



CREATIVE, DIGITAL & TECH  
**WHY THE WEST MIDLANDS?**

India Visit: 7<sup>th</sup> – 11<sup>th</sup> November 2022



# JAMES TURNER

Head of Sector Marketing  
West Midlands Growth Company

# Agenda

- Welcome to the West Midlands Growth Company
- The West Midlands: A Thriving, Full-Service Economy
- The UK's **Fastest Growing** Technology Sector
- West Midlands Global Growth Programme



# THE WEST MIDLANDS GROWTH COMPANY

The **strategic economic development vehicle** for the West Midlands.

**Remit:** Inward Investment, Capital Investment, Visitor Attraction (Business & Tourism); Internationalisation; Business Intelligence and Regional Business Engagement.

**Shareholders:** West Midlands Combined Authority (WMCA), seven West Midlands Metropolitan Councils and six of the region's major universities.

**WMGC Partners:** c.100 paying private sector partners. From the Hyatt to HSBC, with a shared interest in the growth of the region.



# WEST MIDLANDS GROWTH COMPANY INVESTOR SUPPORT

The **West Midlands Growth Company** promotes inward investment into the West Midlands, driving business growth, new job creation and exciting opportunities across the region.

WMGC delivers complimentary support to prospective and new investors through its **Investor Catalyst** programme:



In-depth research, tailored insights and benchmarking against other locations



Facilitated access to world-leading universities, to explore R&D and graduate talent



Consultative support throughout business case creation



Signposting & support when accessing public and private finance



Comprehensive, impartial property searches



Networking and intros to over 100+ WMGC partners (ranging from global MNCs to local service providers)



Tailored launch communications and PR consultancy support



Bespoke familiarisation and visit programmes.

# PARTNERS AND SPONSORS



bruntwood



# AN INTERNATIONALLY SIGNIFICANT ECONOMY



A **£117bn**,  
fast-growing economy



**UK's second biggest  
city-region economy**  
Equivalent to Slovakia



**GVA increased**  
every year  
2009-2019



**UK's top Foreign Direct  
Investment (FDI)**  
location outside London &  
South-East 2017-21



**Birmingham – UK's highest  
rate of for start-ups** outside  
of London for last five years



**UK's biggest** region for  
**manufacturing output**



**175,000** students  
Eight world-class  
higher education  
establishments



**2.9m** workforce  
4.7m population  
190 countries



**Full-service** economy  
178,000 businesses



**100+ R&D assets**  
Commercial testbeds &  
accelerators

# UNRIVALLED CONNECTIVITY AT THE HEART OF THE UK

## Train:

- Birmingham New Street – located at the heart of the UK network – is the busiest and most popular (*Transport Focus, 2018*) station outside of London.
- Just 1 hour, 20 minutes to Central London.
- £1.2bn investment in regional infrastructure for HS2 will **reduce Birmingham to London journey to 52 minutes.**

## Car:

- **90% of the UK is within a 4-hour drive.**
- Excellent road connectivity via UK motorways.
- Central London is only a 2-hours, 30-minute drive.

## Air:

- Birmingham Airport - UK's third largest regional airport.
- 133 direct flights (including US & Asia), and 424 further onward connections.
- **UK's most accessible airport by road and rail.**





# FIVE KEY SECTORS

Reflecting the world-class industry and innovation strengths of the West Midlands region:



**Future  
Mobility &  
Advanced  
Manufacturing**



**Creative &  
Digital  
Technologies**



**Modern  
Business  
Services**



**Data Driven  
Healthcare  
& Life  
Sciences**



**Low  
Carbon**

# A MAGNET FOR GLOBAL RELOCATIONS AND EXPANSIONS

Attracting the world's biggest names across a wide range of sectors:-



ASTON MARTIN



Your Gas Network



CHANGAN



UBISOFT



Extraordinary. Everyday.



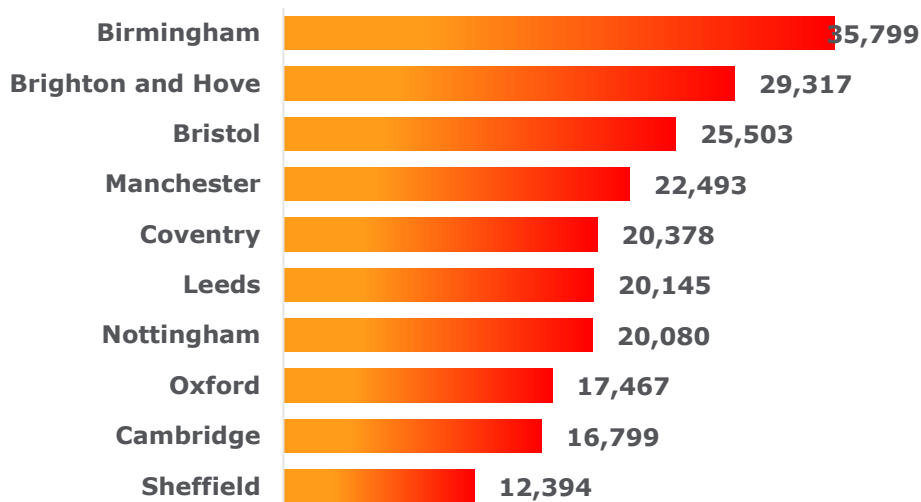
# QUALITY OF LIFE A RICH OFFER AT AN AFFORDABLE PRICE




The West Midlands  
One region, many worlds

# IT'S NOT JUST COMPANIES RELOCATING HERE

## INTERNAL UK MIGRATION FROM LONDON, 2015-2020



	LONDON	BIRMINGHAM
<b>Average House Price</b> <small>(Zoopla, 2022)</small>	£704,138	£235,681
<b>Affordability Index</b> <small>(Zoopla, 2022)</small>	18.8	8.1
<b>Average Monthly Rent - 1 bed flat</b> <small>(Valuation Office Agency, 2022)</small>	£1,625 (central) £1,300 (outer)	£725
<b>Disposable Income p.a.</b> <small>(Yahoo Finance, 2019)</small>	£1,078	£9,692



# THE WEST MIDLANDS THE UK'S FASTEST GROWING TECH SECTOR

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# OPPORTUNITIES FOR INDIAN TECH COMPANIES IN THE WEST MIDLANDS

The West Midlands world-class business ecosystem has proved an **attractive value proposition to Indian investors**, outperforming all UK regions other than the South-East with **76 investments totalling £3.5bn**.

A wealth of investment opportunities for Indian tech companies in the West Midlands include:



Access to **world-class tech R&D infrastructure** with over **100 commercial accelerators, testbeds & incubators** enabling next-gen product testing & launch.



Extensive investment opportunities across **Telecoms & 5G (inc. Open RAN Supply Chain, Private Networks, IoT and Vertical Markets)**.



UK leading expertise in **Games Development, Serious Games & Immersive Tech**, offering unrivalled cross-industry collaboration with an **end-client base of leading global manufacturers & engineering companies**.



Regional strengths in **Digital Enterprise Technologies & Cybersecurity**, with several IT Managed Service Providers including **Microland & TATA Consultancy Services** already excelling in-region.





# THE WEST MIDLANDS CREATIVE, DIGITAL & TECHNOLOGY

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# CREATIVE AND DIGITAL TECHNOLOGIES

The West Midlands is the **UK's fastest growing regional tech sector** and considered a leader in emerging technologies. International companies can enjoy unrivalled market access to **digital transformation opportunities** and world-class infrastructure, enabling the trial of innovative new **products and applications**.

## £15bn

Value of the West Midlands tech sector; an increase of £3.8bn on 2021

## 65k

In Tech Related Jobs (45 min commute)

### Our Strengths

#### **Breadth & Capability:**

Unrivalled breadth & expertise in applied digital technologies.



#### **Markets:** from Advanced

Manufacturing to Financial Services.



#### **Talent**

8,000 computing science students - UK's 2nd largest concentration

#### **Growth**

The UK's fastest growing tech cluster (DCMS)



#### **Innovation**

University eco-system & world-class R&D accelerator hubs.

### Opportunities



**Gaming & Esports**

**Digital Enterprise Technologies**



**5G & Telecoms**

**Mid-Shore Tech Services**

Who is **here?**



MICROLAND®





# OUR COMPANIES

Some of the **world's leading companies operate from the West Midlands**, providing an extensive range of service across **Telecoms, 5G, Gaming, FinTech** and **Digital Enterprise Solutions**.



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# THE WEST MIDLANDS: AT THE HEART OF EMERGING TECHNOLOGIES

Home to a world-leading research and innovation ecosystem, globally respected universities and an unrivalled pool of diverse talent, the **West Midlands** is a UK leader in the field of emerging technologies.



**The West Midlands** has the **highest number of emerging tech companies** (2,946), followed by Manchester (2,020) and Leeds (1,594).



**Second** in the UK behind London for the region with the **highest number of tech and creative companies**.



**Leading in 10 out of 13 areas** within the tech & creative sector, including **digital transformation, gaming, immersive tech, process automation & software development**.



# HOME TO A WORLD-CLASS GAMES CLUSTER

The West Midlands is responsible for 25% of the UK's games market output; predominantly produced in Leamington Spa where over **130 companies employ a workforce of circa 3,000 games professionals**. The region's cluster offers a superb pool of talent with transferable skills across development, AI, VR, AR and UX.



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# AT THE CENTRE OF UK GAMING

The '**West Midlands Esports Alliance**' is **10-year partnership** with the **Global Esports Federation**, cementing the region's position at the centre of UK Gaming.



Demonstrates **West Midlands commitment** to global esports growth & burnishes **UK credentials as an international Esports centre.**



Creation of a **regional Gaming R&D Centre**, promoting **increased innovation in gaming & immersive tech.**



Cements the region's position at the **centre of UK Gaming**, producing **25% of all UK Games output.**



First-ever **Commonwealth Esports Championships and Commonwealth Esports Forum** took place in **Birmingham in August 2022**



# NEXT-GENERATION FINTECH & PROFTECH SERVICES

The West Midlands is home to a thriving community pioneering next-generation technologies in Business, Finance & Professional Services. This includes a **£411m FinTech sector** and the UK's first dedicated **ProfTech** supercluster.



One of the **UK's largest & growing FinTech clusters**



**1 of 3 established FinTech hubs** recognised by the **UK Government**.



Home to **SuperTech West Midlands** - the **UK's first Professional Technology (ProfTech) supercluster**



Home to **Europe's largest asset management FinTech innovation hub, The Engine Room**



# PIONEERING CUTTING-EDGE 5G INNOVATION

The **West Midlands** is home to the **UK's first and only multi-city 5G testbed**, offering new and dynamic opportunities in the mobile, 5G and private network sectors.



**UK's best region for 5G coverage** with **greater capacity to handle next-generation innovations.**



**5SPRING**, the UK's first 5G commercial accelerator **for enterprise growth & innovation.**



**WM5G** helps businesses to innovate in the **testing, proving and scaling up of new 5G products and services**



Designated the **UK's first Future Mobility Zone**, connecting and testing **Connected Autonomous Vehicles.**



**WM5G's Connected Ambulance trial** oversaw the **UK's first remote-controlled ultrasound scan** conducted over a public 5G network.

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# HOME TO A THRIVING MEDTECH HUB

The **West Midlands** has a diverse and growing **MedTech** sector backed by world-leading research institutions, and large teaching hospitals. Accounting for **61% of the region's life sciences sector and worth £1.7bn**, the West Midlands' healthcare sector presents a major investment opportunity for technology businesses.



With access to the **UK's largest multi-site testbed for 5G applications**, Digital Health innovators can pilot and stress-test new, real-time mobile applications and services.



Home to one of the most advanced electronic patient record systems in the UK, with **digitised healthcare data drawn from a static population of 4.7m people**.



The **largest genomics R&D cluster in the country**, driving new technology-led solutions including Predictive Health and Personal Medicine.



# AN UNRIVALLED POOL OF TALENT

The **West Midlands thriving tech sector** is underpinned by a **workforce of 65,000 highly-talented professionals**, playing an integral role in the growth of corporate, SME and start-up businesses. This talent pool is supplemented by **87,480 students studying Science, Maths, Engineering, Tech and Computing**.



**8 world-leading universities** producing over **57,000 graduates every year**. Over 50% remain in-region.



Companies can access an **additional 127,000 graduates** from **20 universities** within one hours drive of the West Midlands.



Regional strengths in **Software Development, Data Science Analytics and SAP Consultancy**



More **software developers and computer science graduates** than **any City-Region** outside of London.





# A VIBRANT CREATIVE HUB

The BBC have announced they are relocating from their current location in Birmingham's Mailbox to a **new, purpose-built broadcast centre** in Digbeth, the heart of the city's Creative Quarter.



A catalyst for the wider creative regeneration of the area, attracting **additional investment and production to the West Midlands.**



**Digbeth Loc Studios**, announced as the home of the BBC's flagship food entertainment strand **MasterChef**, will be next to the centre.



"We said we would do more in the Midlands and we're delivering. The new broadcast centre in Digbeth will give our teams the **best facilities and technology** to serve audiences for decades to come. Moving our Birmingham headquarters to Digbeth is going to help build the creative success of the region - drawing new investment and production to the Midlands."

**- Tim Davie, BBC Director-General**



THE WEST MIDLANDS  
**GLOBAL GROWTH  
PROGRAMME 2022**

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# FUNDED MARKET ENTRY SUPPORT TO HELP FDI's ESTABLISH AND SCALE QUICKLY

Designed to overcome barriers new international investors face when setting up in the UK, to help them thrive at the heart of the UK's fastest growing technology cluster.

In addition to WMGC's **Investor Catalyst support**, successful applicants will benefit from:



**Nine month's** funded, high-quality commercial workspace



**UK company set-up, market entry & innovation services** support



Extensive **calendar of industry integration** and networking opportunities



**Tailored** professional service offerings



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# ACCELERATE YOUR INVESTMENT IN THE UK

The West Midlands Global Growth Programme is now open to companies who are/have:



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; Healthcare & Lifesciences; Business, Financial & Professional Services or Creative & Digital Technology sectors.

10

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.

Discover more at [investwm.co.uk/globalgrowth](https://investwm.co.uk/globalgrowth).

Email [invest@wmgrowth.com](mailto:invest@wmgrowth.com) today to register an expression of interest.



# THE GLOBAL SCALE-UP GAMES



2022 Scale Up Games finalists with Andy Street, Mayor of the West Midlands

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Department for  
International Trade

**A transformational opportunity for high-growth businesses with aspirations of entering the UK market to compete for a unique programme of funded support, helping them realise their international ambitions.**

- Open to scale-up companies with a proven business model in their own market, who are able to demonstrate innovative products/solutions. The programme is run by **Midlands Engine**, working **in partnership with West Midlands Growth Company, DIT and the Global Entrepreneur Programme**.
- Open to applicants **from November 2022**, with pitching events taking place during December and January 2023 for successful applicants.
- Winners of these pitching events will receive financial support to travel to the UK for finals week in the Midlands in March 2023.
- During this week, finalists will:
  - receive a **programme of internationalisation support** delivered by the UK's Department for International Trade and its Global Entrepreneurs Programme and will be invited to pitch to a panel of carefully curated UK-based investors.
  - benefit from a **tailored familiarisation programme** to help them **explore business opportunities in the UK**, including meetings with potential buyers, suppliers and commercial partners and sector specialists.
  - Have the opportunity **to network with other like-minded international companies and key stakeholders** from the Midlands business community at several hosted dinners and other hospitality opportunities.

# THANK YOU

**Contact:**

James Turner,  
Head of Sector Marketing

[james.turner@wmgrowth.com](mailto:james.turner@wmgrowth.com)  
[www.investwestmidlands.com](http://www.investwestmidlands.com)

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