



From Australia to the UK: Expanding your business to the UK

Brisbane Business Hub
Tuesday 21 February 2023



Welcome

Grace Kneafsey

Sector Lead – Low Carbon

West Midlands Growth Company



ONE REGION
MANY WORLDS
The West Midlands





JON BATY

Head of Inward Investment
West Midlands Growth Company



WHY THE UK FOR TECH & SERVICES INVESTMENT?

WHY THE UK?

As the 5th largest economy in the world and home to 67.1 million people, the UK offers investors a significant, globally connected market.

Its unique mix of world-class expertise and talent, flexible and liberal labour laws, and streamlined corporate governance systems make the UK one of the easiest places in the world to set up and conduct business.



1st most attractive investment destination in Europe.



1st in G20 as a globally connected economy.



1st in Europe and 3rd globally for growing and scaling-up business.



4th in the global innovation index.



1st in G7 for research, impact and reach.



5th largest economy with a market of 67.1 million potential customers.



1st quality of green financial products in world's financial centres.

A GLOBALLY COMPETITIVE OFFER TO BUSINESS

The UK's tax, governance and regulatory regimes compare favourably with other mature international markets, and the UK government offer a number of incentives to promote R&D and venture capital investment.

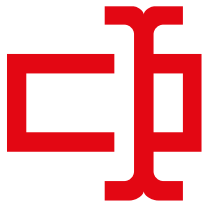
Investing in the UK means a global business can benefit from:

- The lowest corporation tax rate in the G7.
- Competitive research and innovation-based incentives.
- Globally-renowned legal and regulatory systems.
- Investor friendly environment.
- Tax relief using venture capital schemes.



ESTABLISHING A UK COMPANY IS EASY

Each UK Limited company only needs:



A Company Name



1 Shareholder



Shareholders can be a person or another company



1 Director







Directors can be of any nationality and can live in any country

Identify the Directors and any person ultimately controlling 25% or more

ESTABLISHING A UK COMPANY IS EASY



A company can...

-  Be formed in 2 days
-  Trade on the day it is formed
-  Govern itself totally on paper – no physical meetings
-  No other registrations needed unless undertaking a regulated trade



A company does not need to...

-  Visit the UK
-  Specify the trade in the Constitution ('Articles')

HOME TO A AUD1.7 TRILLION TECH SECTOR

UK Tech Sector now worth more than £1tn (AUD1.7tn), which is growing significantly faster than the wider economy.

1st in Europe and third in the world for VC investment
– attracting a third of the European total in 2021

1st in Europe for tech unicorns with 123 Unicorns now roaming the UK.

63% Non-UK investment into UK tech has grown to 63% in 2020, up from 50% in 2016.

5,000,000 The amount of people working in UK tech startups and scaleups.



WELCOME TO THE WEST MIDLANDS



MEDAL TABLE

		GOLD	SILVER	BRONZE	TOTAL
1	Australia	67	57	54	178
2	England	57	66	53	176
3	Canada	26	32	34	92
4	India	22	16	23	61
5	New Zealand	20	12	17	49
6	Scotland	13	11	27	51
7	Nigeria	12	9	14	35
8	Wales	8	6	14	28

The West Midlands
One region, many worlds

AN INTERNATIONALLY SIGNIFICANT ECONOMY



AUD204bn, fast-growing economy



UK's second biggest city-region economy
Equivalent to Hungary



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



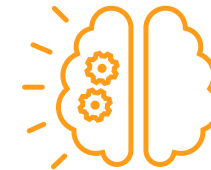
185,000 students
Nine world-class higher education establishments



2.9m workforce
4.7m population
190 countries



Full-service economy
200,000 businesses



100+ R&D assets
Commercial testbeds & accelerators

UNRIVALLED CONNECTIVITY AT THE HEART OF THE UK

Rail:

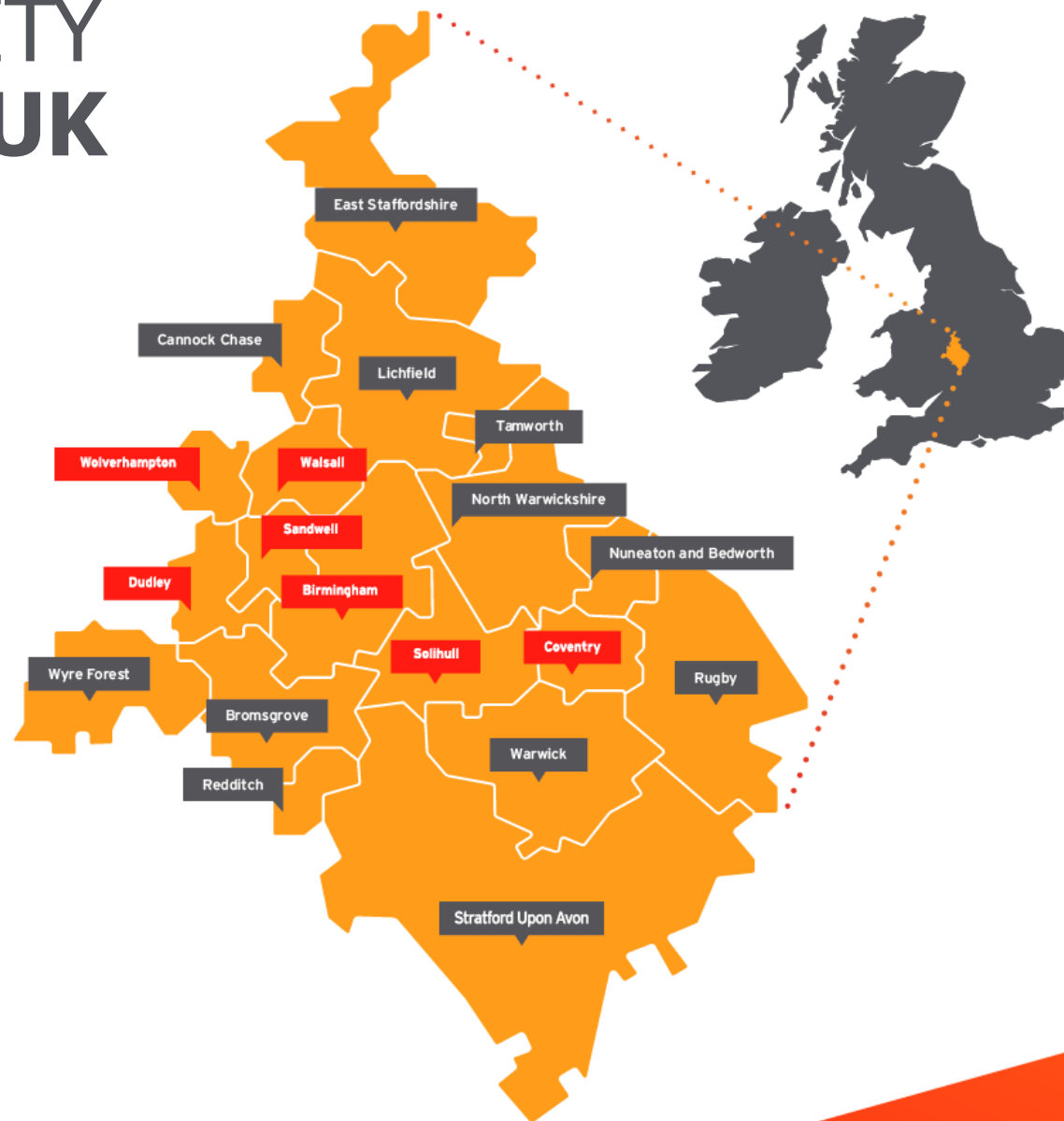
- At the heart of the UK's rail network – home to the busiest and most popular transport interchange in the UK outside of London.
- Currently less than 90 mins from London
- HS2 to reduce West Midlands to London journey to 38 minutes.

Car:

- 90% of the UK's population being within a four-hour drive.
- Excellent road connectivity via UK motorways.
- Central London is only a 2-hours, 30-minute drive.

Air:

- Birmingham Airport - 9 mins from the city-centre by rail.
- Birmingham Airport - UK's third largest regional airport.
- 133 direct flights (including US & Asia), and 424 further onward connections (including Brisbane)
- Birmingham Airport is undergoing a £500million (AUD872m) upgrade to boost capacity.
- East Midlands (UK's largest freight airport under 60 mins away by road and rail)



WORLD LEADING TALENT & UNIVERSITIES

The **West Midlands thriving tech sector** is underpinned by a **workforce of 76,000 highly-talented professionals**, playing an integral role in the growth of corporate, SME and start-up businesses. This talent pool is supplemented by **85,850 students studying Science, Maths, Engineering, Tech and Computing**.



9 world-leading universities producing over **60,000 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.



The West Midlands
One region, many worlds



UNIVERSITY OF
BIRMINGHAM



UNIVERSITY OF
WOLVERHAMPTON



BIRMINGHAM CITY
University

A MAGNET FOR GLOBAL RELOCATIONS AND EXPANSIONS

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

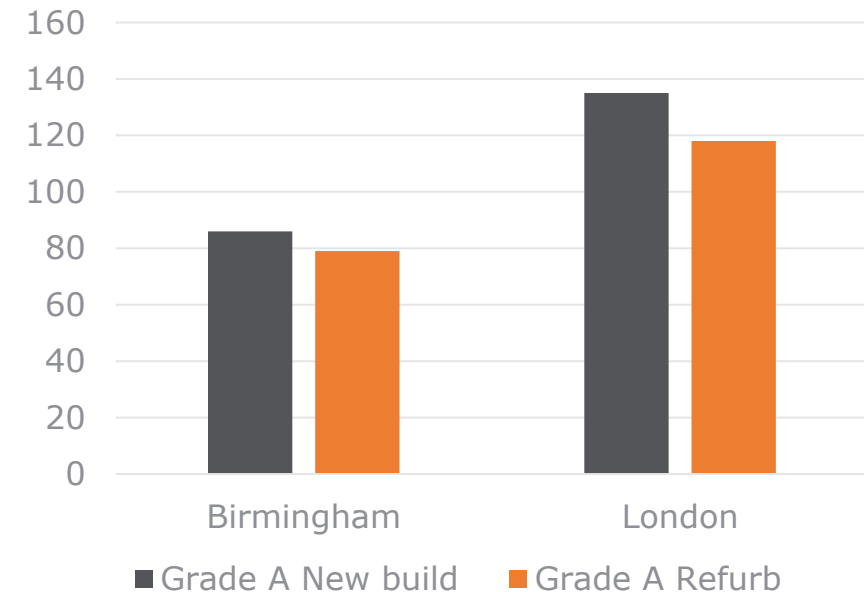


A HIGH-QUALITY AND COMPETITIVE LOCATION

Maximise your ROI. The West Midlands offers **30% – 40% savings** on the cost of skills and property when compared to London, but is **less than 90 minutes away by train.**

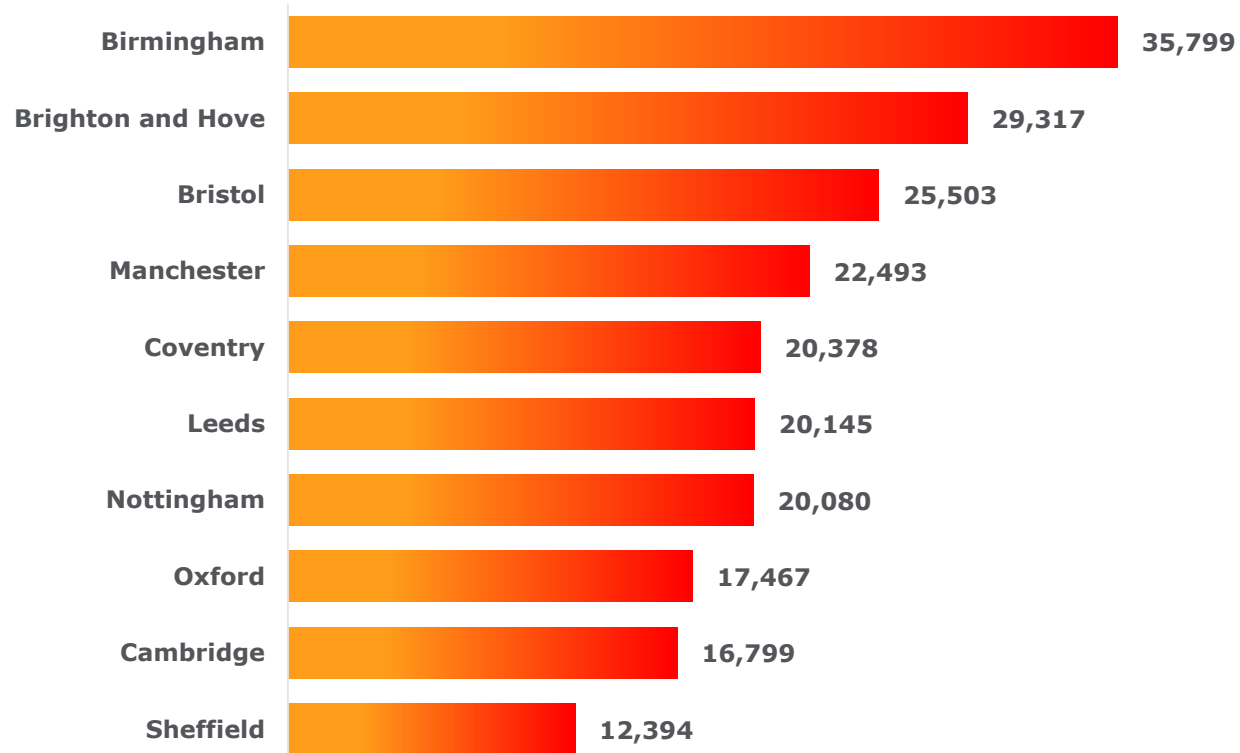
- UK Government has named the West Midlands the **fastest-growing tech sector in the UK** with regional growth outpacing London.
- **52,000** new tech jobs expected in the region by 2025.
- Development and Data **salary inflation significantly below London & Manchester** in 2022.
 - Lower job posting density
 - Higher average employee tenure

Price per square foot office space
(rent, rates & service)



IT'S NOT JUST COMPANIES RELOCATING HERE

INTERNAL UK MIGRATION FROM LONDON, 2015-2020



	LONDON	BIRMINGHAM
Average House Price <small>(Zoopla, 2022)</small>	£704,136 (SGD1,129,846)	£235,681 (SGD378,170)
Affordability Index <small>(Zoopla, 2022)</small>	18.8	8.1
Average Monthly Rent - 1 bed flat <small>(Valuation Office Agency, 2022)</small>	£1,390 (central) £1,095 (outer) SGD2230 SGD1756	£650 (SGD1043)
Disposable Income p.a. <small>(Yahoo Finance, 2019)</small>	£1,078 (SGD1730)	£9,692 (SGD15,553)

**AT THE HEART OF
WATERWAYS AND SHIRES**



**TOP UK ATTRACTIONS
FOR ALL THE FAMILY**



**SPORT, FESTIVALS & EVENTS
THAT CAN'T STAY AWAY**



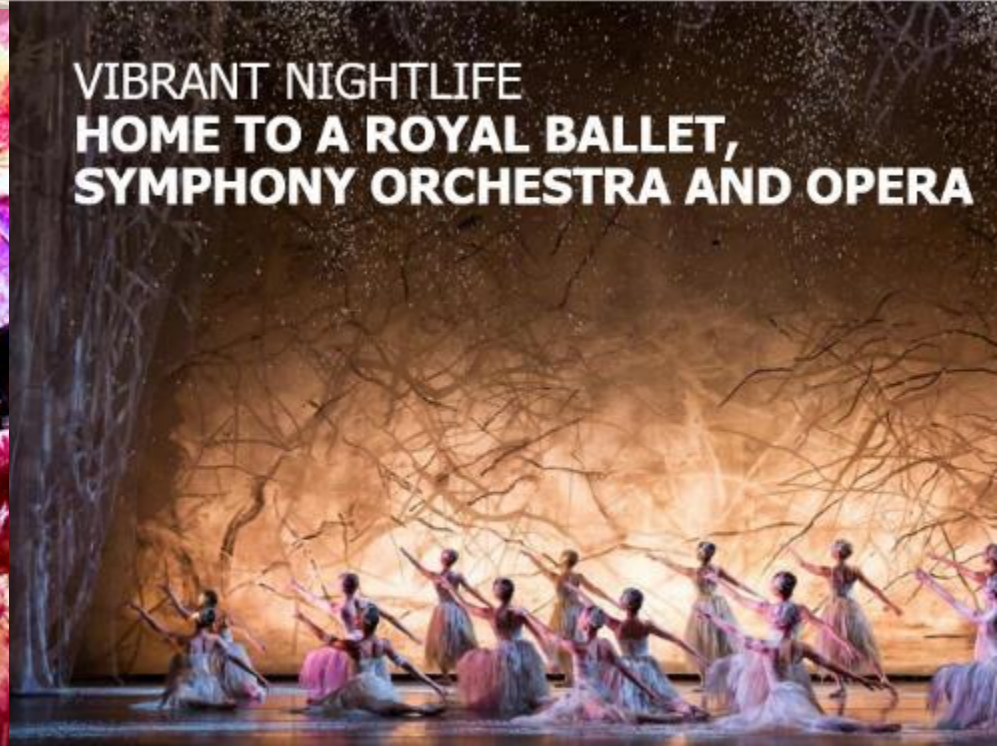
**AWARD WINNING
FOOD SCENE**



**INCLUDING 11 MICHELIN
STAR RESTAURANTS**



**VIBRANT NIGHTLIFE
HOME TO A ROYAL BALLET,
SYMPHONY ORCHESTRA AND OPERA**



FIVE KEY SECTORS

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



**Future
Mobility &
Advanced
Manufacturing**



**Creative &
Digital
Technologies**



**Business,
Professional &
Financial
Services**



**Data Driven
Healthcare
& Life
Sciences**



**Low
Carbon**

BUSINESS, PROFESSIONAL & FINANCIAL SERVICES

The **largest UK Regional Business, Finance & Professional Services cluster** with **45,000 companies** and a work force of **330,000 highly skilled professionals**.

Our Strengths

30%

30% Sector Growth 2017-21

Credibility:

International and National Centre - Big Four, Goldman Sachs, Deutsche Bank & HSBC



Midshoring Hotspot:

- 40% lower operating costs vs London - 'Close enough' for easy access but far enough to benefit from lower costs.

Talent:

23,000 **STEM** graduates each year & a diverse, educated population.



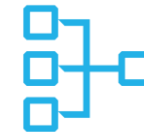
ProfTech:

Strong cluster attracting high-growth international businesses.

Home to SuperTech

Our Opportunities

ProfTech



Back & Middle Office

Front Office



UK Government

Who is **here?**

Goldman Sachs

Deutsche Bank



HSBC



WESLEYAN

AL RAYAN BANK

pwc

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**.

AUD17.9bn

Full-service healthcare &
Life Sciences economy

5G

Test bed
opportunities,
real-world testing

Our Strengths

Scale:

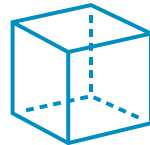
600 companies employing **17,000+**
Eight hospital trusts & **35** regional
centres of clinical research



Data:

Accessible **integrated clinical
and genomic data** from a 4.7
million 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 **7,500 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 

ADVANCED MANUFACTURING

At the centre of the **UK's largest automotive, rail and aerospace clusters**, the West Midlands is at the vanguard of solving many of the key global future mobility challenges.

Our Strengths

60%

UK's automotive R&D

Scale, breadth & talent:

UK's leading automotive cluster.
30% of UK cars. UK's largest cluster employing **211,000**;
85,850 students studying **STEM** subjects



46.5k

automotive employees – **biggest talent pool** in UK



UK's Electrification Heartland

Home to **UK Battery Industrialisation Centre** Gigafactory, Coventry UK.

Manufacturing 4.0:

5G test-bed. Enabling IoT and private networks. Manufacturing Tech/Automation cluster.

Mobility Innovation

WMG, MTC, HORIBA MIRA



Rail/Light Rail/Very Light Rail/ DIGI-RAIL expertise
Home to **HS2**

Our Opportunities

Future Mobility

- Automotive
- Future Rail
- Aerospace
- OEM Supply Chain



Tech

- Electrification – Power Electronics, Machines & Drives
- Alternative Propulsion & Hydrogen Power
- Lightweighting and Advanced Materials

Industry 4.0

The West Midlands
One region, many worlds



长安汽车
CHANGAN

HS2



**Collins
Aerospace**

LOW CARBON

The **UK's fastest growing cluster** with 5,100 companies and the **UK's largest green talent pool** with a 94,000 strong workforce – **generating £12bn (AUD21bn) Low Carbon revenue pa.**



2041

Five-year plan for region to be Net Zero by 2041

21,000

new Low Carbon jobs in next five years

2021-26 Growth

+7% revenues pa
+9% new businesses pa

Strengths



Leadership & Policy

- Energy Capital: RESO, EIZs, NZN, SMARHub, 3 Cities Retro-fit projects.



Research & Innovation

- Unrivalled University led innovation eco-system.
- Strategic Infra; Energy Systems Catapult; UKBIC; Gigafactory; The National Brownfield Institute; Birmingham Energy Institute



Talent

Highest concentration of energy professionals in UK and a 211,000-strong manufacturing workforce.

Opportunities



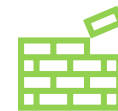
Future of Energy

Geographic and strategic centre of the UK's power distribution network, and a region embracing an innovative, whole-systems approach to smart energy.



Circular Economy & Resource Management

With a strong history in the recycling and metals industry, the region is taking the lead in cleantech solutions and circular economy approaches across manufacturing and construction.



The Built Environment

Quickly becoming the national centre for sustainable construction, with Europe's largest built environment campus



Future Mobility

The UK's first Future Mobility Zone and multi-city 5G testbed for 'real world' EV, CAV and 5G enabled transport R&D

Who is here?

e-on

nationalgrid

Cadent

Your Gas Network

ARCADIS

JAGUAR

LAND-ROVER



carbonTRACK
INTELLIGENT ENERGY MANAGEMENT



THE WEST MIDLANDS CREATIVE, DIGITAL & TECHNOLOGY

The West Midlands
One region, many worlds



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**.

AUD26.2bn

Value of the West Midlands tech sector; an increase of AUD6.6bn on 2021

76k

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

9,100 **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**.



The West Midlands
One region, many worlds

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 multiple emerging technologies.



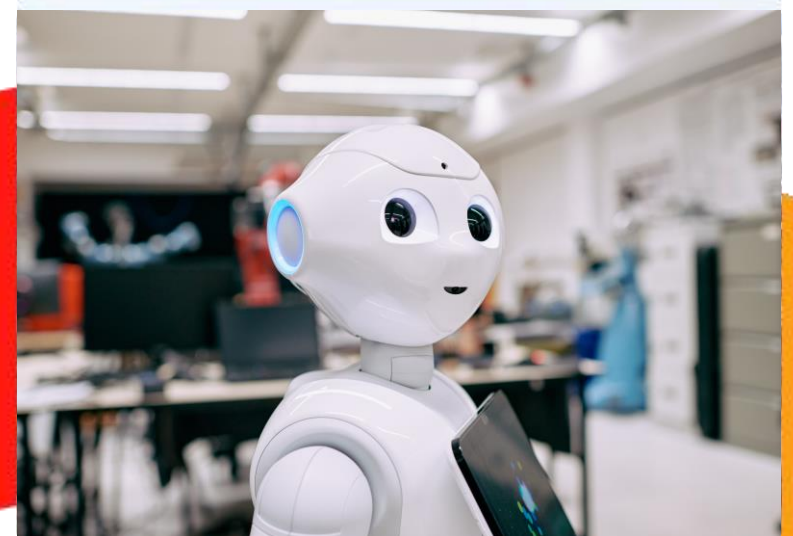
The West Midlands has the **highest number of emerging tech companies** (2,946), followed by Manchester (2,020) and Leeds (1,594), outside of London.



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**.



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 to **test, prove and scale up new 5G products and services**.



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



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



The **UK Telecoms Lab** is being built in Solihull, West Midlands; an **£80m (AUD140m)**, state-of-the-art facility researching and testing 5G & 6G technologies.



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.



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 the UK's first dedicated **ProfTech** supercluster.



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



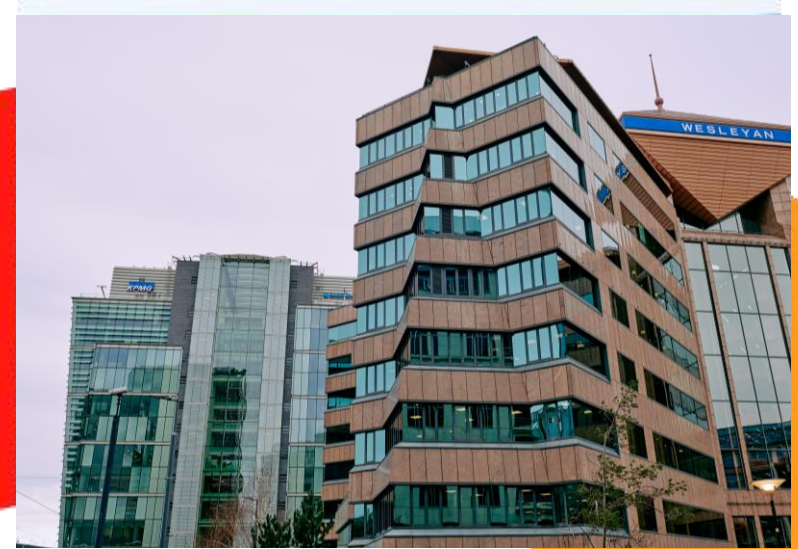
1 of 3 established FinTech hubs recognised by the UK Government's Kalifa Review



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



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

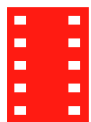


A VIBRANT CREATIVE HUB

The West Midlands creative industries have received huge investment and regeneration, resulting in thriving creative hubs across the region such as Birmingham's Creative Quarter.



The BBC 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.



PwC research shows this will be a catalyst for the wider creative regeneration of the area, with just a **15% increase in the BBC's local footprint doubling the rate of growth in surrounding creative industries**. This is expected to create **60 new creative businesses in Birmingham alone**.



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

LEVELLING UP & TRAILBLAZER DEVOLUTION DEAL

A smart-city region

"In 2021 DCMS highlighted the West Midlands as having the country's fastest-growing tech sector ... The West Midlands Smart City Region Programme will scale-up digital opportunities across the region in health tech, future mobility and smart energy. It will drive new digital start-ups through practical business support and a supply of patient venture capital to attract global innovators. And it will deliver digital catch-up programmes so that everyone in the region can gain the skills and confidence to access the opportunities this will bring."

From the Levelling Up White Paper (Page 237)

Innovation accelerators

Announced in the Government's 2022 Levelling up White Paper, The West Midlands Innovation Accelerator serves the purpose of forging a new co-design relationship between the region and Government, ensuring the region benefits from the commitment to increase in overall UK public Research and Development (R&D) funding to £20bn (AUD34.8bn) by 2024/5.

Focusing on strategic priorities of Healthtech/Medtech and Cleantech, the accelerators will build on the existing strengths of the region, including those in engineering and advanced manufacturing, to support cross-sector R&D and innovation. They will aim to position the region on the global stage for FDI, as well as be driven by market demand and have business leaders at the forefront.

THE UK'S FIRST FUTURE MOBILITY ZONE

The UK's leading centre for automotive innovation, the West Midlands is at the vanguard of next generation vehicle technologies, delivering transformational innovation in Connected and Autonomous Vehicles (CAV).



Home to the UK's first 5G multi-city testbed and with **200 miles of viable, 5G-connected road for CAM technology,** the West Midlands is an ideal location for exciting collaborations between tech companies and automotive manufacturers.



The Centre for Connected & Autonomous Automotive Research (CCAAR), jointly run by Coventry University and Horiba MIRA, provides unrivalled access to design, build, test and validate CAV solutions for end-to-end connectivity solutions such as vehicle-to-vehicle (V2V) or vehicle-to-everything (V2X).



Locally based companies are developing autonomous systems. RDM's Aurigo 'AUTO-POD®' is a four-seat autonomous pod designed for first and last mile transportation in urban areas.



CAV trials have already taken place locally. A self-driving Jaguar Land Rover Sport successfully maneuvered the busy Coventry Ring Road, changing lanes and merging with traffic.





THE WEST MIDLANDS INVESTOR SUPPORT

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 IHG to HSBC.

CWG 2022: Delivering Business and Tourism Programme (BATP) for 2022 Commonwealth Games.

Birmingham Tech Week: Proud to be Headline Partner for Birmingham Tech Week 2022.



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.

FUNDED MARKET ENTRY SUPPORT TO HELP ESTABLISH AND SCALE QUICKLY

Designed to overcome barriers new international investors face when setting up in the UK, the Global Growth Programme is designed to help companies thrive at the heart of the UK's fastest growing technology cluster.

In addition to WMGC's **investor 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

The West Midlands
One region, many worlds

GLOBAL GROWTH PROGRAMME

Helping you to establish and scale your business in the UK

The West Midlands
One region, many worlds

THE CENTRE OF THE UK'S FASTEST GROWING TECHNOLOGY SECTOR

A SPRINGBOARD TO SUCCESS

25% of UK spending on VR produced in West Midlands

1st and 4th VR hubs worldwide in the UK

95% of UK spending on VR produced in West Midlands

£10m of investment in the region

+500 jobs created

Develop Key Strategic Business Partnerships

Tailored Business Support

A Vibrant Events Programme

State-of-the-Art Office Facilities

Enterprise Hub: The Workplace of the Future



THE WEST MIDLANDS **GLOBAL GROWTH PROGRAMME**

The West Midlands
One region, many worlds



Panel and Q&A



PANEL CHAIR

- Grace Kneafsey, Low Carbon Sector Lead, West Midlands Growth Company

PANELLISTS

- Alannah Valentine, Program Coordinator, Brisbane Business Hub
- Hollie Jones, Senior Account Director, Liquid PR
- Jon Baty, Head of Inward Investment, West Midlands Growth Company

The West Midlands
One region, many worlds



Brisbane Business Hub



Level 2



Level 2



Level 2



Level 3



Level 3



Rooftop

What's On Offer



Business Event Program



Mentoring



Coworking space



Online Learning and
Resources



Community

Our Community

18,200+ Email Subscribers

129,000+ Website Visitors

32,000+ Social Media Followers

Image: Reuben Nutt



SUCCESS TO DATE

	THIS FY	SINCE OPEN
Events	57	284
Attendees	1,807	8,567
Drop Ins	3,652	6,728
Mentor Sessions	90	278

Feedback

“Thank you for creating an atmosphere for enjoyable and useful information for small businesses that wouldn't otherwise have the opportunity. A great initiative!”

Emma S, Workshop Attendee

“The mentor pretty much saved me from launching my business in a totally wrong direction with the wrong profiling and messaging. He helped me get clarity and focus which is what I really needed to move forward. Everyday since I have been working on my business with focus and clarity”

Matt W, Mentee

“These are such great sessions and I'm so grateful to the Business Hub for offering these services and to everyone involved! Thank you!”

Chiara B, Workshop Attendee

THANK YOU

Contact:

Grace Kneafsey, Sector Lead for
Low Carbon

grace.kneafsey@wmgrowth.com

www.investwestmidlands.com

The West Midlands
One region, many worlds

