies and Device Hub (DEMAND), and The Centre for Custom Medical Devices – all based at the University of Birmingham.
- The NIHR Trauma management MedTech Co-operative, the Medical Devices Testing and Evaluation Centre (MD-TEC), based at University Hospitals Birmingham's Institute of Translational Medicine.
- The world-leading Manufacturing Technology Centre in Coventry, part of the UK government's High Value Manufacturing Catapult.



**£1.7BN**

**MEDTECH ECONOMY**





# THE WEST MIDLANDS: A DYNAMIC, INNOVATIVE AND SUPPORTIVE LIFE SCIENCES ECOSYSTEM

The West Midlands' dynamic Life Sciences, Healthcare and MedTech economy is underpinned by world-class academic R&D facilities, large scale NHS clinical research programmes, and major collaborative, multidisciplinary health-related projects.



## BIRMINGHAM HEALTH PARTNERS

Birmingham Health Partners is a strategic alliance between University Hospitals Birmingham NHS Foundation Trust, University of Birmingham and Birmingham Children's Hospital NHS Foundation Trust which brings together clinical, scientific and academic excellence across an integrated medical and life sciences campus.

## THE WEST MIDLANDS HEALTH TECHNOLOGIES CLUSTER

The WMHTC is a business-led membership organisation designed to grow and maximise the potential of the health technologies sector across the West Midlands. Its core aims include nurturing new companies and developing existing businesses; establishing strategic collaborations between commercial, academic public sector knowledge bases; and be the coordinated voice of the region's health technologies sciences community.

## WARWICK INNOVATION DISTRICT

Powered by the University of Warwick, and open to all, the Warwick Innovation District is a large, open innovation ecosystem that stretches from the University Hospital Coventry & Warwickshire, through Leamington to Wellesbourne.

## BIRMINGHAM PRECISION MEDICINE CENTRE

The BPMC supports specialist translational medicine needs, from co-designing trials, performing complex 'omics' analysis, and developing companion diagnostic tools. Its expertise in genetic testing and patient stratification has led to accelerated trials models in blood cancers, and the development of advanced therapies in other rare diseases.

## MEDILINK MIDLANDS

Medilink Midlands is the Midlands life sciences industry association whose aim is to help life sciences companies establish, develop and grow. It has a network of more than 5,700 contacts in over 2,300 organisations drawn from across the life sciences and healthcare industry.

## BIRMINGHAM HEALTHCARE TECHNOLOGIES INSTITUTE

The BHTI brings new medical technologies to market, focusing on early detection of a range of diseases, repair and tissue regeneration in areas including detection of brain injuries, cancers, scar reduction, and bespoke prosthetic devices.

## INSTITUTE OF DIGITAL HEALTHCARE

A University of Warwick facility whose objective is to improve the quality, safety, accessibility and productivity of healthcare by supporting the implementation of digital solutions for the public, patients and professionals.

## BHP CENTRE FOR REGULATORY SCIENCE AND INNOVATION

As the UK's only NHS academic Centre for Regulatory Science and Innovation, the Birmingham Health Partners Centre for Regulatory Science and Innovation supports the development and delivery of novel therapeutics and medical devices. It does this by providing expertise to guide regulatory approach - bringing together experts in medicinal science, health policy and management, clinical trial design, medical law, and patient-reported outcomes research.

## BIRMINGHAM HEALTH INNOVATION CAMPUS

Located at the heart of the region's Life Sciences Opportunity Zone, the Birmingham Health Innovation Campus (BHIC) is due to open

in 2023. Created in partnership with Bruntwood SciTech, once operational, it will be a pioneering R&D hub focused on the rapid translation of scientific and clinical insights into patient benefit and economic growth.

- BHIC 1, a 657,000 square foot facility, will be the first building to open on the 31st October 2023.
- There are a further five phases planned; with the second phase already in design stage.
- The overall BHIC campus covers ten acres.

Set to be based at the BHIC, the Precision Health Technologies Accelerator (PHTA) will be focused on the rapid development and translation of innovative therapies and technologies from concept to clinical evaluation. It will offer incubation, grow-on space and innovation services - including wet labs, dry labs and office spaces, and prototype development facilities for businesses working across biopharma, advanced therapies, diagnostics, digital health and healthcare technologies.

## WEST MIDLANDS ACADEMIC HEALTH SCIENCE NETWORK

West Midlands Academic Health Science Network (WMAHSN) catalyse collaboration between NHS trusts, academia, industry, health and care providers, commissioners and citizens to spread innovations at scale and pace, ensuring that new healthcare and life sciences tools are available wherever they can make a difference.

## PATHLAKE AI

Managed by the University Hospitals Coventry and Warwickshire NHS Trust, PathLake is one of only five new UK centres of excellence in digital pathology and medical imaging, developing and applying AI to advanced patient diagnosis and selection for personalised medicine.



# WHY WE CHOSE THE WEST MIDLANDS



**"Deloitte have chosen to base our health tech catalyst here in the Midlands and that's because we see it as a real opportunity for the region. We have fantastic hospitals, great medical schools, the technology available and a diverse population."**

Jane Whitlock, Midlands Practice Senior Partner, Deloitte

**"The anchor points for those companies looking to come to the West Midlands is that we've got superb infrastructure."**

Professor Martin Levermore, Birmingham City University

**"Innovators can come to the West Midlands knowing the infrastructure is there for them to test out ideas."**

Dr Masood Ahmed, NHS Black Country & West Birmingham CCG

**"Birmingham's connectivity to Europe and its location as an area of specialist pharmaceutical expertise has made it an ideal base for our globally expanding business."**

Peter George, Chief Executive, Clinigen

**35**  
CENTRES OF  
CLINICAL  
EXCELLENCE



**"This is a city of excellence - not just in medicine, but across the board. Birmingham is a tremendous place for businesses to locate."**

Charles de Rohan, Binding Site Non-Executive Director and Former CEO

# A HUB OF COLLABORATION, CAPABILITY AND CONNECTIVITY

## **How Binding Site maximises local talent and world-class R&D to drive global growth**

A leading specialist immunodiagnostic company, Binding Site's investment in the West Midlands is testament to the strength of the region's collaborative network within life sciences and the facilities in place to drive business growth.

A global company with nine international sites and an overseas market accounting for 90% of sales, Binding Site chose Birmingham's Medical Quarter for its headquarters. This enables the business to take advantage of the region's world-class facilities at the University of Birmingham and the Queen Elizabeth Hospital, the region's highly skilled life sciences talent, and fantastic connectivity to both domestic and international markets.

Reflecting on the strength of the region's life sciences workforce, and the leading universities producing the next generation of talent, Non-Executive Director and Former CEO at Binding Site Charles de Rohan said: "Our R&D department comprises 70 people, most of who originate from in and around Birmingham. The talent pool on offer here is vast - half of the people that work here are from manufacturing-related backgrounds and are very highly-skilled and qualified. Each year, we also take 20 local students into the company on placements and they're able to add a great deal of value to our company."



How the West Midlands brought 5G, VR and healthcare partners together to develop a mobile diagnostics solution for first responders.



# A DYNAMIC DIGITAL HEALTH DEMONSTRATOR

West Midlands 5G (WM5G), a multi-million-pound initiative developing next-generation 5G applications via the UK's only multi-city 5G testbed, recently partnered with University Hospitals Birmingham NHS Trust (UHB), and technology partner BT, to explore how 5G can transform frontline healthcare.

A VR haptic glove worn by a medical responder was linked directly via 5G to a clinician, enabling them to perform an ultrasound scan remotely. The rapid speed, low latency and bandwidth capabilities of the 5G connection allowed real-time analysis of images, as well as clear, reliable and secure communications between the paramedics and the clinician.

This 'Connected Ambulance' project not only shows how the region's unrivalled 5G connectivity can support Digital Health innovations, but also how our life sciences R&D ecosystem and collaborative culture - which is shared across our private, public and academic sectors - unlocks new, exciting and transformational investment opportunities.

## WHO ELSE IS HERE?



The UK's only multi-city 5G testbed

# 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.”

Anil Vaidya  
Sector Lead - Life Sciences  
West Midlands Growth Company

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  
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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.



[investwestmidlands.com](https://investwestmidlands.com)