



DATA-DRIVEN HEALTHCARE WHY THE WEST MIDLANDS?

India Visit: 7th – 11th November 2022



DAN STORER

Chief Investment Officer

West Midlands Growth Company

Agenda

- Welcome to the West Midlands Growth Company
- The West Midlands: A Thriving, Full-Service Economy
- A full-service, bench to bedside economy
- 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



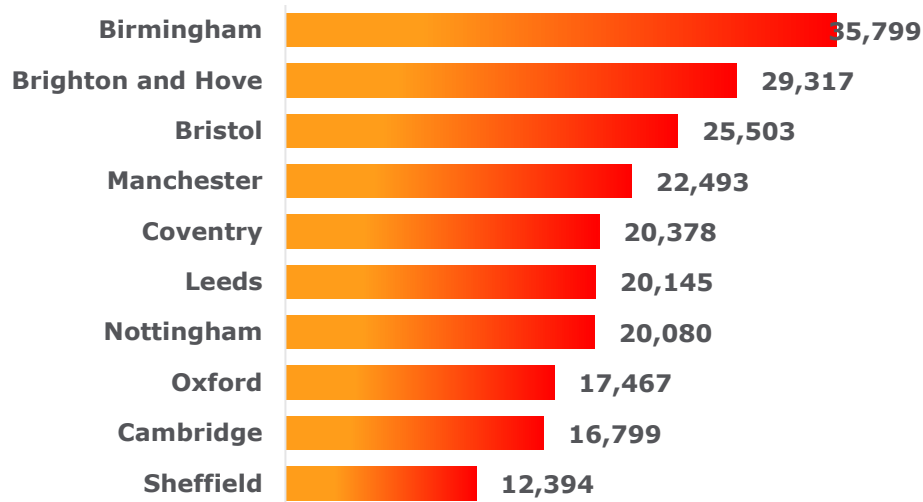
QUALITY OF LIFE A RICH OFFER AT AN AFFORDABLE PRICE



The West Midlands
One region, many worlds

IT'S NOT JUST COMPANIES RELOCATING HERE

**INTERNAL UK MIGRATION FROM
LONDON, 2015-2020**



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

OPPORTUNITIES FOR INDIAN HEALTHCARE 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 healthcare companies in the West Midlands include:



Accessible, anonymised, integrated & digitised clinical data drawn from a demographically diverse – and non-transient – population of **nearly five million patients**.



PIONEER and **INSIGHT** – two Health Data Research Hubs. These centres of excellence **provide expertise, tools, and knowledge in maximising insights and innovations developed from health data**.



The UK's **only multi-city 5G testbed**, acting as a catalyst for **accelerated testing of digital healthcare products**.



INVESTMENT OPPORTUNITIES: THE 4D'S

The West Midlands has the **commercial power** to develop research and accelerate market access, **taking innovative patient-centred healthcare solutions** from early development to real-life application, **driven by usable healthcare data**.



Data

Access a large number of data sets and the largest clinical trials portfolios in Europe.



Digital

Validate your digital health innovation in real-world applications in one of the UK's most vibrant regional start-up ecosystems.



Diagnostic

Validate and test diagnostics solutions from a location internationally recognised for its capabilities in this field.



Devices

Identify patient and industry need in a region that sets the medical devices standard for healthcare.



THE WEST MIDLANDS A THRIVING HUB OF HEALTHCARE INNOVATION, ACCELERATION AND COMMERCIALISATION



THE WEST MIDLANDS DATA DRIVEN HEALTHCARE

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LIFE SCIENCES

A leading **UK centre** of Data-Driven Healthcare **expertise, innovation and commercialisation**. Offering companies to **design, test and commercialise** their innovation, from **bench to bedside**.

£10.3bn

Full-service healthcare &
Life Sciences economy

5G

Test bed
opportunities,
real-world testing

Our Strengths

Scale:

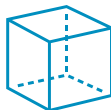
600 companies employing **17,000+**
Eight hospital trusts & **35** regional
centres of clinical research



Data:

Accessible **integrated
clinical and genomic data**
from a 5.5million regional
population

MedTech Manufacturing:
Deep MedTech and **Digital Health
supply chains** – AI, 3D printing,
Advanced Manufacturing, Sensors



Expertise & Talent:

Largest **genomics lab hub** in the
country. One of the **world's largest
concentrations** of clinical trial
activity for both drugs and medical
devices **11,000 medical sciences
graduates** each year.



Our Opportunities



Devices

MedTech development

Diagnostics

Precision/genetic medicine



Digital and Data

Who is **here?**

dignio

AAH 

 Alliance
Medical Group, Inc.

Binding
Site 

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, digital diagnosis, and predictive health analytics.**



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.**



The West Midlands is home to two government-backed Health Data Research Hubs, **PIONEER and INSIGHT.** PIONEER is focused on acute care, whilst INSIGHT is dedicated to eye health data – both open to working with private sector partners to drive innovative diagnostic opportunities.



A FAST GROWING **DIGITAL HEALTH CLUSTER**

As with our data-driven diagnostics opportunity, rapid growth in the region's Digital Health market is being supported by a combination **of accessible, integrated patient data; extensive expertise in advanced digital technologies and a significant digital industries R&D ecosystem.**



Home to West Midlands 5G – the UK's biggest multi-city 5G testbed – and 5SPRING, the UK's first 5G commercial accelerator, we offer the **opportunity to prototype, trial, validate and commercialise 5G enabled health solutions without needing to leave the region.**



As **the UK's fastest growing region for tech innovation and tech-led economic growth**, the West Midlands employs 65,000 tech professionals.



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



The West Midlands is a leading hub for advanced digital technologies and high value digital skills including **software development and coding; AI and data analysis; immersive tech, serious gaming, VR and UX; and Smart Cities, Future Mobility, and IoT.**

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. Home to a mix of established businesses, start-ups and scale-ups, and a world-class university ecosystem, 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.



LIFE SCIENCE OPPORTUNITY ZONES (LSOZs)

The West Midlands is home to the **Birmingham Health Innovation Campus (BHIC)** - **one of only six Life Sciences Opportunity Zones (LSOZs) in the UK by the UK Government.** The zone offers numerous advantages including access to lab space and links with higher education, as well as providing excellent opportunities for businesses to develop and grow.



Over 10,000 new jobs will be created and £400m GVA will be contributed to the regional economy by 2030.



Over 70,000 sqm of high-quality accommodation for business operating in the health and life sciences sphere.



Access academic, clinical and translational excellence: **University of Birmingham, University Hospitals NHS Trust, and the Academic Health Science Network.**



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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CLINICAL EXPERTISE & ACCESS TO A DIVERSE CLINICAL POOL

The West Midlands represents 8 hospital trusts with 3 global digital exemplars, allowing access to leading clinical expertise and medical departments. Many of these institutions are also responsible for the large-scale clinical trials carried out in the region.



8 hospital trusts, responsible for the health of a diverse clinical pool.



Home to the West Midlands Genomic Medicine Centre and West Midlands Regional Genetics Laboratory (University Hospitals Birmingham), the **largest genetics lab in the country**



The Queen Elizabeth Hospital in Birmingham has the **largest single critical care unit in Europe.**



Home to the **UK's Centre for Trauma and Defence medicine** - Tri-Services Royal Centre for Defence Medicine and **NIHR Trauma Management Med-Tech Cooperative.**



The **Defence and Security Accelerator (DASA)** regional partnership provides opportunities and incentives for innovative companies to work with the challenges in defence & trauma medicine.



1 in 5 Clinical Trials carried out in the Midlands, which includes Trials Accelerated Programmes and specialist studies for both drugs and medical devices.



The West Midlands has a **large, ethnically diverse but stable population** which makes it an ideal location for clinical studies.



53% of UK Advance Therapeutic Medicinal Products (ATMP) clinical trials are carried out in the region.

A HIGHLY SKILLED & DIVERSE TALENT POOL

The **West Midlands' thriving data-driven healthcare sector** is home to over **17,000 healthcare professionals, over 9,500 MedTech specialists, over 4,000 bio-pharma workers**. 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.



Home to **4 university based medical schools** at Aston, Birmingham, Warwick, and Wolverhampton, **the region produces 11,000 medical science graduates every year**.



87,840 STEM students (**Science, Technology, Engineering & Mathematics**), 22,000 of which have skills aligned to healthcare and data-driven research ever year.



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



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.

Email 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

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