



THE WEST MIDLANDS CREATIVE, DIGITAL & TECHNOLOGY

The West Midlands
One region, many worlds





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

Sydney Startup Hub

Thursday 23 February 2023

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Seminar Programme – 08:00am to 10:00am

- | | |
|-----------------|--|
| 08:00 - 08:15am | Registration |
| 08:15 - 08:20am | Welcome: Helen Waldron, AI Group |
| 08:20 - 08:40am | Keynote Presentation – Grace Kneafsey, Sector Lead – Low Carbon |
| 08:40 - 9:05am | Panel session chaired by Jon Baty
<i>Johnny Henwood, Investment NSW</i>
<i>Ross Attrill, EnergyOne</i>
<i>Lucy Fogarty, Evari</i> |
| 09:05 - 09:15am | Q&A |
| 09:15 - 09:20 | Closing Remarks |
| 09:20 - 10:00 | Networking & Morning Tea |



Helen Waldron

Ai Group



Grace Kneafsey

Sector Lead – Low Carbon

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.

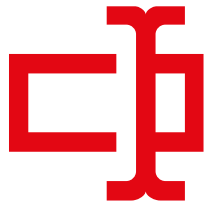
Investing in the UK means a global business can benefit from:

- **The lowest corporation tax rate in the G7** - 19%
- **R&D incentives** - up to 186% deductions on R&D costs
- **Schemes offering Tax relief on VC investment** - EIS 30% up to £1m, SEIS 50% up to £100k
- **Globally-renowned legal and regulatory systems**
- **Mature B2B services market** - 2nd globally for services exports



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

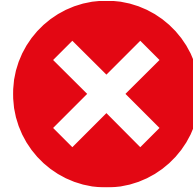
Identify the Directors and any person ultimately controlling 25% or more

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 AUD 1.7 TRILLION TECH SECTOR

UK Tech Sector now worth more than £1tn (AUD1.7tn), and 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.



THE WEST MIDLANDS: ECONOMIC OVERVIEW



ONE REGION
MANY WORLDS
The West Midlands



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



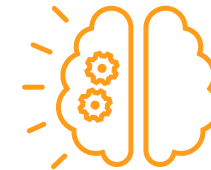
185,000 students
Nine world-class higher education establishments



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:

- Tripling the West Midlands Metro with a £1.3billion (AUD2.3bn) investment, adding 50 additional trams by 2026 and increasing passengers from 7.2 million to 30 million.
- £1.2billion (AUD2.1bn) of infrastructure investment within the region by 2028.
- Potential to add £14billion (AUD24.4bn) 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 £500million (AUD872m) upgrade to boost capacity.



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:-

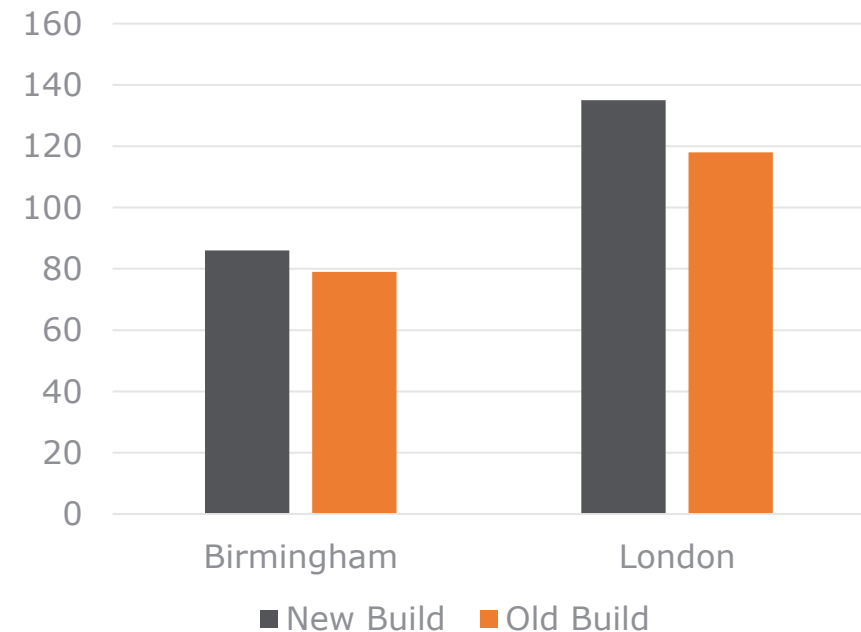


A HIGH-QUALITY AND **COMPETITIVE** LOCATION

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.**

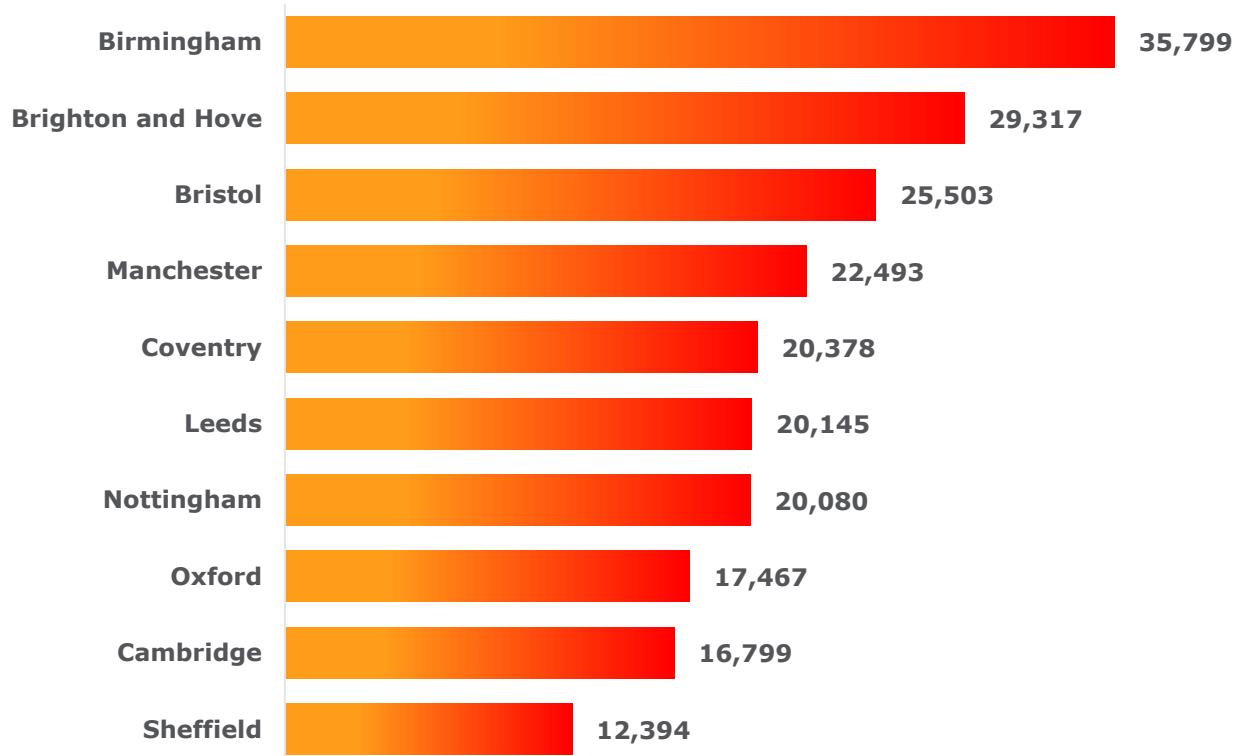
- UK Government has named the West Midlands the **fastest-growing tech sector in the UK** with regional growth outpacing London.
- There is clear appetite from capital investors, with a record **£410m (AUD715m) investment into West Midlands startups in 2021.**
- 35% of tech unicorns are now headquartered 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
Average House Price <small>(Zoopla, 2022)</small>	£704,136 (AUD1,228,344)	£235,681 (AUD411,130)
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) AUD2425 AUD1910	£650 (AUD1134)
Disposable Income p.a. <small>(Yahoo Finance, 2019)</small>	£1,078 (AUD1880)	£9,692 (AUD16,907)

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**

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.



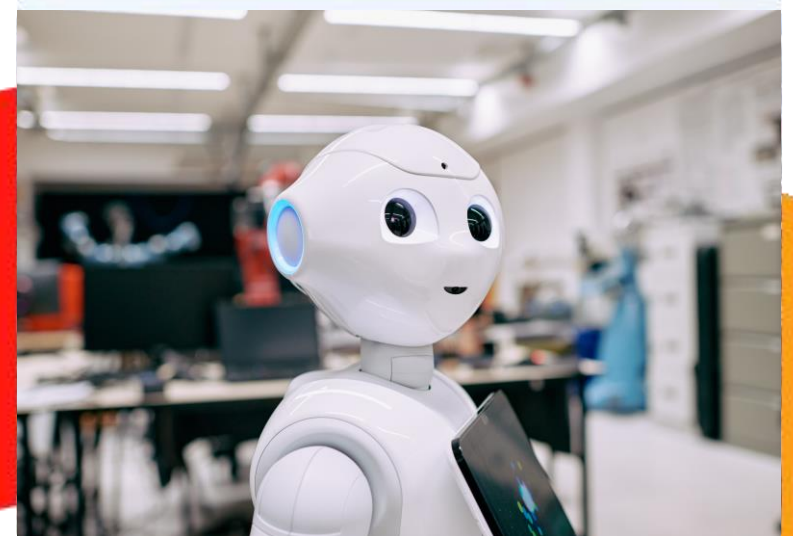
The West Midlands has the **highest number of emerging tech companies** (2,946), followed by Manchester (2,020) and Leeds (1,594).



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**.



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.

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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.



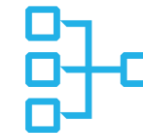
ProfTech:

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



THE WEST MIDLANDS MODERN BUSINESS SERVICES

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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



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:

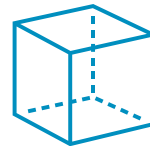
600 companies employing 17,000+ Eight hospital trusts & 35 regional centres of clinical research



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 

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.



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 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

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长安汽车
CHANGAN



**Collins
Aerospace**

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.



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 (AUD20.9bn) 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?



nationalgrid



Your Gas Network



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®



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

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 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

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GLOBAL GROWTH PROGRAMME
Helping you to establish and scale your business in the UK

THE CENTRE OF THE UK'S FASTEST GROWING TECHNOLOGY SECTOR
bruntwood SoTtech

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

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THE WEST MIDLANDS **GLOBAL GROWTH PROGRAMME**

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One region, many worlds



PANEL DISCUSSION



CHAIR

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

PANELLISTS

- Johnny Harewood, Investment NSW
- Ross Attrill, EnergyOne
- Lucy Fogarty, Evari

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THANK YOU

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Low Carbon

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