



# THE WEST MIDLANDS CREATIVE, DIGITAL & TECHNOLOGY

**The West Midlands**  
One region, many worlds





# From Malaysia to the UK: Growth Opportunities in the UK's fastest-growing Tech cluster

Malaysia Digital Economy Corporation (MDEC)

Monday 13 February 2023





# CHRIS LAU

International Markets Lead  
**West Midlands Growth Company**

## **Monday 13 February 2023 – Malaysia Digital Economy Corporation (MDEC)**

### **MDEC Seminar Programme – 14:00pm to 17:00pm**

**14:00 - 14:05pm Welcome**

**14:05 - 14:15pm Welcome: Mr A Balasubramaniam Director of Scaleup Development (Funding Facilitation, Market Access, Special Projects) at MDEC**

**14:15 - 14:35pm Presentation: 'Why the UK' by Ms Nadzirah Ali, Inward Investment Manager, UK's DIT in Malaysia**

**14:35 - 15:15pm Presentation: Mr Chris Lau, International Market Lead, WMGC**

**15:15 - 15:35pm Setting up in the West Midlands and UK by Mr Harry H. Jayaram, CEO of Rezpon.com**

**15:35 - 16:00pm Q&A**

**16:00 - 17:00pm Networking & Coffee**



# WHY UK

Nadzirah Ali, Inward Investment  
Department for International Trade (DIT)

[SitiNadzirah.Ali@fcdo.gov.uk](mailto:SitiNadzirah.Ali@fcdo.gov.uk)



Department for  
International Trade



# About the Department for International Trade (DIT)

**The Investment Atlas.** Promoting a portfolio of immediately investable projects which align to Government's most important strategic agendas: achieving our world leading net zero ambitions and levelling up all parts of the UK.

**The Office for Investment.** Established to provide a dedicated unit linked to No.10 to ensure significant and high value investments receive the strongest possible cross government support to realise their UK investment.

**Venture Capital Unit.** Supporting global venture capital investors who are increasingly setting up operations and funds in the UK in the booming start-up ecosystem.

## Supporting and enabling new business

- Providing specialist advice directly to investors about the business environment in the UK, including tax, access to finance, banking, research and development (R&D), visas and skills and bespoke identification of site options.
- Advising on access to the UK's broad spectrum of financial and tax incentives available to investors, including through the Freeports programme.
- Introducing investors to potential future partners, including universities, local innovators in the supply chain, and local government
- Providing financial modelling to compare the UK against other locations by quality, risk and profit after tax
- Continuing support after a business has invested in the UK –providing named 'account managers' to assist with expansion, representing a company's interests in government and, where necessary, resolve investment environment blockages.
- Encouraging exports of invested companies, including through our world-class Export Credit Agency UK Export Finance.
- Entrepreneurial assistance through a network of mentors to help make a commercial success of early-stage companies.



# Amongst the best countries in the world to do business

- With £12 and 24 hours' notice it is possible to establish a business in the UK.
- Talent in the UK is more accessible and affordable than almost anywhere else in the world. The UK is 2<sup>nd</sup> (behind Netherlands) in Europe and 6<sup>th</sup> globally for the quality of its workforce environment measured by a combination of availability, cost efficiency, productivity and regulation.
- The best place in Europe to raise capital. From Q1-Q3 2021, £19.5bn was invested in the UK, more than anywhere else in Europe.
- The UK's regulatory and legal system is frequently used as the global benchmark, renowned for its pragmatic and business-friendly approach, supportive regulatory environment, and strong legal frameworks and protection.
- The UK ranks 2<sup>nd</sup> behind the USA for Intellectual Property Protection according to the US Chamber of Commerce's International IP Index.
- Cyber security is an increasingly important consideration of Global CEOs and the UK's cyber security framework ranks 2<sup>nd</sup> globally.



# £600bn Government commitment to growth

**Communications Infrastructure:** new £1bn investment partnership between Transport for London and BAI Communications announced in 2021 creating the most advanced fibre network of its kind through the London Underground.

**Offshore wind:** £9bn commercial investment to create the world's largest offshore wind array in the North Sea, working in partnership with a range of global investors.

**Electric vehicles:** £100m UK Government commitment in July 2021 helped secure a £1bn flagship investment from Nissan and Envision AESC. The investment creates a New Energy Vehicles manufacturing hub in Sunderland, including the UK's first large scale Gigafactory, supporting around 6,000 jobs at Nissan and their suppliers, including 900 new jobs at Nissan Sunderland and 750 new jobs at Envision AESC.

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## Examples of UK funding commitments

- **£100bn** in the UK's infrastructure including **£12bn** equity and debt capital deployed by the UK Infrastructure Bank
- **£4.8bn** Levelling Up Fund to improve local infrastructure across the UK
- **£400m** New Deal for Northern Ireland to build business in the region
- **£1bn** Towns Fund providing levelling up support for 45 regional towns across the UK
- **£7bn+** structured funding and support through UK Research & Innovation (UKRI)
- **£85bn** to fund large-scale collaborative research and innovation projects through Horizon Europe 2021-27
- **£22bn** investment in publicly funded R&D to unleash business innovation and raise the contribution of R&D to 2.4%



# A globally competitive tax offer

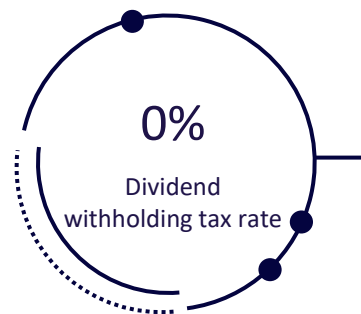
Investing in the UK means a global business can benefit from:

- The lowest corporation tax rate in the G7
- A stable tax regime
- Competitive research and innovation based incentives
- Investor friendly environment
- Tax relief using venture capital schemes
- Patent Box
- R&D Tax Credits

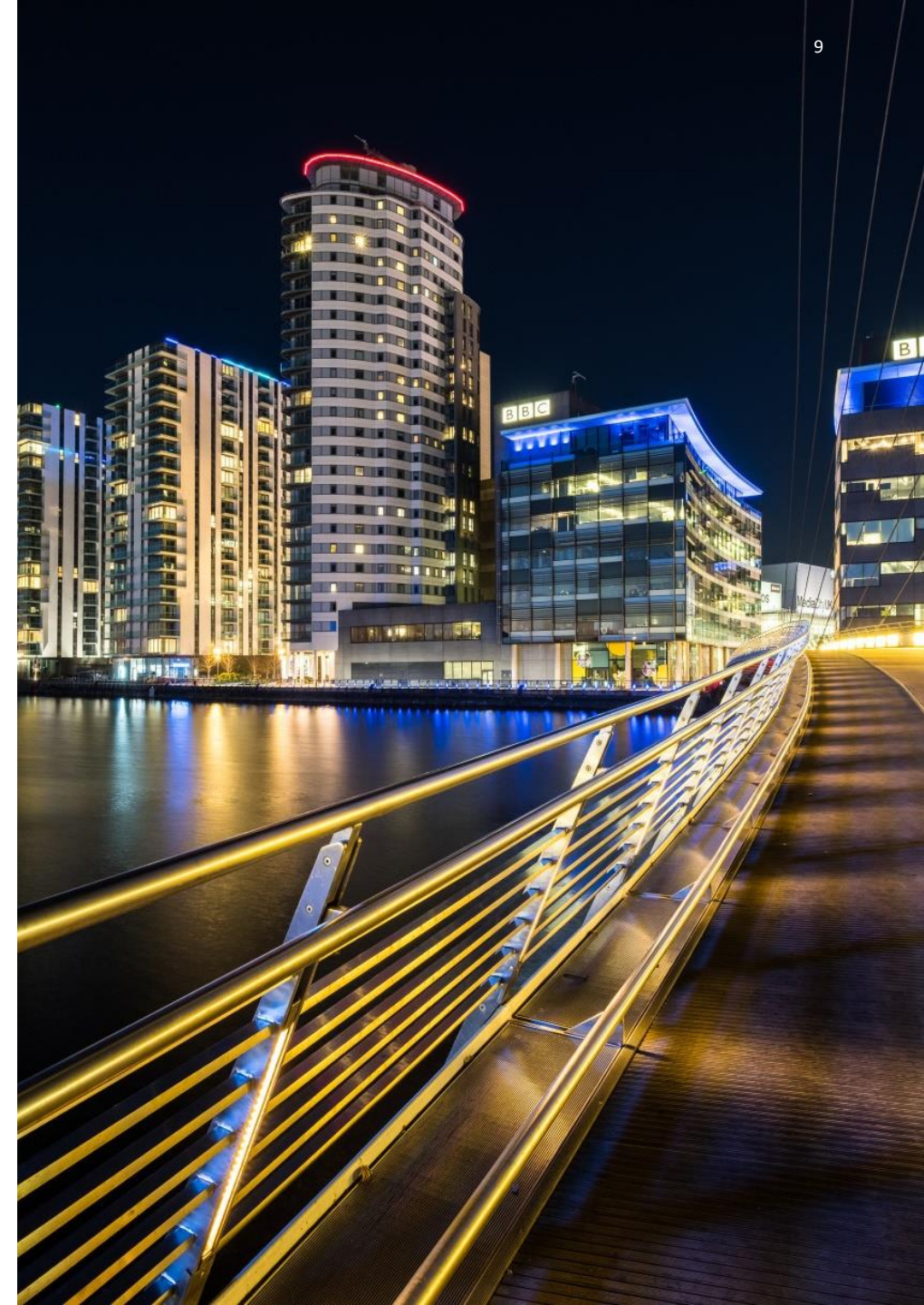
Global businesses that invest in the UK can secure significant reductions in tax liabilities based on the level of their investment.



Rising to 25% by April 2023 but will still remain the lowest rate in G7 and only applies to profits over £250,000



For dividends repatriated to organisations' headquarters



# Freeports

## Liverpool City Region

Combined multimodal port infrastructure, connecting large, skilled population centres in close proximity. Focused on creating an advanced manufacturing and digital logistics location, alongside pioneering clean growth, and connecting into an array of world class innovation assets.

## East Midlands Airport

Focus on clean growth and multimodal connectivity. The key aim is to boost international trade in high value manufacturing goods, building on internationally renowned academic expertise, and working with global industrial brands located regionally.

## Plymouth & South Devon

Building regional innovation clusters and unique proving grounds for marine, offshore renewable energy, defence, and space solutions. Strong local capabilities will allow global businesses to prototype, manufacture, globally distribute and service high-tech and clean growth products.

## Teesside

UK's largest Freeport development, to encourage investment in reshoring process and chemicals industries, and develop a circular, clean growth cluster. This will build on the region's strengths in innovation, process industry engineering and complex manufacturing.

## Humber Region

Building on existing strengths including renewable energy and clean growth and advanced manufacturing. Excellent connectivity to the UK manufacturing hinterland and supply chain. Key local facilities include innovation hubs such as the Offshore Renewable Energy Catapult and the Rail Innovation Centre.

## Felixstowe and Harwich (Freeport East)

Offers a unique combination of advantages to benefit traders, manufacturers and clean energy suppliers. A future hub for global trade and innovation. Encompasses the ports of Felixstowe and Harwich, forming the UK's largest container port. Strategically located on the South East coast and within easy reach of major ports in North West Europe.

## Thames

At the heart of Europe's largest consumer market, connecting Ford's Dagenham engine plant to the ports at London Gateway and Tilbury. Targeting tech for clean growth, including future mobility and the hydrogen economy.

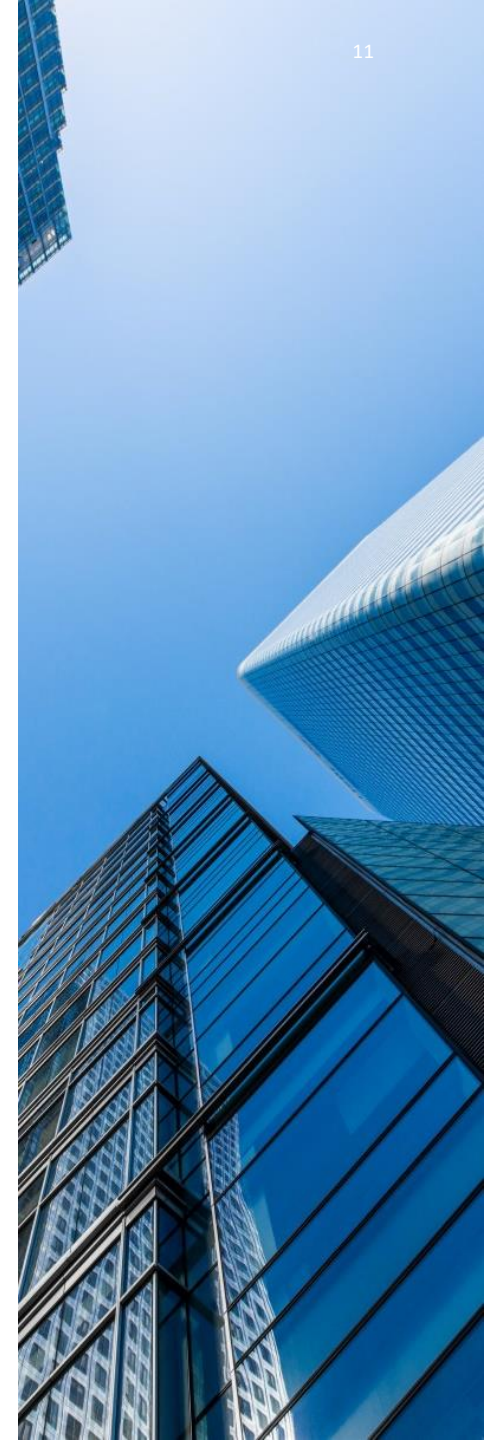
## Solent

Through links to three world-class universities and a host of national research assets, Solent Freeport will catalyse an innovation revolution in maritime, autonomy and green growth. Provides the closest direct access to over 70 ports globally. This unrivalled proximity to global shipping lanes means it is well positioned to expand the UK's trade with new markets.



## The best place in Europe and top 3 in the world to grow a global business

- \$13.7bn\* in venture capital investment, representing a third of the total in Europe, was raised in the UK. **This is the highest in Europe and more than Germany and France combined (\$12.9bn).**
- London is the 2<sup>nd</sup> best start-up ecosystem in the world (alongside New York and second only to Silicon Valley).
- The UK is the first country in Europe to reach 100 tech unicorns, **more than Germany (42), France (22) and the Netherlands (18) combined.**
- Start-ups and scaleups in the UK raised £19.5 billion in venture capital funding in the first three quarters of 2021.
- UKEF – Export Development Guarantee
- UK Infrastructure Bank will deploy £12bn of equity and debt capital and issue up to £10bn of guarantees to private sector and local authority infrastructure projects across the UK. The Bank will offer a range of financing tools including debt, hybrid products, equity and guarantees to support private infrastructure projects.
- British Business Bank (BBB) is a key part of the innovation ecosystem helping to make finance markets work for fast growth innovative businesses of all kinds. Since its launch, it has invested over £40bn to 170,000 businesses.
- Sector specific funding
  - Automotive Transformation Fund (ATF) investing up to £1bn, to develop a UK high-value end-to-end **electrified automotive supply chain**. ATF supports inward investment in the UK, helping investors to become integral to the UK electrified supply chain.
  - New £1.4bn Global Britain Investment Fund (GBIF) provides grants to **internationally mobile companies** seeking to invest in the UK's critical and most innovative industries, including life sciences and automotive. Operating across the UK, creating new high-quality jobs, leveraging private investment, and driving local growth and unleashing innovation.



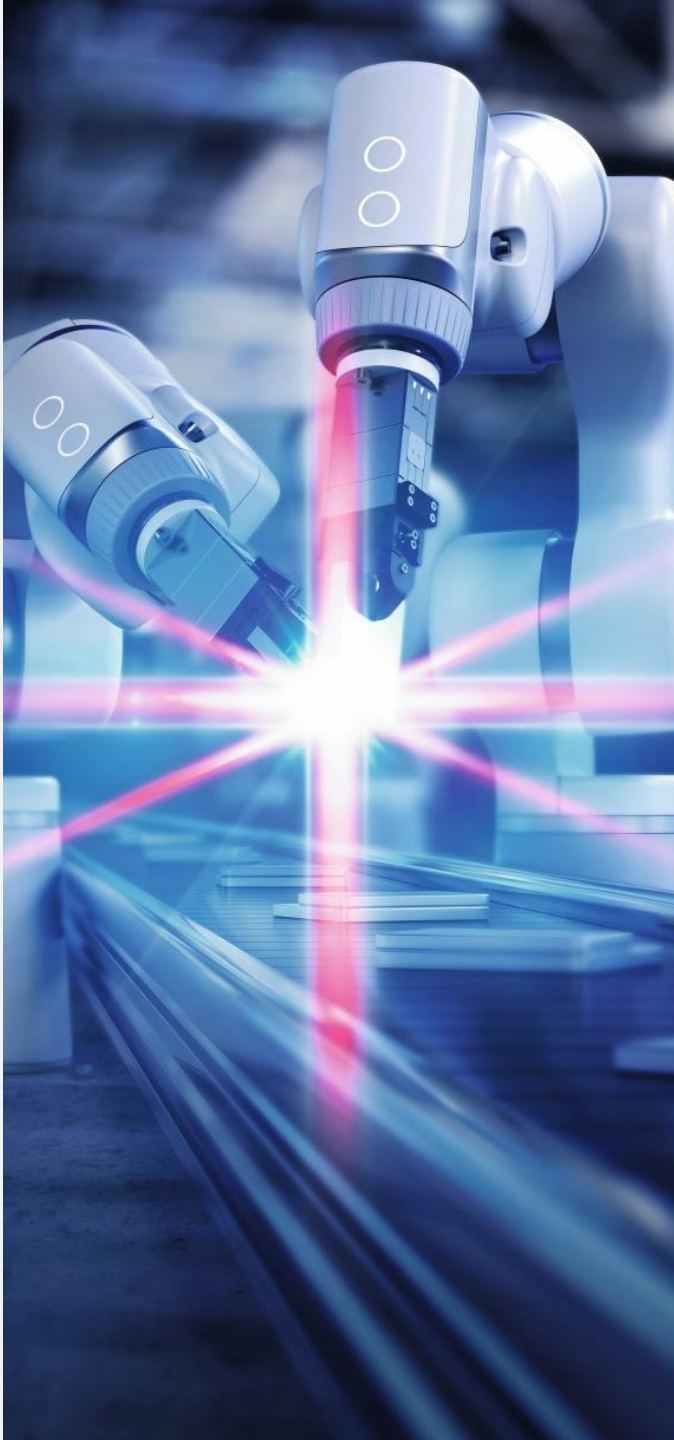


# Best home grown talent

The UK's top universities consistently rank in the top 10 globally.

- The UK has 90 world-class universities with four (Oxford, Cambridge, Imperial College London and UCL) in the global top ten, according to the QS World University Rankings 2022
- The UK ranks 2<sup>nd</sup> globally and 1<sup>st</sup> in Europe on the number of universities in the top 200.
- UK universities have a reputation for world-class research. Degrees and qualifications from the UK are recognised by employers and academics worldwide.
- The UK also has the highest and increasing number of Business Schools providing leading MBA programmes in Europe, with 28 UK institutions in the QS World University Global MBA Rankings 2022. This compares favourably with the rest of Europe where the combined total of leading institutions is 73.
- The quality of UK academic research ranks as best in the G7 and all other comparator countries, and has done every year since 2007.





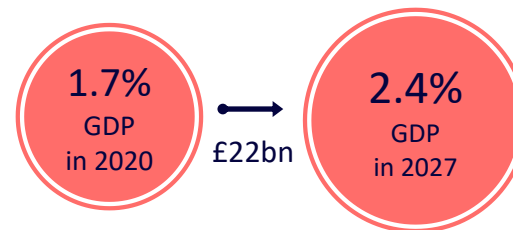
# UK Innovation Strategy putting science, technology & innovation at the heart of Global Britain

## Innovation Strategy: leading the future by creating it

The Strategy will stimulate innovation to tackle major challenges in society by developing 'missions', bringing together public and private sector and driven by ever evolving capabilities in key 'technology families'.

The Government will use its powers to directly invest £22bn in innovation, facilitating greater private sector investment, remove regulatory barriers, attract the best talent and the best innovating businesses from around the world.

The innovation Strategies technology families will bundle together complementary multi-disciplined capabilities to address the missions. They are amongst the UK's most impactful innovation areas.



- Advanced Materials & Manufacturing
- AI, Digital & Advanced Computing
- Bioinformatics & Genomics
- Engineering Biology
- Electronics, Photonics & Quantum
- Energy & Environment Technologies
- Robotics & Smart Machines



# High Potential Opportunity (HPO) Overviews



Department for  
International Trade





# HPOs by DIT Sector Group

Agri, Food and Drink	Creative, Lifestyle and Learning	Healthcare, Lifesciences and Chemicals	Manufacturing, Energy and Infrastructure	Technology and Advanced Manufacturing
Plant-based and Alternative Protein Products in North East England	Immersive Tech in North East England	Tissue Regeneration and Woundcare in Leeds City Region	Rail in Doncaster	Lightweight Structures in Greater Manchester
Controlled Environment Agriculture in Yorkshire	Video Games in Coventry and Warwickshire	Chemicals in the Humber	Mining for High Technology Metals in Cornwall	Photonics in the Heart of the South West
Plant Science for Nutrition in New Anglia	Immersive Visualisation and Gamification in EM3	Precision Medicine in Scotland	Heat Networks in North East England and Tees Valley	Space and Satellites in Leicestershire
Food Processing Automation in Lincolnshire		Diagnostics and Early Intervention in Greater Manchester	Hydrogen in Scotland	Aerospace in Northern Ireland
Sustainable Packaging in Greater Manchester		Cell and Gene Therapy in Hertfordshire	Fusion Energy in Oxfordshire	5G and Digitisation in East Anglia
Aquaculture in Dorset		Biomanufacturing in Tees Valley	Offshore Wind Deepwater Ports Hubs in Teesside and the Humber	5G Applications for Industry 4.0 in Worcestershire
Precision Agriculture in Telford		Vaccines Development in Liverpool City Region	Floating Offshore Wind Manufacturing in Scotland	Carbon Fibre in Tees Valley
Animal Health Innovation in EM3		Rehabilitation in Leicestershire		Compound Semiconductors and Applications in South Wales
		MedTech in South Wales		CAM modelling and simulation in the CAM Testbed UK region
		Data Driven Health Innovation in Greater Birmingham and Solihull		Marine Autonomy in the South West
		Precision Medicine Biomarkers and Diagnostics in Northern Ireland		Cyber Security in Gloucestershire
	Healthy Ageing and Longevity in North East England	Smart and Sustainable Aviation in the South West		
			Data Analytics and Artificial Intelligence in Leeds City Region	

# Food Processing Automation in Lincolnshire

## The Opportunity

The UK's Agri-Food Sector is estimated to be worth around £125bn, with Greater Lincolnshire being at the heart of the UK's food chain and industrial technology revolution. **Demand for automation applications** is continually growing in areas such as seafood and poultry processing. A steady pipeline of students and graduates in robotics and automation and access to European markets creates a fantastic opportunity for investors into this sector.

## Who to Target

This HPO looks to target firms that specialise in **hardware / software solutions** in key areas including automatic process control and **robotics, machine vision systems, wireless sensor networks and supervisory control and data acquisition systems**. Other areas include; robotics and automation system integrators and disruptive solutions for the food supply chain (transport / logistics, storage / warehousing, cool chain tech and innovation).

# Immersive Visualisation and Gamification in EM3

## The Opportunity

This HPO highlights the opportunity to **design, develop and commercialise new 5G immersive software**, taking advantage of a thriving game development community and growing demand for immersification in cross-sector applications.

A reliable 5G network in the UK will help VR and AR applications evolve to the next level and Guildford, an industry cluster within Enterprise M3, is a prime location for these technologies to merge. Enterprise M3 is home to **The 5G Innovation Centre at the University of Surrey** and is a region with a history of delivering the expertise and the established industry linkages required to define the future of immersive digital content.

Industries in need of 5G-enabled AR and VR technologies include: **Video Games, Aerospace, Space, Automotive and Healthcare industries.**

## Who to Target

The target audience of this HPO are companies looking to create immersive solutions for an established and growing video games industry and to apply immersive applications to other industries enabled by an established video game sector.



# MedTech in South Wales

## The Opportunity

This HPO highlights the opportunity for investors to access specific commercial opportunities to **develop and commercialise new and disruptive technologies** within a globally competitive and vibrant Welsh MedTech sector, enabling them to tap into a global MedTech market worth £430bn. Locating within a supportive business environment such as Wales affords investors the opportunity to not only access scientific expertise and testbed capabilities to develop new medical technology solutions to support your international business growth, but also join a rich network of innovative leaders in MedTech and draw upon a talented skill base and workforce at a competitive cost.

## Who to Target

The region looks to target investors at all stages. Companies that provide solutions in the areas of **MedTech, Digital MedTech, Diagnostics, Human Interaction MedTech and Value-Based Healthcare** will be of particular focus. Disease and condition categories such as Neuroscience, Neurodegeneration, Wound Healing and Tissue Repair, Genetics and Genomics, Cancer and Dementia will serve as a priority focus for the above solutions.

# Cyber Security in Gloucestershire

## The Opportunity

Gloucestershire is **home to the largest cluster of cyber security companies outside of London** and with a rising number of cyber security attacks, robust cyber security measures are needed more than ever. Global investors can benefit from Gloucestershire's world-class academic research, open access facilities, and a well integrated supply chain based in the region. With some of the lowest cost office space and lower salaries compared to other cyber tech clusters globally Gloucestershire offers something that other clusters cannot match. There is also a well-connected network of support available to potential investors.

## Who to Target

The region is seeking cyber security investors that provide solutions in the following key sectors: **Agri-tech, Defence / security, Food and drink supply chain, Mobility and transport, Energy and national infrastructure and Healthcare**. Please note that financial cyber security companies are not being targeted.

# Data Analytics and Artificial Intelligence in Leeds City Region

## The Opportunity

This HPO highlights the clear opportunity for investors to access a dynamic **data analytics and AI cluster** in Leeds City Region, a region with a strong heritage of innovation. Investors can tap into the region's expertise from its world-class universities and centres of excellence, as well as connect with like-minded businesses and immerse themselves in a welcoming ecosystem of innovation. With the region being the top location for scaleups outside London and boasting a digital economy of £6.5billion, investors will join a thriving data cluster and become part of a dynamic community of businesses innovating and providing solutions in data analytics ty Region and AI applications. Alongside this, the region's infrastructure and innovation capabilities make it a cost-effective location to host business-critical or sensitive data.

## Who to Target

This HPO looks to target **early-stage and scale-up application development and data analytics operations**. Data Analytic Investors within a range of sectors such as financial services, healthcare, digital entertainment and advanced manufacturing are particularly welcome.

# The Global Entrepreneur Programme (GEP)

Focus on technology sectors that complement the Industrial Strategy, where the team has expertise such as software, digital media, wireless, clean technology, telecoms, creative and media, fin-tech, med-tech, mobile, and advanced materials, AI, Blockchain, machine learning etc.

## What GEP looks for:

Internationally mobile and high potential entrepreneurs with innovative technology businesses, who are looking to scale and internationalise their businesses from a UK-based global or strategic Headquarters. Each company is assessed on a case by case basis - key things we look for include:

- the entrepreneur founder must be leading the project.
- the entity being set up here is the global HQ or a strategic hub.
- innovative technology (possibly disruptive or unique).
- generate revenue in their home market and have a high growth potential (and ready to scale).



## Upcoming Events

### **London Tech Week 12<sup>th</sup> – 16<sup>th</sup> June 2023**

Showcasing how tech is transforming business and society, London Tech Week drives thought provoking conversations around innovation, diversity and transformation, providing a platform for the tech ecosystem to come together to drive change.



### **Birmingham Tech Week**

UK's largest regional tech festival and conference taking place across the entire West Midlands covering a variety of important and innovative topics.





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# THE WEST MIDLANDS: ECONOMIC OVERVIEW

# AN INTERNATIONALLY SIGNIFICANT ECONOMY



A **MYR612bn**, 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**



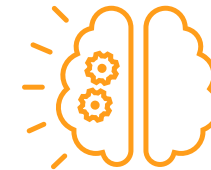
**185,000** students  
Nine world-class higher education establishments



**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:

- Tripling the West Midlands Metro with a £1.3 billion (MYR6.8bn) investment, adding 50 additional trams by 2026 and increasing passengers from 7.2 million to 30 million.
- £1.2 billion (MYR6.3bn) of infrastructure investment within the region by 2028.
- Potential to add £14 billion (MYR73.2bn) to the West Midlands economy - already 350 firms in HS2 supply chain across the region.
- 1 hour 20 minutes from London, with HS2 to reduce West Midlands to London journey to 38 minutes.

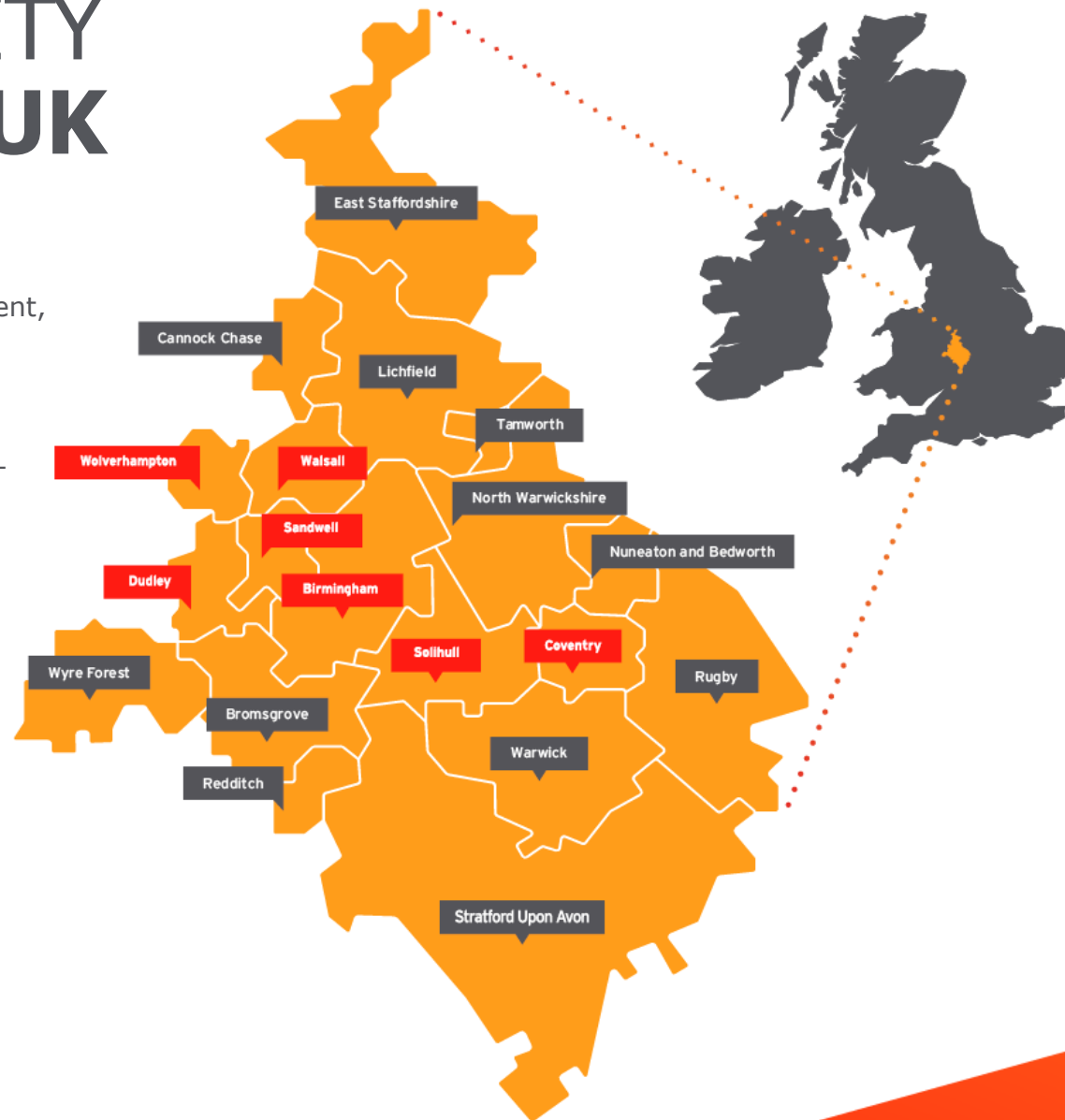
## Car:

- 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 - UK's most accessible airport by road and rail
- Birmingham Airport - UK's third largest regional airport.
- 133 direct flights (including US & Asia), and 424 further onward connections.
- Birmingham Airport is undergoing a £500 million (MYR2.6bn) upgrade to boost capacity.

**The West Midlands**  
One region, many worlds



# 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.



# A MAGNET FOR GLOBAL RELOCATIONS AND EXPANSIONS

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

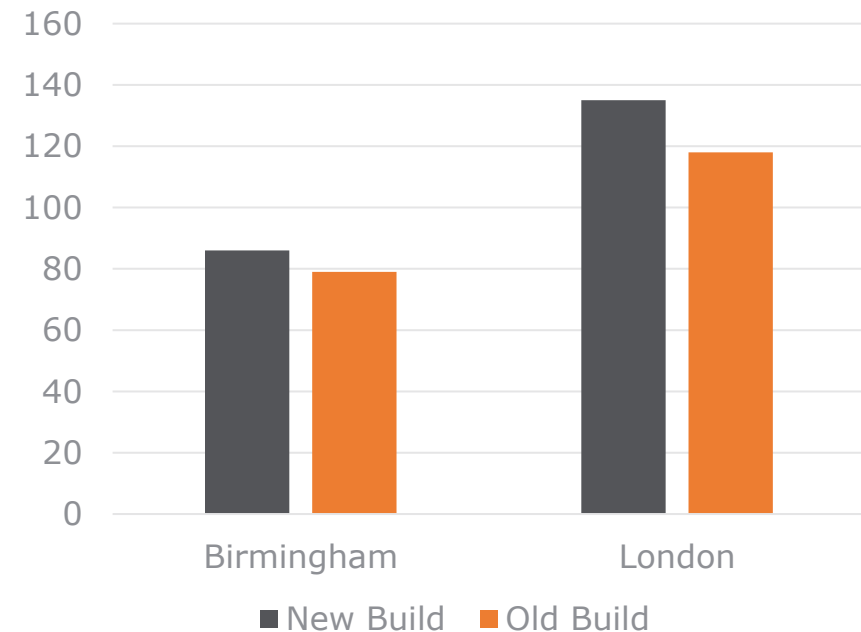


# A HIGH-QUALITY AND **COMPETITIVE LOCATION**

**Maximise your ROI.** 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.**

- UK Government has named the West Midlands the **fastest-growing tech sector in the UK** with regional growth outpacing London.
- There is clear appetite from capital investors, with a record **£410m (MYR2141m) investment into West Midlands startups in 2021.**
- 35% of tech unicorns are now headquartered outside of London, with the region home to unicorns such as Gymshark.
- The WMCA continues to pioneer specialist skills and talent routes, offering further diversity of talent available.

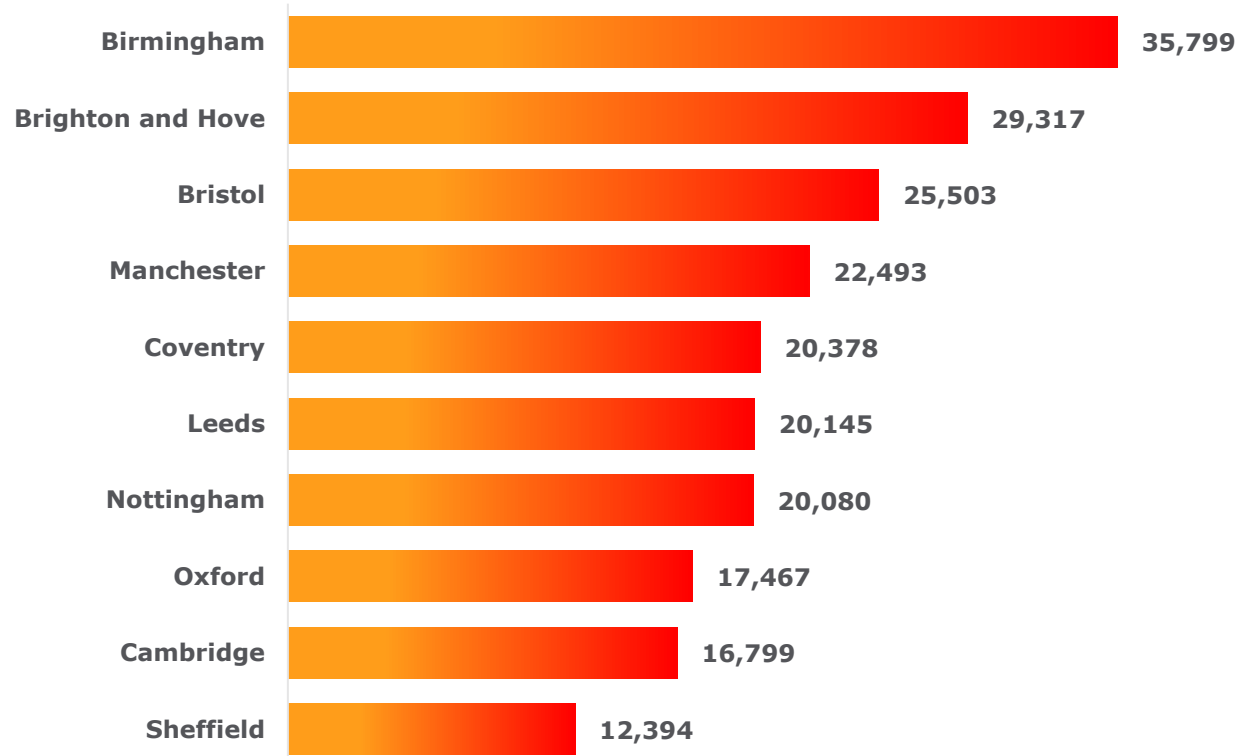
Price per square foot office space





# 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>	<b>£704,136</b> <small>(MYR3.68m)</small>	<b>£235,681</b> <small>(MYR1,232,827)</small>
<b>Affordability Index</b> <small>(Zoopla, 2022)</small>	<b>18.8</b>	<b>8.1</b>
<b>Average Monthly Rent - 1 bed flat</b> <small>(Valuation Office Agency, 2022)</small>	<b>£1,390</b> (central) <b>£1,095</b> (outer) <small>(MYR7271) (MYR5721)</small>	<b>£650</b> <small>(MYR3400)</small>
<b>Disposable Income p.a.</b> <small>(Yahoo Finance, 2019)</small>	<b>£1,078</b> <small>(MYR5639)</small>	<b>£9,692</b> <small>(MYR50,698)</small>

# 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**

# 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.



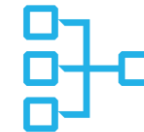
### ProfTech:

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

# 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**



# 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**.

**MYR53.9bn**

Full-service healthcare &  
Life Sciences economy

**5G**

Test bed  
opportunities,  
real-world testing

## Our Strengths

### Scale:

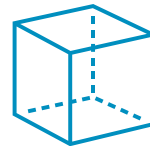
600 companies employing **17,000+**  
**Eight** hospital trusts & **35** regional  
centres of clinical research



### 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 

# 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 (MYR62.7bn) 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 THE UK'S FASTEST GROWING TECH SECTOR





# 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**.

**MYR78.4bn**

Value of the West Midlands tech sector; an increase of MYR19.9bn 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**

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 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**



# 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, 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.



# STATE-OF-THE-ART CYBERSECURITY

A thriving cybersecurity ecosystem has developed across the West Midlands, with public and private sector organisations utilising the region's **extensive R&D infrastructure** and **innovative talent development initiatives** to position the region at the forefront of Cybersecurity technologies.



Network among a **vibrant community of cybersecurity experts**, with groups including the **Innovation Alliance** and **Midlands Cyber** promoting growth and innovation in the region.



The West Midlands is developing the **next-generation of cybersecurity talent** via the **West Midlands Combined Authority's Bootcamps** and organisations such as **School of Code** and **CGI**.



The region has **NCSC-accredited Academic Centre's of Excellence (ACE)** at the **University of Warwick** and the **University of Birmingham** respectively, as well as the **University of Wolverhampton's Cyber Quarter** – the Midlands Centre for Cyber Security.



The **UK National Telecoms Laboratory** will be based in Solihull, providing a world-class environment for **security experts to test groundbreaking technology**.

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One region, many worlds

**The West Midlands: Where Innovative, Award-Winning Companies Thrive**



# 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.



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



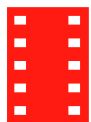


# A VIBRANT CREATIVE HUB

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 (MYR104bn) 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.

# 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. 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.



**Birmingham Health Innovation Campus (BHIC)**, one of the UK's seven Life Science Opportunity Zones (LSOZ), is a 133,000sqft site opening later this year and will harness world-leading academic and clinical strengths with commercial power to accelerate life sciences research.



# 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.





# FUTURE OF ENERGY: PIONEERS IN ENERGY INNOVATION

Across academia, public and private sectors, **the West Midlands is driving innovation** in the energy sector. The region is developing as one of the **most attractive locations to design, test and deliver cleantech energy systems.**



An "**Emerging EnergyTech cluster**" (TechNation, 2022), combining our **tech prowess** with energy expertise and **collaborative ecosystem.**



**Leading university facilities** such as **Birmingham Energy Innovation Centre (BEIC), Energy Innovation Centre (EIC) & Energy and Bioproducts Research Institute (EBRI)** are developing and applying the technological innovation to create sustainable energy solutions to support regional, national and global net-zero transitions.



**Energy Systems Catapult** can support **innovative start-ups to commercialisation**; from world class net-zero modelling and digital and data science to real-world innovation trials.





# 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.



# PARTNERS AND SPONSORS



bruntwood



UNIVERSITY OF  
BIRMINGHAM



**The West Midlands**  
One region, many worlds

# 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

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**BIRMINGHAM 2022** COMPROMISED GAINS

**THE CENTRE OF THE UK'S FASTEST GROWING TECHNOLOGY SECTOR**

**GLOBAL GROWTH PROGRAMME**

Helping you to establish and scale your business in the UK

**The West Midlands**  
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**25%** of UK spending on tech produced in West Midlands

**1st** and 4th largest workspaces in the UK (Open Office)

**95%** growth in tech jobs

**£10m** invest ready funding has been raised to the date of this report and will be available to start-up and early stage businesses

**Develop Key Strategic Business Partnerships**

Collaborate with companies at the forefront of the most innovative sectors and help you to establish a vibrant business culture within the region. We offer a range of support and resources to help you to establish a vibrant business culture within the region. We offer a range of support and resources to help you to establish a vibrant business culture within the region.

**State-of-the-Art Office Facilities**

Every business is different, with its own unique set of requirements. Our high specification office spaces are designed to meet the needs of your business. Whether the needs of your business, we offer a range of office spaces to meet your needs. We offer a range of office spaces to meet your needs.

**Tailored Business Support**

Benefit from one-to-one meetings with the right support team to help you to establish a vibrant business culture within the region. We offer a range of support and resources to help you to establish a vibrant business culture within the region.

**A Vibrant Events Programme**

With over 100 events and networking opportunities across the region, we offer a vibrant events programme to help you to establish a vibrant business culture within the region. We offer a range of support and resources to help you to establish a vibrant business culture within the region.

**Enterprise Hub: The Workspace of the Future**

By the end of 2022, Innovation Birmingham will be home to the only 1st and 4th largest workspaces in the UK. We offer a range of office spaces to meet your needs. We offer a range of office spaces to meet your needs.



# THE WEST MIDLANDS **GLOBAL GROWTH PROGRAMME**

**The West Midlands**  
One region, many worlds







West Midlands  
Growth Company



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SPEAKER

Harry H. Jayaram

Founder, CEO - Rezpon Ltd | Rezpon Pte Ltd  
UK DIT Global Entrepreneur Programme (GEP)  
Endorsed Innovator

# FROM MALAYSIA TO THE UK: GROWTH OPPORTUNITIES IN THE UK'S FASTEST GROWING TECH CLUSTER

MDEC Bangsar South, Level 27, Tower B, Vertical Business Suites, Avenue 3,  
Bangsar South, 59200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

**13 FEBRUARY 2023 | 2:00pm to 5:00pm**





# Introducing Myself

- ✓ 15 years in software development services in Asia
- ✓ Trained as an engineer
- ✓ Started my first startup in 2009
- ✓ Spend 4-5 years overseas doing tech consultancy services
- ✓ Enjoys life in Singapore
- ✓ Looking forward to grow my business from the UK



Department for  
International Trade



- ✓ Successful applicant for the GEP
- ✓ Endorsement for 3-Year Innovator Visa
- ✓ Assigned Deal Maker to facilitate UK setup
- ✓ Access to networks in the UK



- ✓ Successful applicant for the GGP
- ✓ Affiliation with Innovation Birmingham
- ✓ Sponsorship of UK Ltd company setup
- ✓ Access to free office space for 9 Months

# Warranty Registration & Reporting Tool



Integrated with Quick Response (QR) Codes



## Data Collected in One Scan

### Product Related

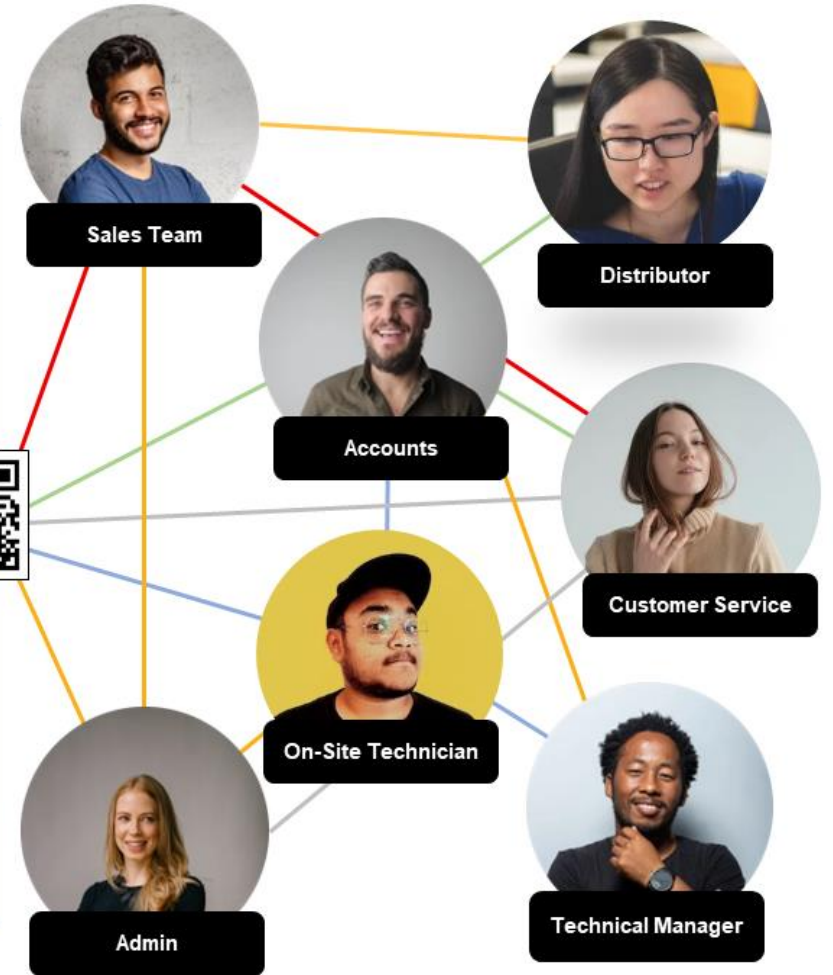
- Manufacturing Date
- Model Information
- Specification Details
- Supplier / Distributor Details
- Past History / Notes

### Transaction Related

- Date of Purchase
- Location of Purchase
- Payment Status
- Warranty Type
- Warranty Expiry Date

### Customer Profile

- Personal Details
- Name & Contact
- Micro-Location Details
- Macro-Location Details
- Past Comments / Notes



# UK Head-quartered Startup



## Headquarters

Rezpon Limited (UK)



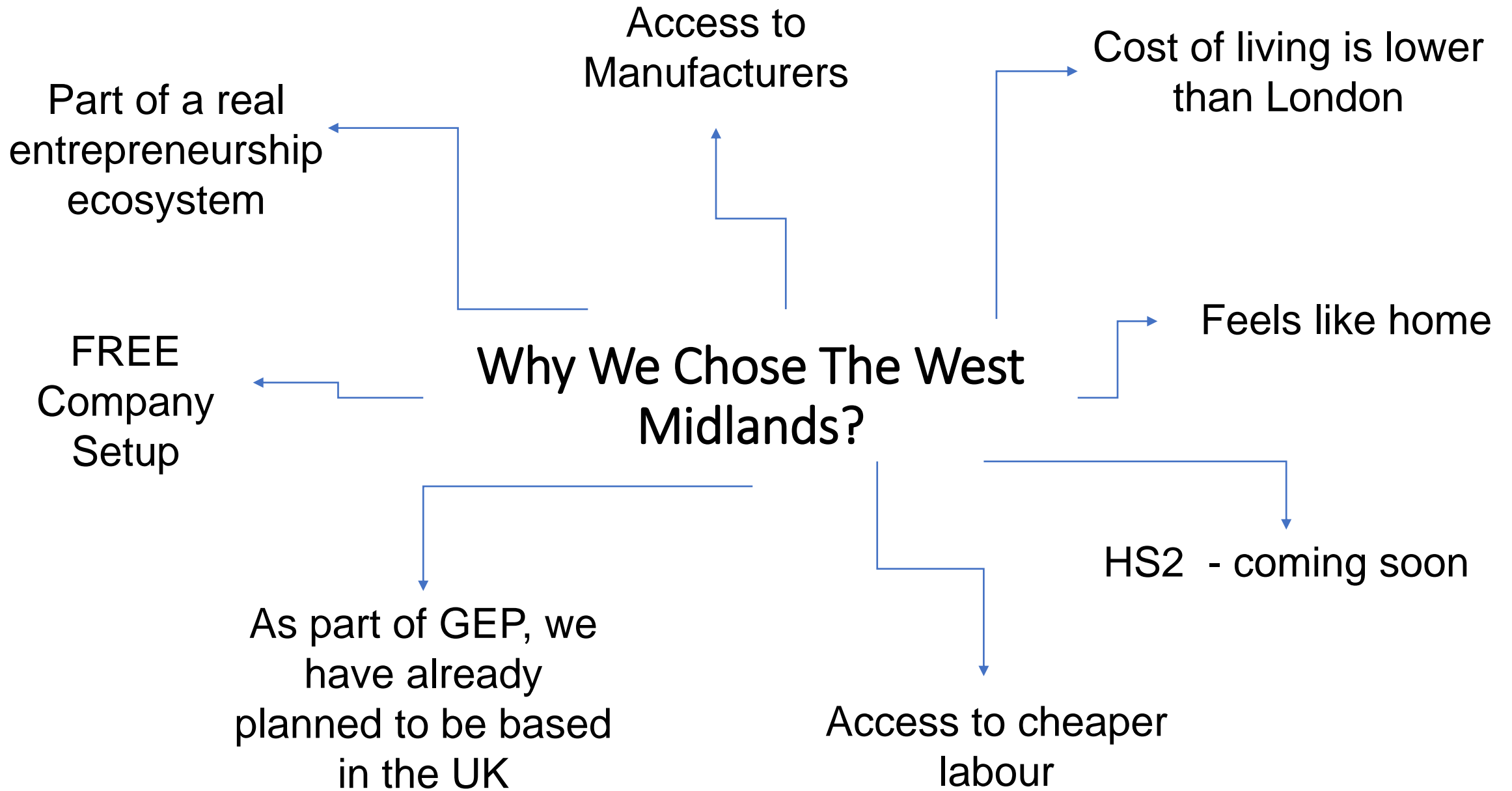
Innovation Birmingham Campus, Holt St, Birmingham B7 4BB United Kingdom

## APAC Sales Office

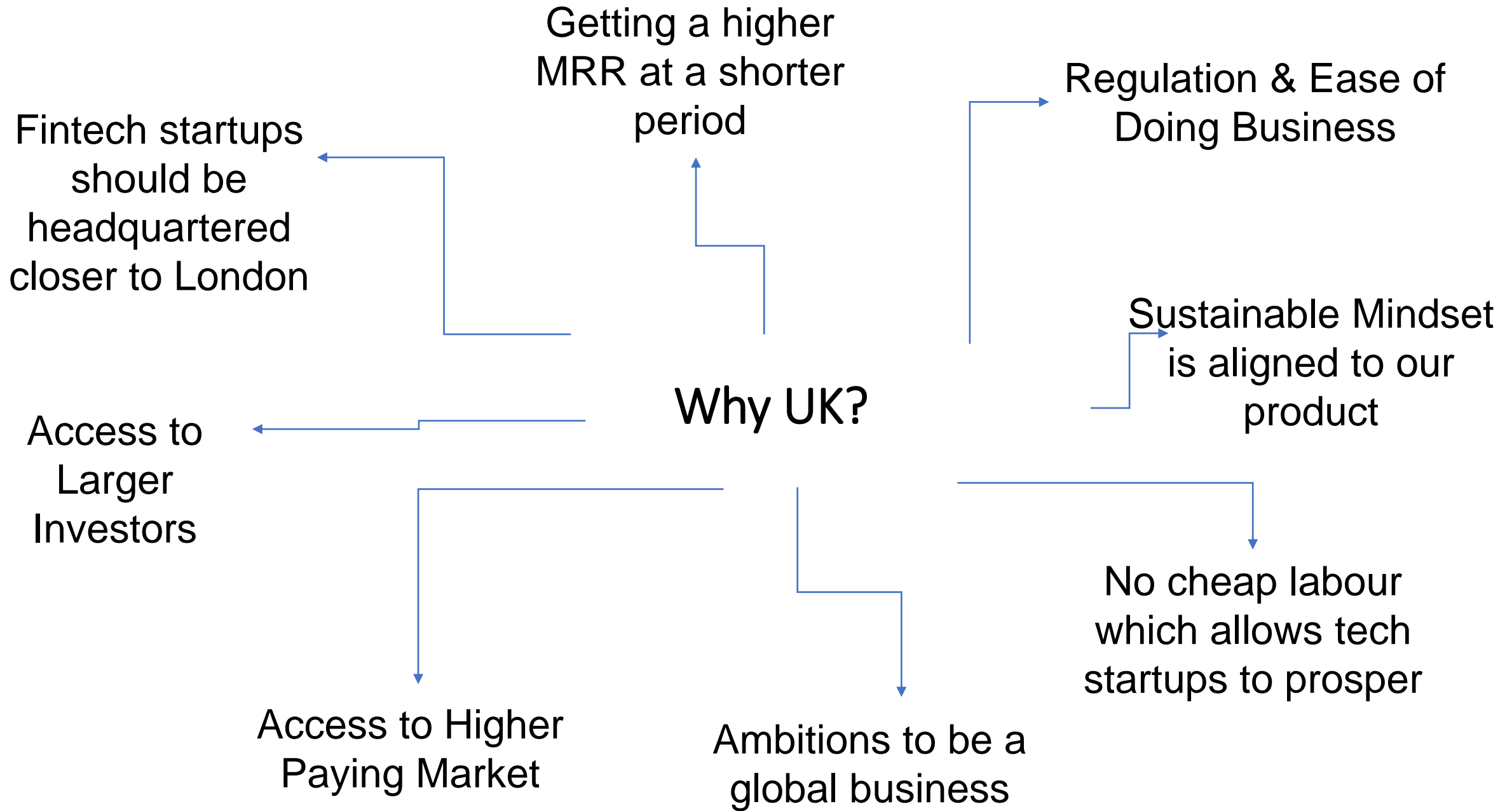
Rezpon Pte Ltd (SG)

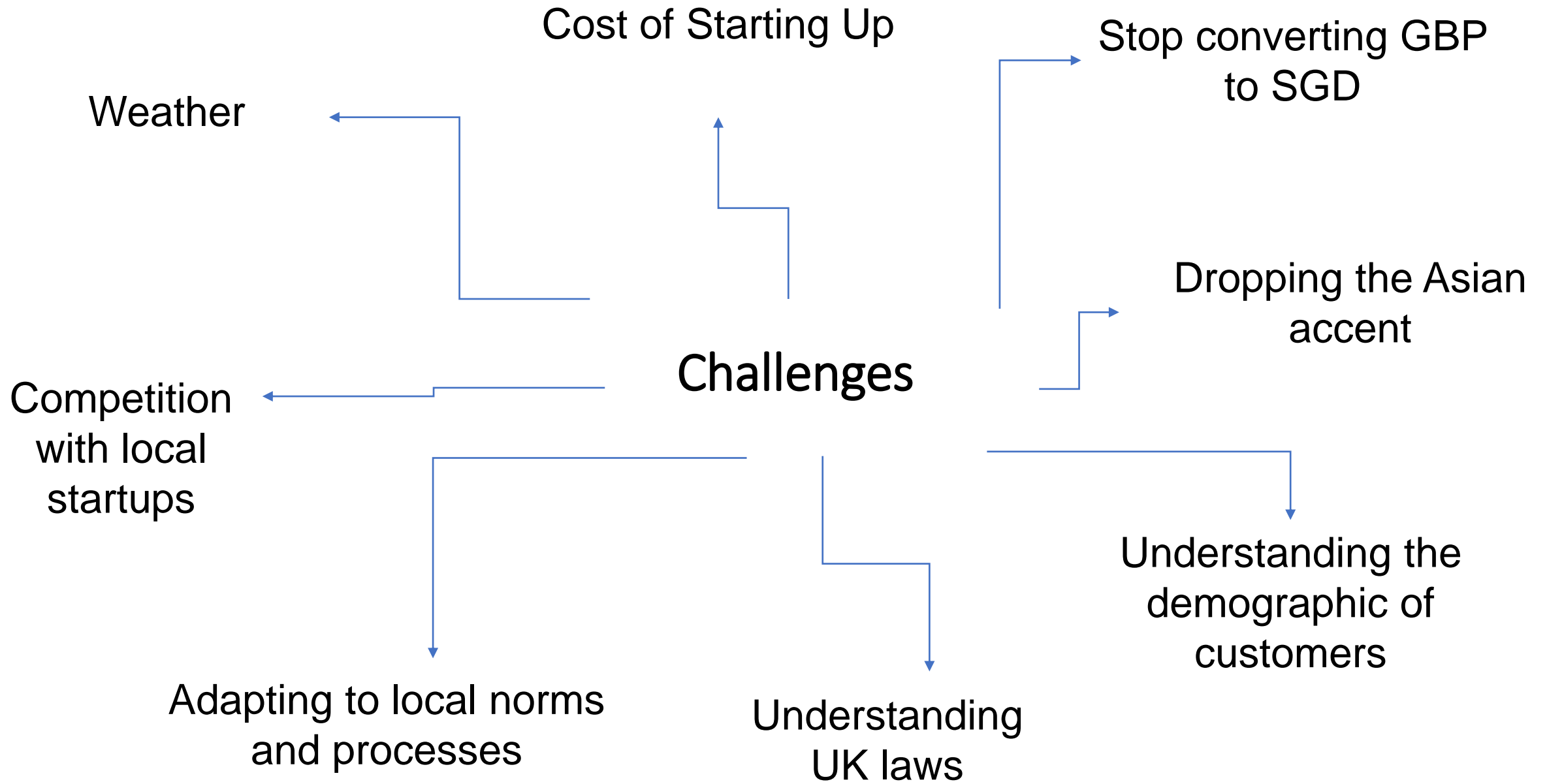


20a Tg Pagar Rd, Singapore 088443









# Whats Next?

- Wait for weather to become more warmer
- Wait for UK inflation to reduce
- Increase our growth from Singapore before we move to the UK in June 2023
- Start hiring process in April 2023 to set up a small team from UK
- Attend interviews for visa approval
- Scale our business from UK & Singapore

# THANK YOU

**Contact:**

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[www.investwestmidlands.com](http://www.investwestmidlands.com)

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