

# THE WEST MIDLANDS

One Region, Many Opportunities



# **MATT HAMMOND**

**Chairman - West Midlands Growth Company**

**Chairman of Midlands Regional and Senior Partner - PwC**



**WEST  
MIDLANDS**  
GROWTH COMPANY

**KPMG**

**BARCLAYS**

**ABOUT THE WEST MIDLANDS  
GROWTH COMPANY**



**WEST  
MIDLANDS**  
GROWTH COMPANY

**DEVOLVED REGIONAL AUTHORITY**

**DIVERGENT THINKING IS  
IN OUR DNA**



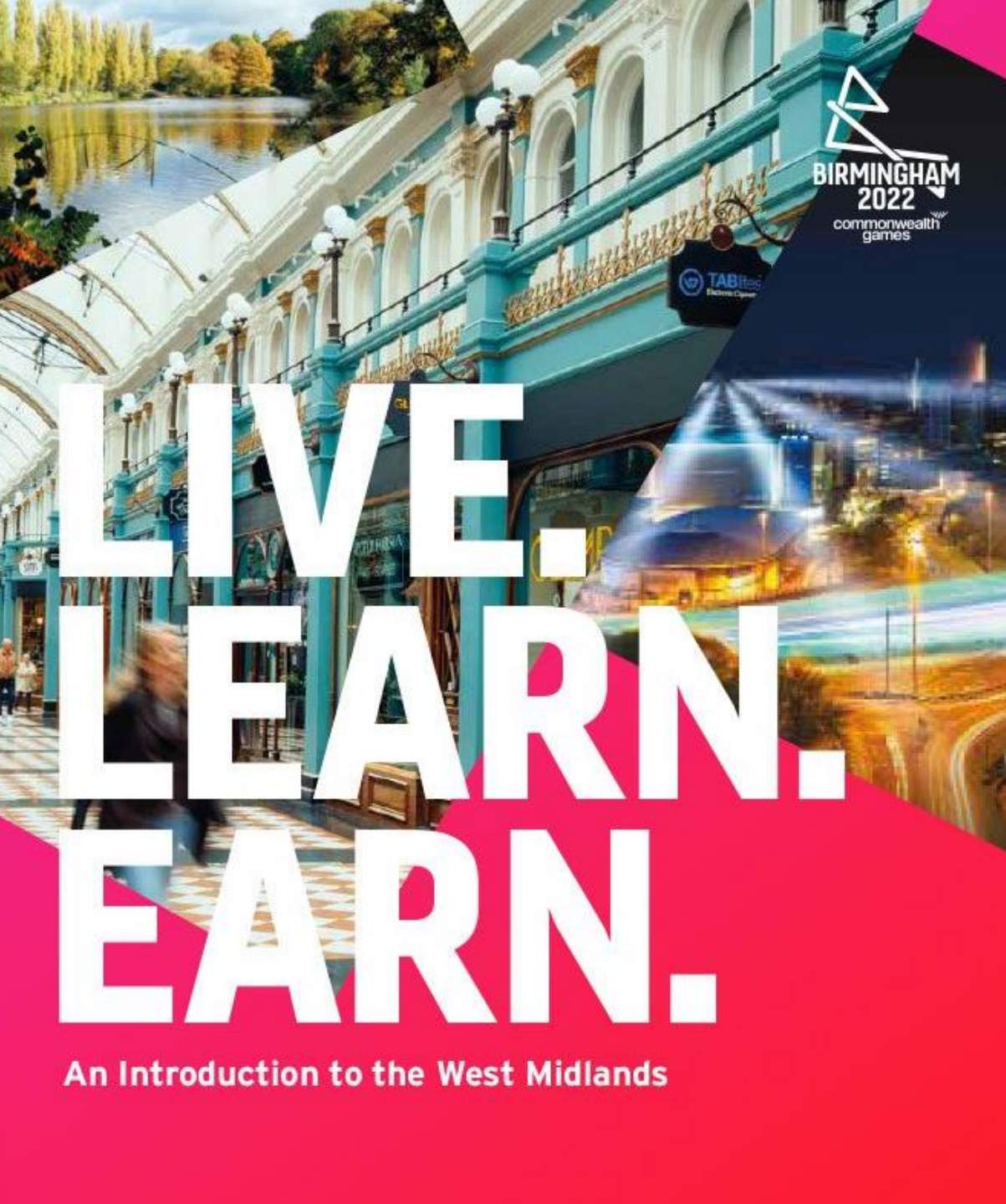
**WEST  
MIDLANDS  
GROWTH COMPANY**





- East Staffordshire
- Lichfield
- Tamworth
- North Warwickshire
- Nuneaton and Bedworth
- Rugby
- Warwick
- Stratford Upon Avon
- Redditch
- Bromsgrove
- Forest
- Sellhull
- Coventry
- Birmingham
- Sandwell
- Walsall
- Dudley
- Everhampton

**ONE REGION,  
CONNECTIONS TO MANY WORLDS**



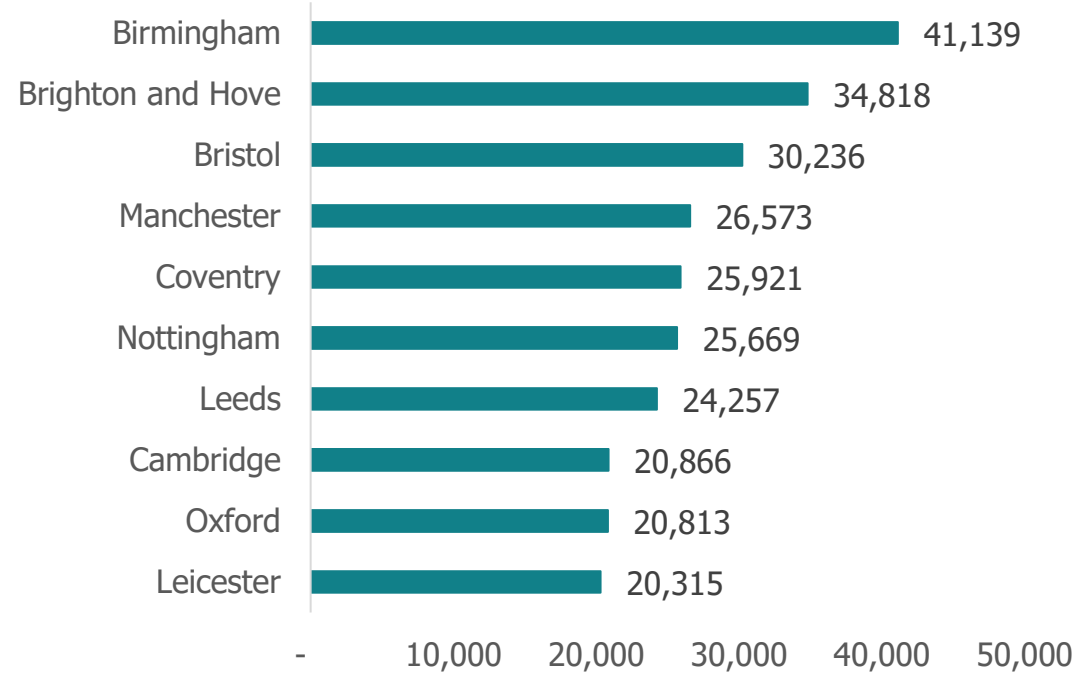
**LIVE.  
LEARN.  
EARN.**

**An Introduction to the West Midlands**



**WEST  
MIDLANDS  
GROWTH COMPANY**

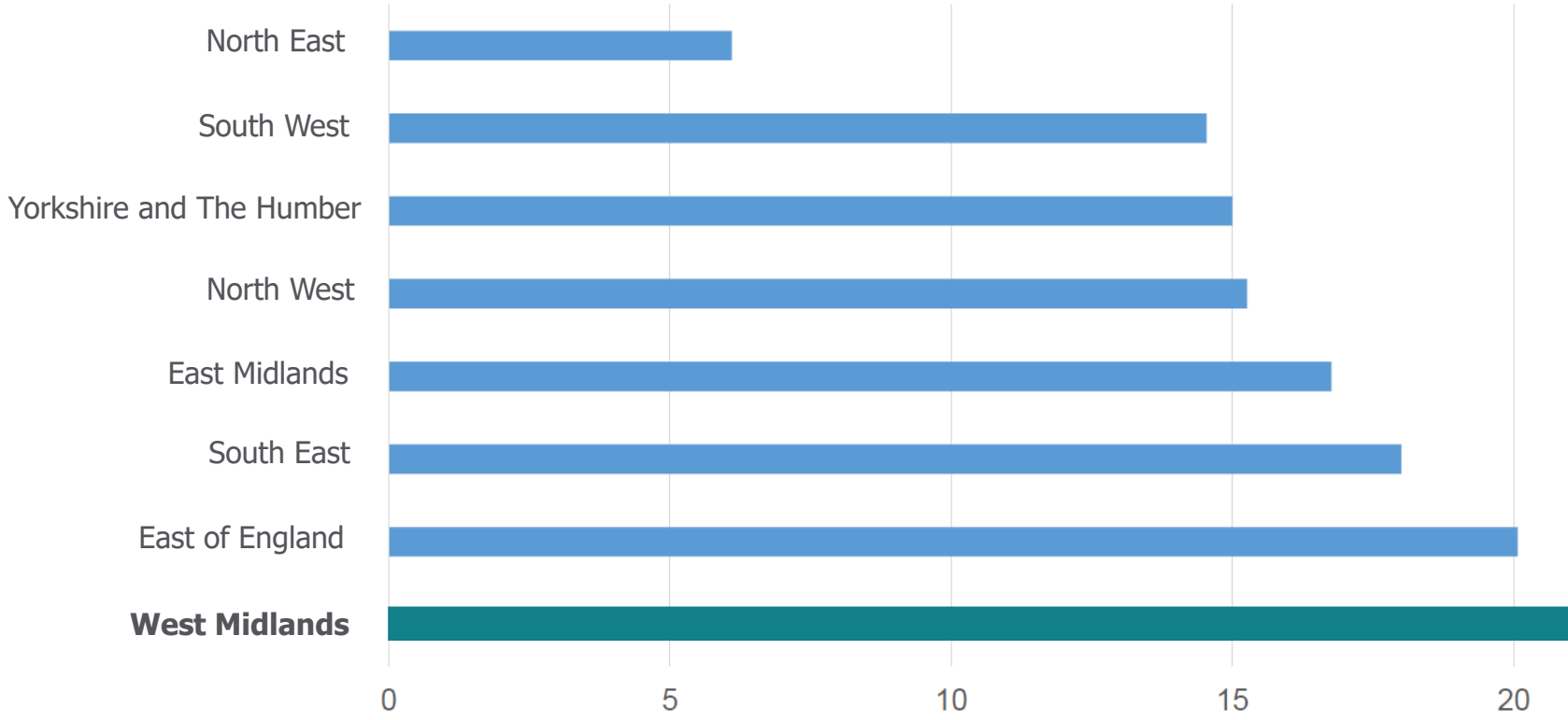
## **INTERNAL MIGRATION FROM LONDON TO ENGLISH CITIES, 2018-2022**



# HIGHEST GROWTH REGION PRE-COVID



% Change in Regional GDP (CVM), 2010 to 2019





# REMARKABLE PANDEMIC RECOVERY



## 27% FDI Growth

Secured in 22/23, 27% yoy growth.  
At 10%, the largest share of all UK  
regions outside London



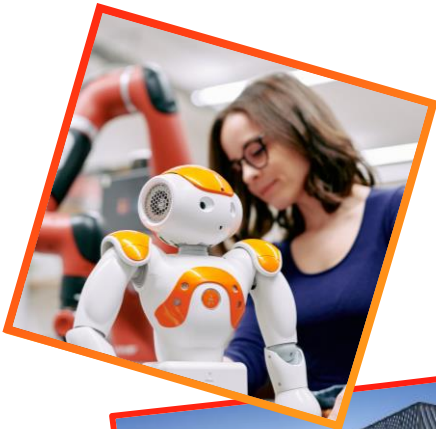
## 22% Export Growth

Increasing by £6.2bn to  
£34.1bn, from Q3 2022 to Q3  
2023



## 5% Visitor Growth

2022 141.2m visitors.  
Spend up 7% to £14.1bn



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# **DAN STORER**

**Chief Investment Officer**

**West Midlands Growth Company**

# ONE REGION, MANY CLUSTERS



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**

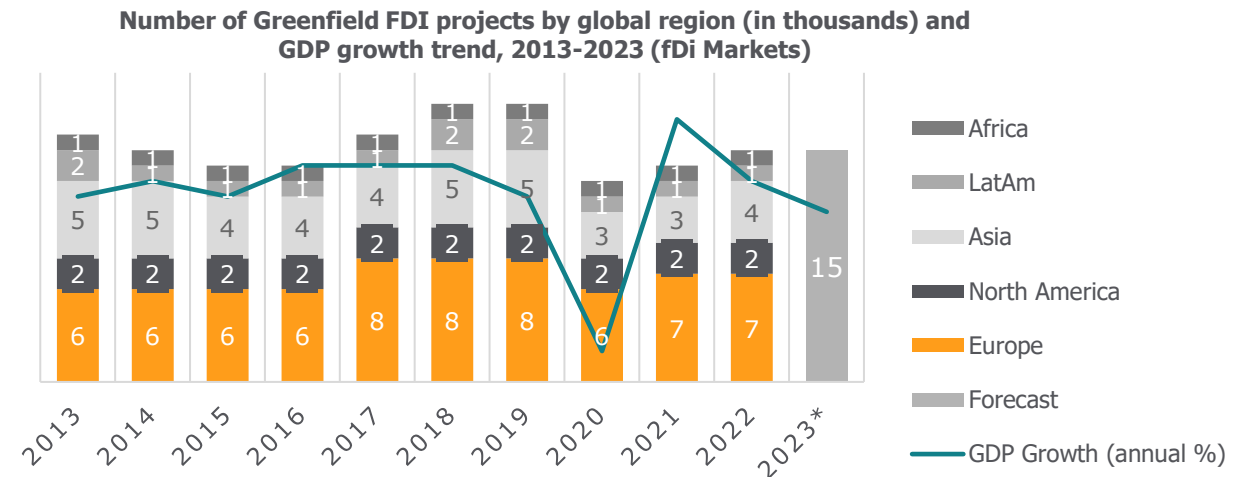
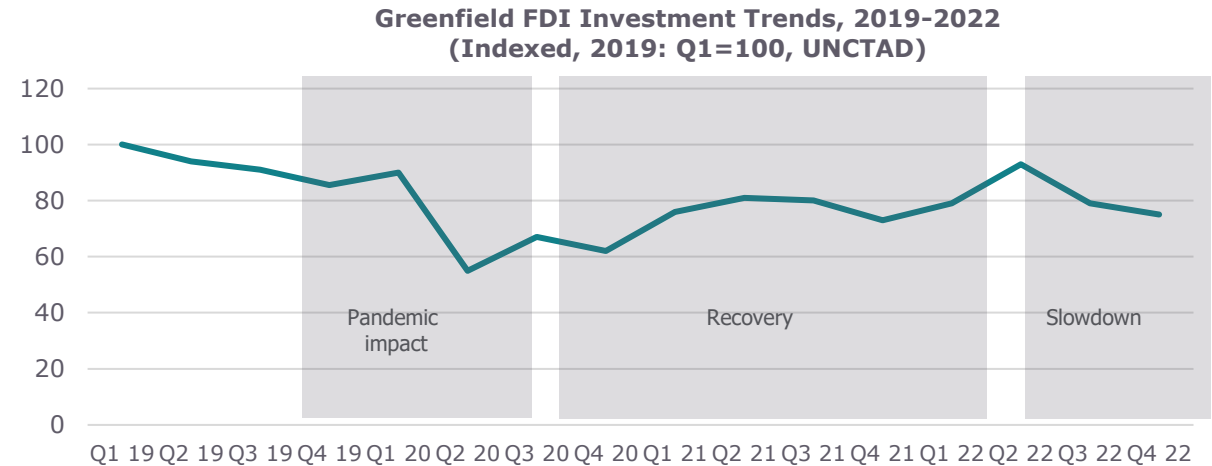


**Low  
Carbon**

# CHALLENGING GLOBAL FDI ENVIRONMENT AFTER PANDEMIC



- **Global slump in FDI:** Global crises have hindered recovery of FDI, which is expected to slow or contract in 2023 as many major global economies see stagnant growth or enter recessions
- In 2022, new greenfield project announcements in Europe were down (-15%) with declines across most large economies
- Much of the initial post-Covid FDI growth is contributed to pent up demand during the pandemic
- Downward pressure on FDI is coming from:
  - Negative/slow growth in many global economies
  - Deteriorating financial conditions
  - Investor uncertainty
  - Increasing risks associated with debt levels in developing countries
- **Cause for optimism:** Many major economies saw FDI growth slow, and even in some cases, fall in 2023. However, this slump was not universal as some traditional markets, and some non-traditional markets are investing in greater number than before
- As investment in traditional sectors declines, the growth of renewable energy, electric vehicles and modern business services is growing exponentially

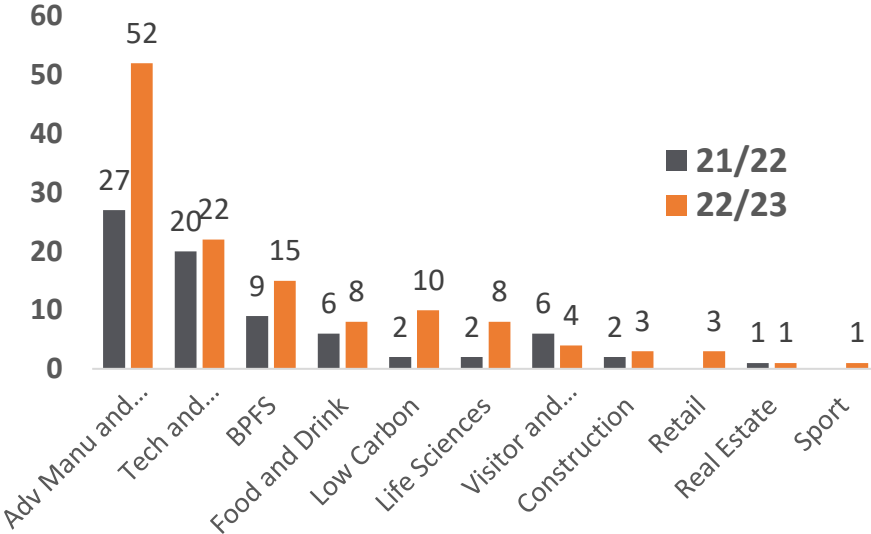


# STRONG FDI INVESTMENT PERFORMANCE IN WEST MIDLANDS 22/23



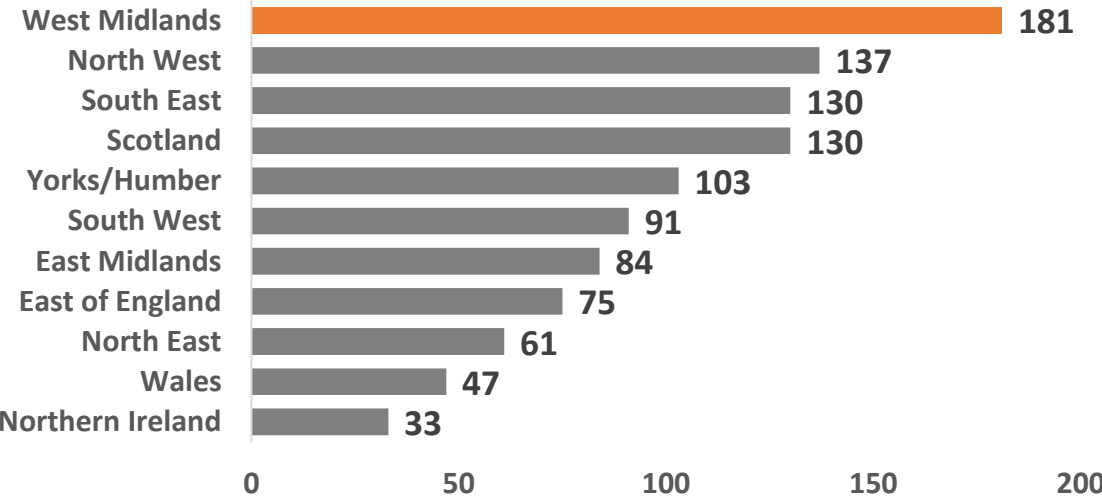
## West Midlands outperforming the UK for FDI

FDI	Project Growth 21/22 to 22/23	Job Growth 21/22 to 22/23
West Midlands	<b>+27%</b>	<b>+48%</b>
UK	+4%	-6%



## WM is best performing Region outside London for project and jobs

FDI Project Wins by Region 2022/23 (excl. London)



## Attracting more investment from key target sectors AND target markets



Sources: WMGC data and analysis, including FDI & UK investment

# BIG NAMES, WIDE RANGE OF SECTORS

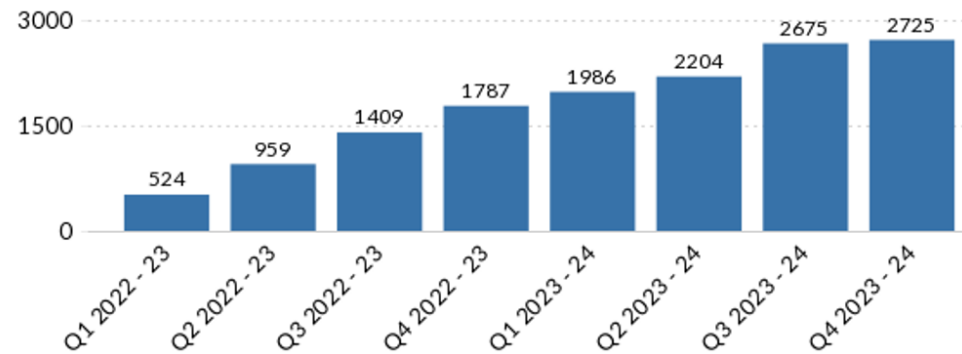


# LOOKING FORWARD

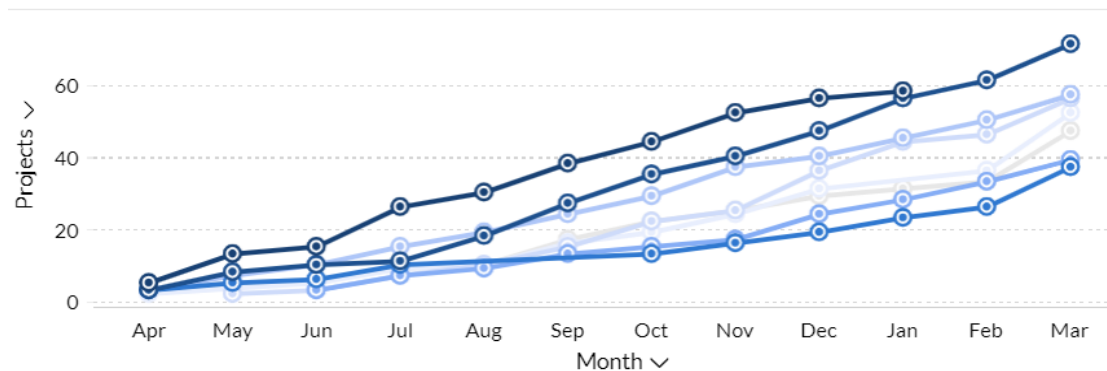


On track to continue increasing investment due to a strong and growing pipeline

## Pipeline Growth by Fin Qtr for Leads created in last 2 years



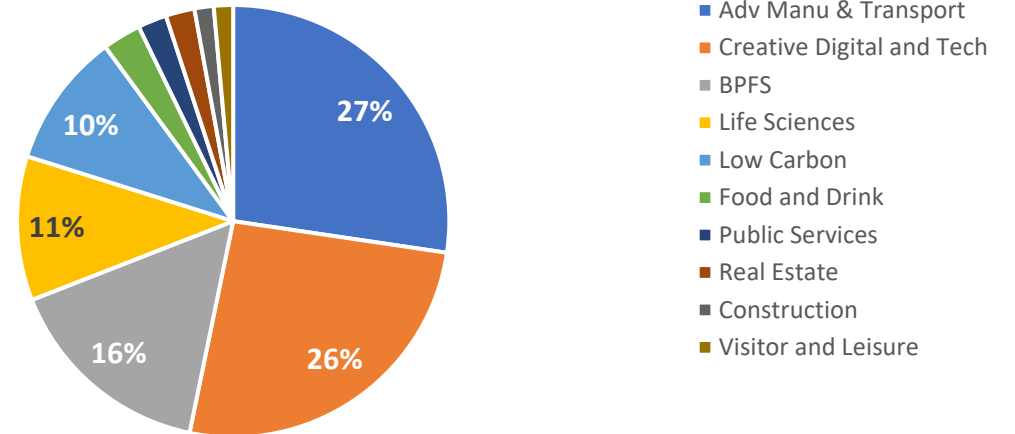
## Historic monthly cumulative projects won



Closing Date

2016 - 17 
  2017 - 18 
  2018 - 19 
  2019 - 20 
  2020 - 21 
  2021 - 22 
  2022 - 23 
  2023 - 24

## Pipeline by Target Sector





# GLOBAL WEST MIDLANDS



## Deeper Devolution Deal

- Pushing through devolution with WMGC as lead agency for buy-in from government and a single frame of reference as a region
- Gain additional powers from government for attracting investment, addressing lack of investment incentives and changing national positioning of the region



## International Strategy

- Identify key markets and improve the region's international standing
- Addresses slowing tap of investment from traditional sources



## Capital Investment and Investment Zones

- Create marketable sites for investment
- Marketable proposition for Investment Zones
- Addresses uneven local investment distribution



## Global Growth Programme

- Make West Midlands the place for high-growth tech businesses to validate products and services and launch in the UK, including network of local landing sites
- Addresses local investment distribution, embraces innovation ecosystem, and targets emerging markets and high-growth tech



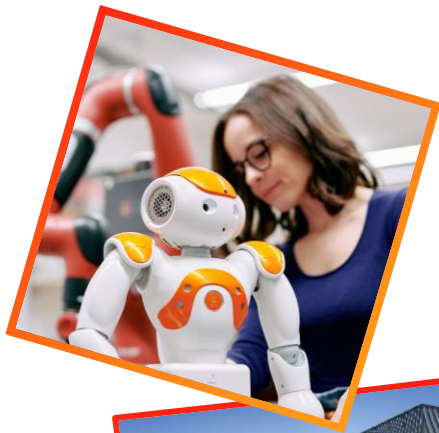
## Strategic Relationship Management

- Encourage growth and cluster formation from companies already operating in the region
- Addresses slowing tap of investment and strengthens existing clusters



## Tech That Makes Tomorrow Work

- Marketing project co-delivered between WMGC and WMGCA to raise the profile of innovative assets in the West Midlands
- Addresses lack of profile for key assets



# THE WEST MIDLANDS

One Region, Many Opportunities

Thank you

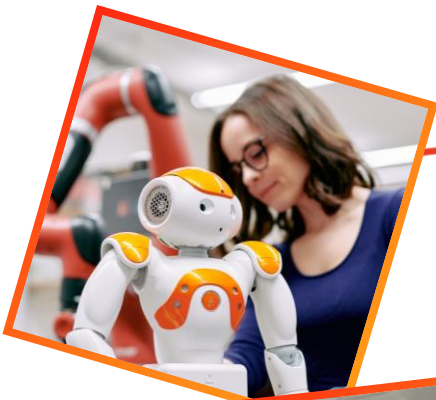
**Contact:**  
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Chief Investment Officer

[dan.storer@wmgrowth.com](mailto:dan.storer@wmgrowth.com)  
[www.investwestmidlands.com](http://www.investwestmidlands.com)



# GLOBAL WEST MIDLANDS: THE TECH THAT MAKES TOMORROW WORK

**2024 DBT Investment Conference**  
Wednesday 7 February 2024





## **Karolina Kuszowska**

Investment Operations and Delivery Lead  
West Midlands Growth Company

# AGENDA



**09:25 – 09:30 Event Opening Remarks and Welcome: West Midlands Growth Company**

**09:30 – 09:35 Video: Goldman Sachs**

**09:35 – 09:50 Presentation: The West Midlands Overview**

**09:50 – 10:00 Presentation: Introduction to the Global Growth Programme 2024**

**10:00 – 10:40 Panel Session: "How can locating in the West Midlands help companies to scale-up and thrive in the UK marketplace?"**

**10:40 – 11:30 Networking**



## **Jon Baty**

Head of Inward Investment  
West Midlands Growth Company

# THE WEST MIDLANDS: PRIORITY OPPORTUNITIES & COMPETITIVE ADVANTAGE





# A MAGNET FOR GLOBAL RELOCATIONS AND EXPANSIONS



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



ASTON MARTIN



# 5 SECTORS: 20 PRIORITY INVESTMENT OPPORTUNITIES

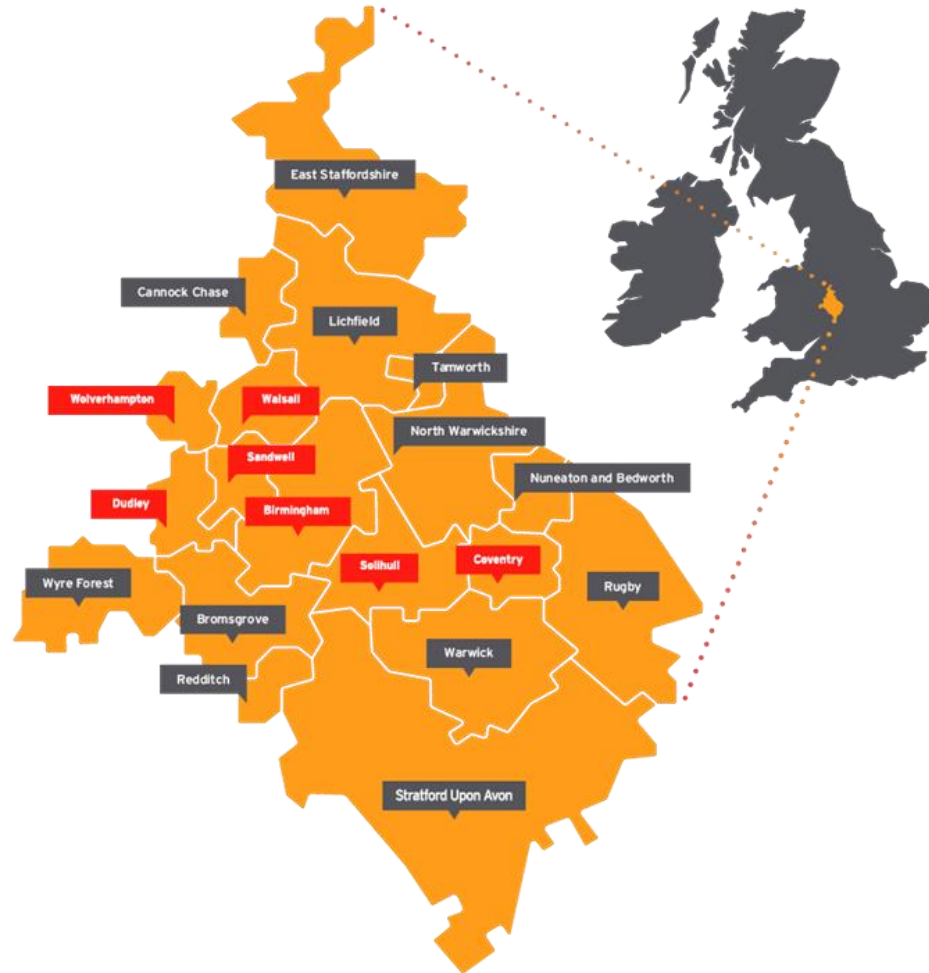


BUSINESS, PROFESSIONAL & FINANCIAL SERVICES	CREATIVE & DIGITAL TECH	ADVANCED MANUFACTURING	DATA-DRIVEN HEALTHCARE	LOW CARBON
<p><b>Proftech</b></p> <p><b>Priority 1:</b> FinTech  <b>Priority 2:</b> InsurTech  <b>Priority 3:</b> LawTech  <b>Priority 4:</b> PropTech</p> <p><b>Back and Middle Office</b></p> <p><b>Priority 1:</b> Shared Services Centres/ BPOs  <b>Priority 2:</b> Innovation Centres</p> <p><b>Front Office</b></p> <p><b>Priority 1:</b> Consultancies/ Advisory  <b>Priority 2:</b> Financial Services/ Corporate Finance  <b>Priority 3:</b> Legal</p> <p><b>UK Central Government Relocation</b></p> <p><b>Priority 1:</b> Existing Departments with West Midlands presence  <b>Priority 2:</b> Other New &amp; Existing Departments</p>	<p><b>5G and Telecoms</b></p> <p><b>Priority 1:</b> Telecoms companies building private 5G networks  <b>Priority 2:</b> O-RAN software &amp; Hardware providers</p> <p><b>Digital Enterprise Technologies</b></p> <p><b>Priority 1:</b> Systems Integration &amp; Managed Service Providers  <b>Priority 2:</b> IOT &amp; Industrial Automation  <b>Priority 3:</b> Cyber Security for Industrial Applications</p> <p><b>Games</b></p> <p><b>Priority 1:</b> New Games Companies/ Silicon Spa  <b>Priority 2:</b> E-sports  <b>Priority 3:</b> Serious Games</p> <p><b>Mid-shoring of Tech Services</b></p> <p><b>Priority 1:</b> Multinationals moving tech functions from UK South</p>	<p><b>Future Mobility / Automotive and Electrification</b></p> <p><b>Priority 1:</b> Battery Tech/ Power Electronics &amp; other Electrification Supply Chains  <b>Priority 2:</b> Autonomous Vehicles (CAV) / Traditional Automotive Supply Chain not already in the Region.</p> <p><b>Industrial Automation</b></p> <p><b>Priority 1:</b> Automation (e.g., Control Systems such as SCADA &amp; PLCs: Automated Machinery &amp; tools)  <b>Priority 2:</b> Robotics &amp; Co Robotics  <b>Priority 3:</b> Cyber Security for Industrial Applications</p> <p><b>Future Mobility/Rail</b></p> <p><b>Priority 1:</b> Rail Systems/ Digitisation &amp; Decarbonisation  <b>Priority 2:</b> HS2</p>	<p><b>Diagnostics</b></p> <p><b>Priority 1:</b> DTV, Liquid Biopsies  <b>Priority 2:</b> Digital Diagnostics Imaging</p> <p><b>Digital</b></p> <p><b>Priority 1:</b> Health Data Research Hub  <b>Priority 2:</b> Patient Monitoring, IoT, Digital Therapy  <b>Priority 3:</b> 5G Testbed</p> <p><b>Devices</b></p> <p><b>Priority 1:</b> Device Development  <b>Priority 2:</b> MedTech Manufacturing  <b>Priority 3:</b> Assistive Implants Surgical</p> <p><b>Data</b></p> <p>Underpinning all the above top tier priorities.</p>	<p><b>Future Mobility</b></p> <p><b>Priority 1:</b> See Advanced Manufacturing</p> <p><b>Energy Systems</b></p> <p><b>Priority 1:</b> Local Heat &amp; Power Generation &amp; Grids  <b>Priority 2:</b> Smart System Management  <b>Priority 3:</b> Built Environment</p> <p><b>Smart Grid and Storage</b></p> <p><b>Priority 1:</b> Smart Power Grid Supply Chain  <b>Priority 2:</b> Smart Bio-Gas Supply Chain</p> <p><b>Low Carbon Solutions</b></p> <p><b>Priority 1:</b> High Carbon Emitting Industries</p> <p><b>Resource Management</b></p>

# THE WEST MIDLANDS: AT THE HEART OF THE UK



- **A unique three-city region**, anchored by three dynamic city centres – Birmingham, Coventry and Wolverhampton.
- **Quarter of the population is under 20**, making it one of Europe's youngest regions.
- **Best 5G coverage** of any UK region.
- **At the heart of UK rail**, home to the UK's busiest station outside the capital, with direct links to 17 of the UK's 20 largest cities.
- **133 direct flights** (including US & Asia), and 424 further onward connections from BHX.
- **90%** of the UK is within a 4-hour drive.



# THE WEST MIDLANDS CITY REGION: DIVERSITY, MATURITY, SCALE



A **£117bn**, 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 (DBT, FY22/23)



**Birmingham - UK's highest rate of 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

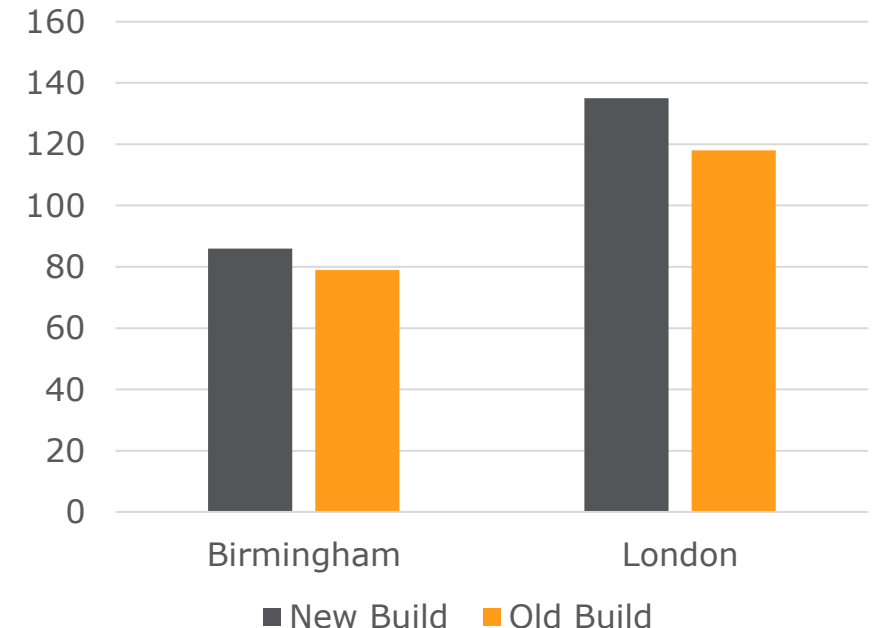
# A COMMERCIAL ADVANTAGE, WITH NO COMPROMISE ON QUALITY



**Maximise your ROI. We offer 30% – 40% savings on the cost of skills and property 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.
- The West Midlands has **more people employed in digital tech** than any other UK region.
- **52,000 new tech jobs** expected in the region by 2025.
- The **WMCA continues to pioneer the largest specialist digital skills and talent re training programme in the UK**, offering further diversity of talent available.
- Development and Data salary **inflation significantly below London & Manchester in 2022:**
  1. Lower job posting density.
  2. Lower average salary.
  3. Higher average employee tenure.

**Price per square foot office space**

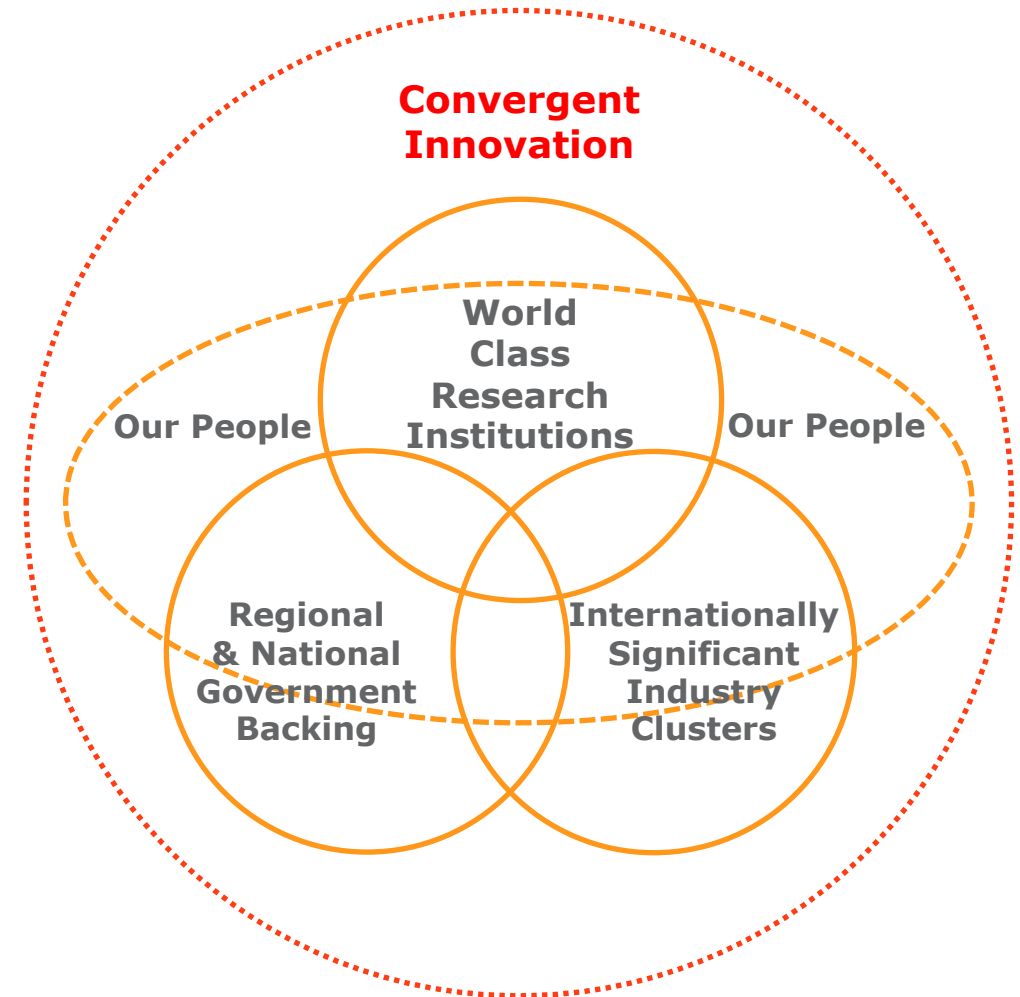


# THE WEST MIDLANDS QUAD HELIX, A CATALYST FOR INNOVATION



**Accelerating sustainable business growth and competitiveness for investors.**

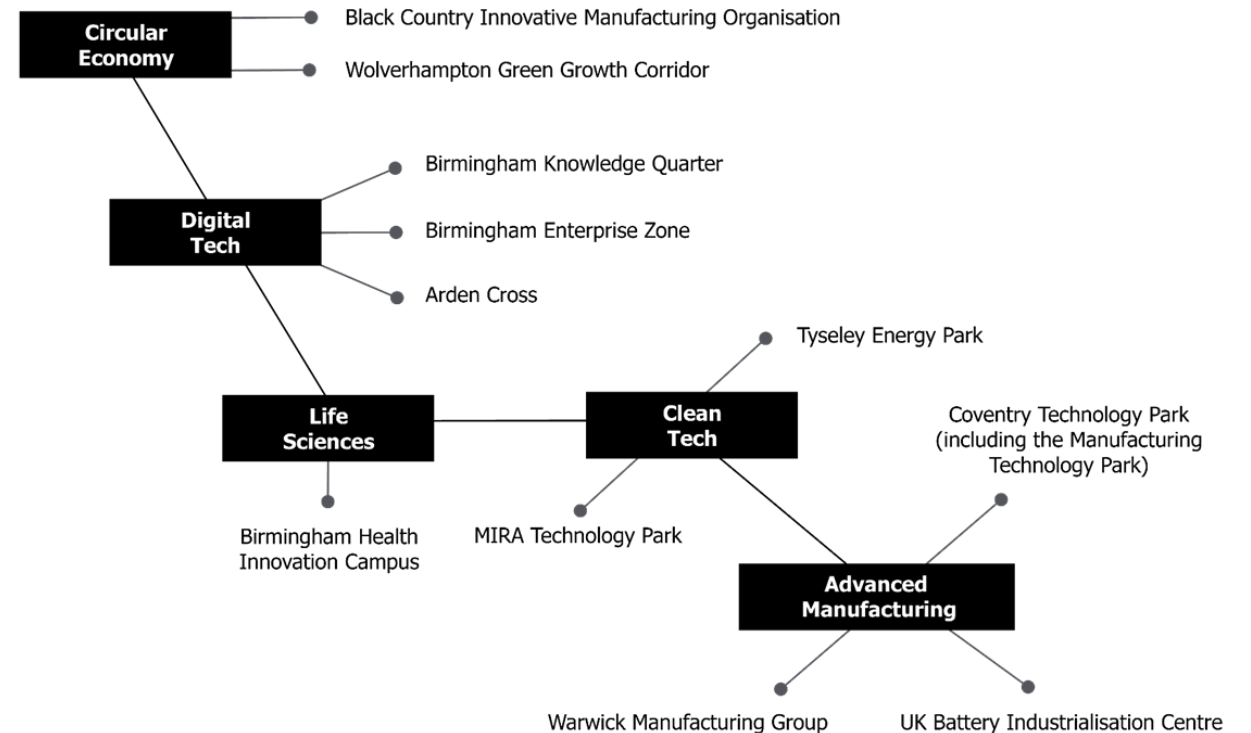
- **Creating new synergies** between UK government and local authority policy makers, university R&D and connected infrastructure, industry tech clusters, and talent.
- **Building a more inclusive economy** that fosters resilience through diversification.
- **Supply chain expertise**, with linkages and technology transfers across high growth industry clusters.



# THE WEST MIDLANDS RESEARCH INSTITUTIONS AND CONNECTED INFRASTRUCTURE



- **Connect with like-minded innovators** through the region's Innovation Programme.
- **Nine world-class** higher education institutions.
- **National exemplar testbeds**, including the UK's first Future Mobility Zone and the UK's first multi-city 5G test bed.
- **4 of 9 UK Catapult Centres** – Energy Systems, High Value Manufacturing (MTC & WMG), and Connected Places Catapult.
- **100+** tech hubs, commercial test beds, accelerators and collaboration facilities.
- **11 science parks** facilitating cross-sector tech convergence.
- **Spillover benefits from corporate investment** within clusters and across the value chain.



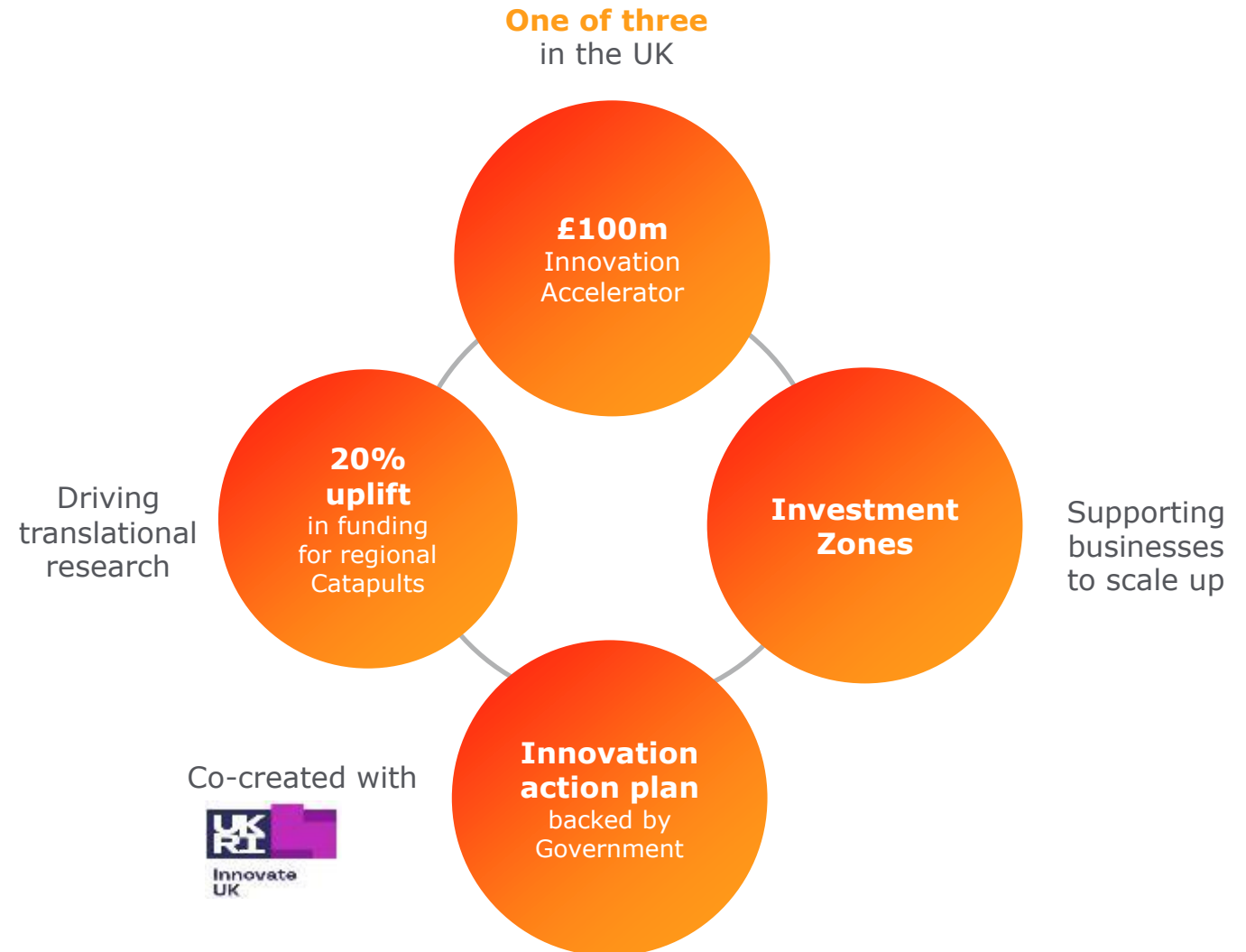
# UK GOVERNMENT BACKING AND VOTE OF CONFIDENCE



WMCA is one of the most cohesive Mayoral Combined Authorities in the UK, and **at the forefront of devolution from Central Government.**

**Backed by UK government and industrial partners** to run multiple unique pilots and testbeds in supporting the UK to become global science and technology superpower.

One of only three UK city region's to receive a share of **£100m 'Innovation Accelerator' funding**, awarded to projects building globally significant innovation infrastructure within the region.





# 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

## Our Opportunities

**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.

**ProfTech**



**Back & Middle Office**

**45k**  
Companies In  
The Region

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



**Front Office**



**ProfTech:**  
Strong cluster attracting high-growth international  
businesses. **Home to SuperTech**



**UK Government**

**Who is here?**

**Goldman Sachs**

**Deutsche Bank**



**HSBC**



**WESLEYAN**

**AL RAYAN BANK**

**pwc**

# 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**.

## 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

## Our Opportunities



**Gaming & Esports**

**Digital Enterprise Technologies**



**5G & Telecoms**

**Mid-Shore Tech Services**



**76k**  
In Tech Jobs (within 45 min commute of Central Birmingham)

Who is here?



MICROLAND®

FUJITSU

telent

# 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%**  
Of the UK's  
automotive R&D  
expenditure

**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



**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

## Our Opportunities

### Future Mobility

- Automotive
- Future Rail
- Aerospace
- OEM Supply Chain



### Industry 4.0

### Tech

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



Who is here?



# LIFE SCIENCES



A leading **UK centre** of Data-Driven Healthcare **expertise, innovation and commercialisation**. The West Midlands offers companies the capability to **design, test and commercialise** their innovation, from **bench to bedside**.

## Our Strengths

## Our Opportunities

# £10.3bn


Full-service  
healthcare & Life  
Sciences economy

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



**Devices:**  
MedTech development



 **Data:**  
Accessible **integrated clinical and genomic data** from a 4.7 million regional population



**Diagnostics**  
Precision/genetic medicine

# 5G


Test bed  
opportunities,  
real-world testing

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



**Digital and Data**



 **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.

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 Low Carbon revenue pa.**

## 2041

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

### Our 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



### Our 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.



#### **The Built Environment**

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

#### **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.



#### **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##

**+7% revenues pa**  
**+9% new businesses pa**

**Who is here?**



# OUR PEOPLE, OUR INNOVATION MINDSET



- **Innovating is in our nature.** Dedication, enthusiasm and ingenuity with a progressive mindset.
- **186,000 students** at higher education institutions, compared with Greater Manchester's 121,000.
- **Diverse talent: 64,000 graduates per year** from 157 countries, and 28,000 qualifying with postgraduate degrees.
- **Stability: 55% of graduates remain in the West Midlands,** compared to 47% in the South-East.
- **Young and entrepreneurial talent,** with over 500 graduate-led start-ups still active after three years.
- **Over one million WMCA residents qualified to degree level or higher** – highest in UK outside Greater London.
- **40% of residents** hold a **technical or higher-level skills qualification** - amongst the highest in the UK.

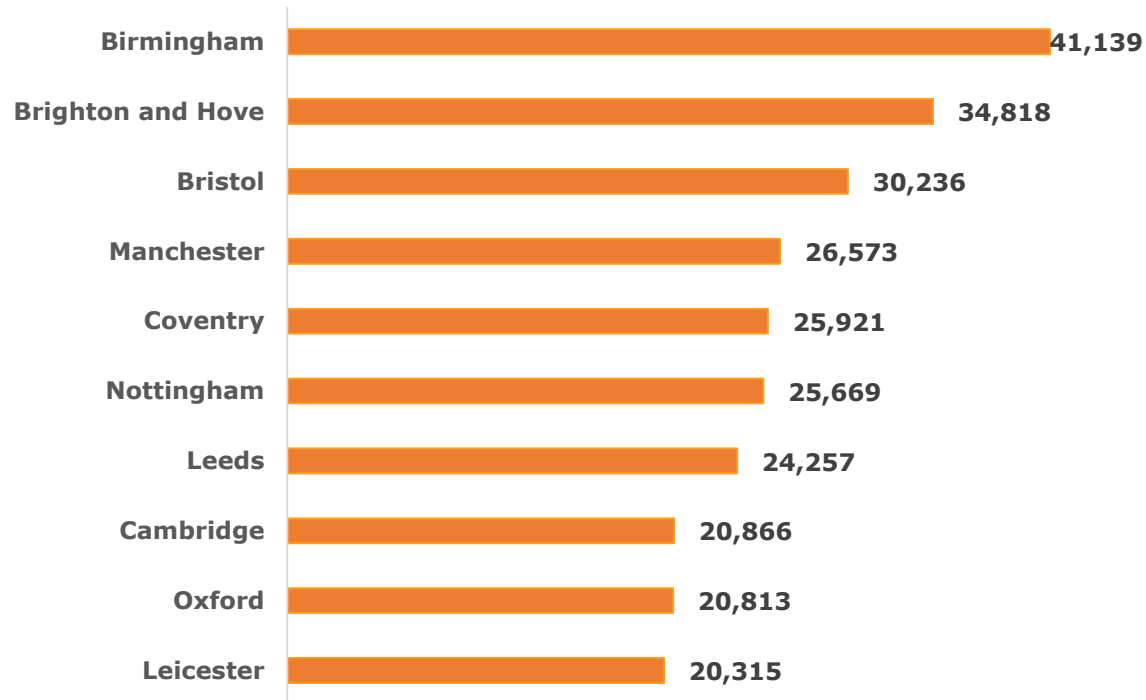
## Part of The Russell Group:



# IT'S NOT JUST COMPANIES RELOCATING HERE

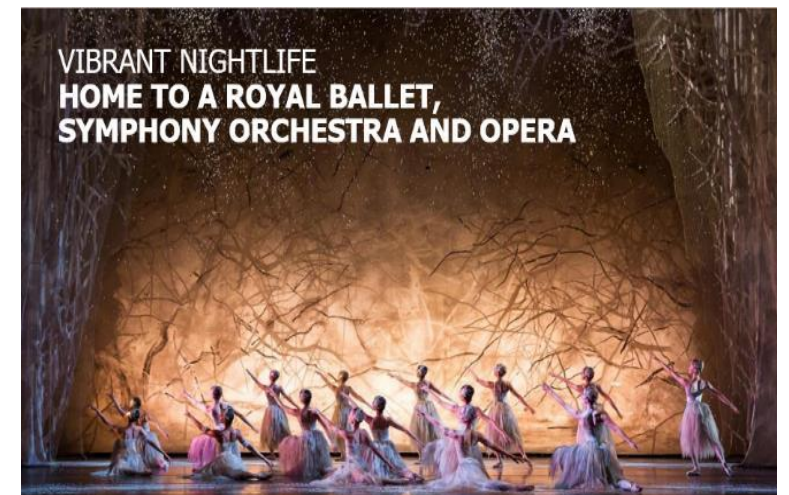


INTERNAL MIGRATION FROM LONDON TO ENGLISH CITIES,  
2018-2022



	LONDON	BIRMINGHAM
<b>Average House Price</b> <small>(Zoopla, 2022)</small>	£750,000	£244,203
<b>Affordability Index</b> <small>(Zoopla, 2022)</small>	17.9	7.2
<b>Average Monthly Rent - 1 bed flat</b> <small>(Valuation Office Agency, 2022)</small>	£1,625 (central) £1,300 (outer)	£725
<b>Disposable Income p.a.</b> <small>(Yahoo Finance, 2019)</small>	£1,078	£9,692

# LIVING IN THE WEST MIDLANDS





# 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



Consultative support throughout business case creation



Comprehensive, impartial property searches



Tailored launch communications and PR consultancy support



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



Signposting & support when accessing public and private finance



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



Bespoke familiarisation and visit programmes.



## **Ashlene Smith**

Innovation & Scale Up Manager  
West Midlands Growth Company

# THE GLOBAL GROWTH PROGRAMME 2024



# GLOBAL GROWTH PROGRAMME



Building on the success of the Pilot launched during the Commonwealth Games.



**35** International tech businesses landed at Innovation Birmingham

**515** jobs created (Target 300)

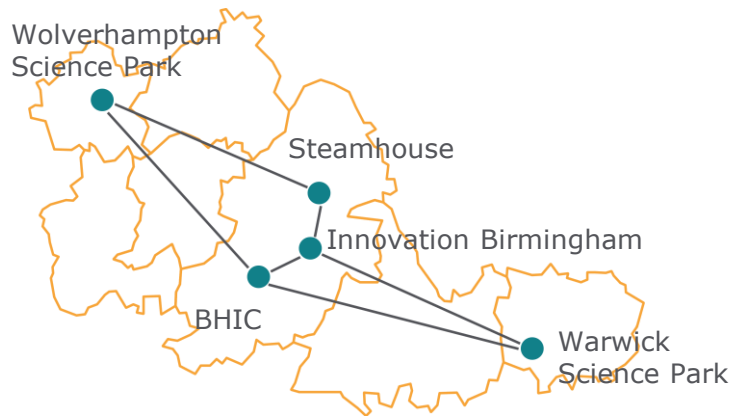
# GLOBAL GROWTH PROGRAMME 2024



Boosting the West Midlands as a destination for International tech businesses.

Accessing the whole region

## 5 Landing Hubs



Designed for the needs of target customers

## 4 Tech Sectors



Access to the whole WM Ecosystem

## 3 Layers of support



**40** New tech businesses landing across the West Midlands in 2024/5

**400** High value jobs to be created

# JOINING THE PROGRAMME



For High Growth Tech Businesses and Corporates seeking to Innovate.

## Pre-requisites



**Foreign owned Tech/  
Science Business**

- Subsidiary of foreign owned business
- UK Business with at least 10% of foreign ownership



**Ready to set-up in the UK**

- UK Entity set-up
- Clear UK proposition and market entry plan
- Clear need to establish a UK base
- VISAs secured



**Commitment to the  
West Midlands**

- A WM office address (registered or trading)
- 3 people operating in WM during the programme
- Plan to recruit >10 people within 3 years

## Selection Criteria

**1**

**Business's fit  
with the  
West Midlands**

**2**

**Business impact  
for the  
West Midlands**

**3**

**Strength of  
business and  
entry plan**

Businesses will be carefully selected based on their fit with the West Midlands.

# PROGRAMME TIMELINE



**February  
2024**

- **Soft Launch**
- **Landing Hubs open**
- **Applications open**

**May  
2024**

- **Full Launch**
- **Sector Specific Programme access**
- **Bespoke International Support**

**March  
2025**

- **Applications Close**

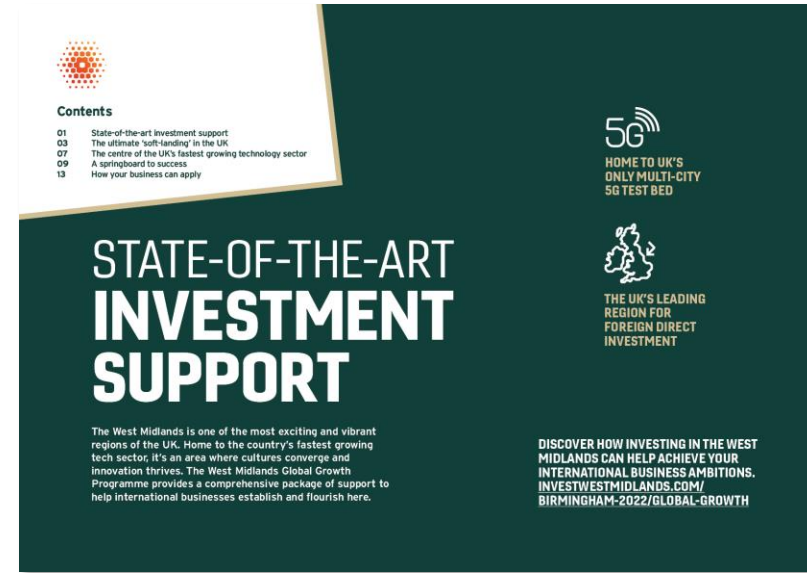
**December  
2025**

- **Programme Ends**

# APPLICATIONS ARE NOW OPEN



**WEST  
MIDLANDS**  
GROWTH COMPANY



Scan here for more information





# PANEL DISCUSSION



**Hilary  
Smyth-Allen**  
Executive Director at  
SuperTech WM



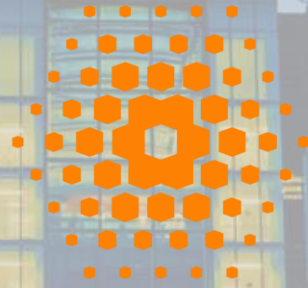
**Bartosz  
Kozinski**  
Director – Foreign  
Direct Investment  
Poland and CEE DBT



**Raman  
Chauhan**  
Co-founder & CEO at  
Lumiere32



**WEST  
MIDLANDS**  
GROWTH COMPANY



# West Midlands Growth Company

10th - 14th June 2024

21st – 25th October 2024

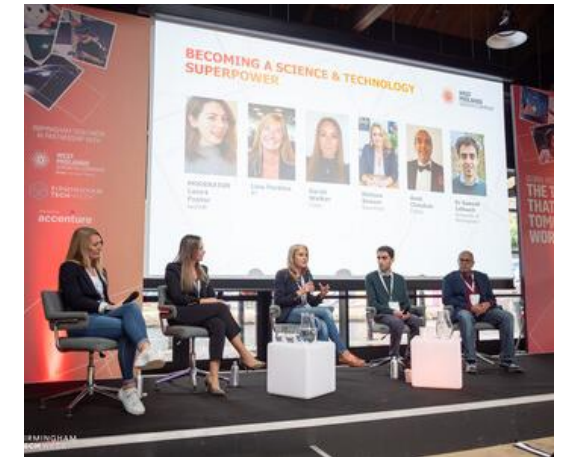
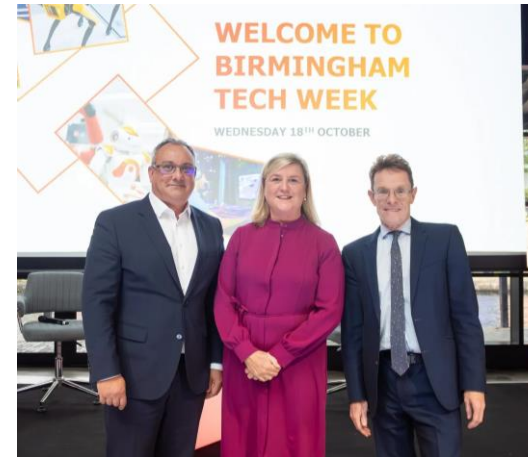


**BIRMINGHAM  
TECH WEEK**

# BIRMINGHAM TECH WEEK: GLOBAL WEST MIDLANDS

Major activation at Birmingham Tech Week provided a strong platform to showcase regional innovation to potential investors and regional strategic companies.

- The 'Global West Midlands' day saw over **300 delegate registrations, with international delegations spanning 23 countries.**
- **Communications activity achieved a total of 650 media hits and 600m reach from four media announcements,** alongside interviews with Sunday Times.
- Announcements included a **strategic collaboration between WMGC and London & Partners** to support the region's tech scale-ups in exporting globally; and **the planned opening of the Government's new UK Telecoms Lab in the West Midlands.**
- **Announced 1000 new West Midlands tech jobs** over three years.





**WEST  
MIDLANDS**  
GROWTH COMPANY

# THANK YOU

**Contact:**

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Global Growth  
Programme

