

THE WEST MIDLANDS
ONE REGION, MANY WORLDS



**WEST
MIDLANDS**
GROWTH COMPANY
Invest in the West Midlands

GLOBAL GROWTH PROGRAMME

Accelerated UK market entry support
for science and technology businesses





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LAUNCH IN THE UK

A GLOBAL HUB FOR TECH INNOVATION

Home to the world's third largest tech sector, a globally renowned legal system and with a reputation for world-class R&D, the UK's proven track record of driving business growth and success is highly attractive for innovative international companies.

Combined with our highly accessible language, state-of-the-art digital infrastructure and unrivalled accessibility, pioneering international firms have everything they need to successfully launch and scale in a thriving UK market of over 60 million people.

Add to that our internationally recognised education system, which includes four of the world's top ten universities, and it's clear how the UK can help you realise your business ambitions.



LARGEST AIR TRANSPORT SYSTEM IN EUROPE, PROVIDING EASY ACCESS TO INTERNATIONAL MARKETS WORLDWIDE.



NO.1 LOCATION IN EUROPE FOR UNICORN COMPANIES.



25% CORPORATION TAX - ONE OF THE LOWEST IN THE G20.

SCALE IN THE WEST MIDLANDS

INNOVATION IS IN OUR DNA

The West Midlands is the UK's leading region for Foreign Direct Investment, recording the highest annual growth rate of all UK locations. We're working at pace to deliver on the UK Government's 'Science & Technology Superpower' ambitions.

Our region has the perfect combination of world-class research assets, specialist talent, committed public sector support and unique technological capabilities, making it the ideal destination for groundbreaking companies to thrive. Located at the heart of the UK, we're a three-city region comprising of Coventry, Wolverhampton and Birmingham, the UK's second city. We're sustained by a growing population of 4.7 million people and one of the youngest, most diverse talent pools in the UK, with 32% of residents under the age of 25.

Life would look very different without West Midlands' innovations. The pacemaker, the world's leading brain cancer drug and the world's first Ibuprofen patch were all developed here. Famed pioneers James Watt, Matthew Boulton, William Shakespeare, James Starley, John Cadbury, and J.R.R. Tolkien all hail from the region.



£117BN FULL-SERVICE ECONOMY



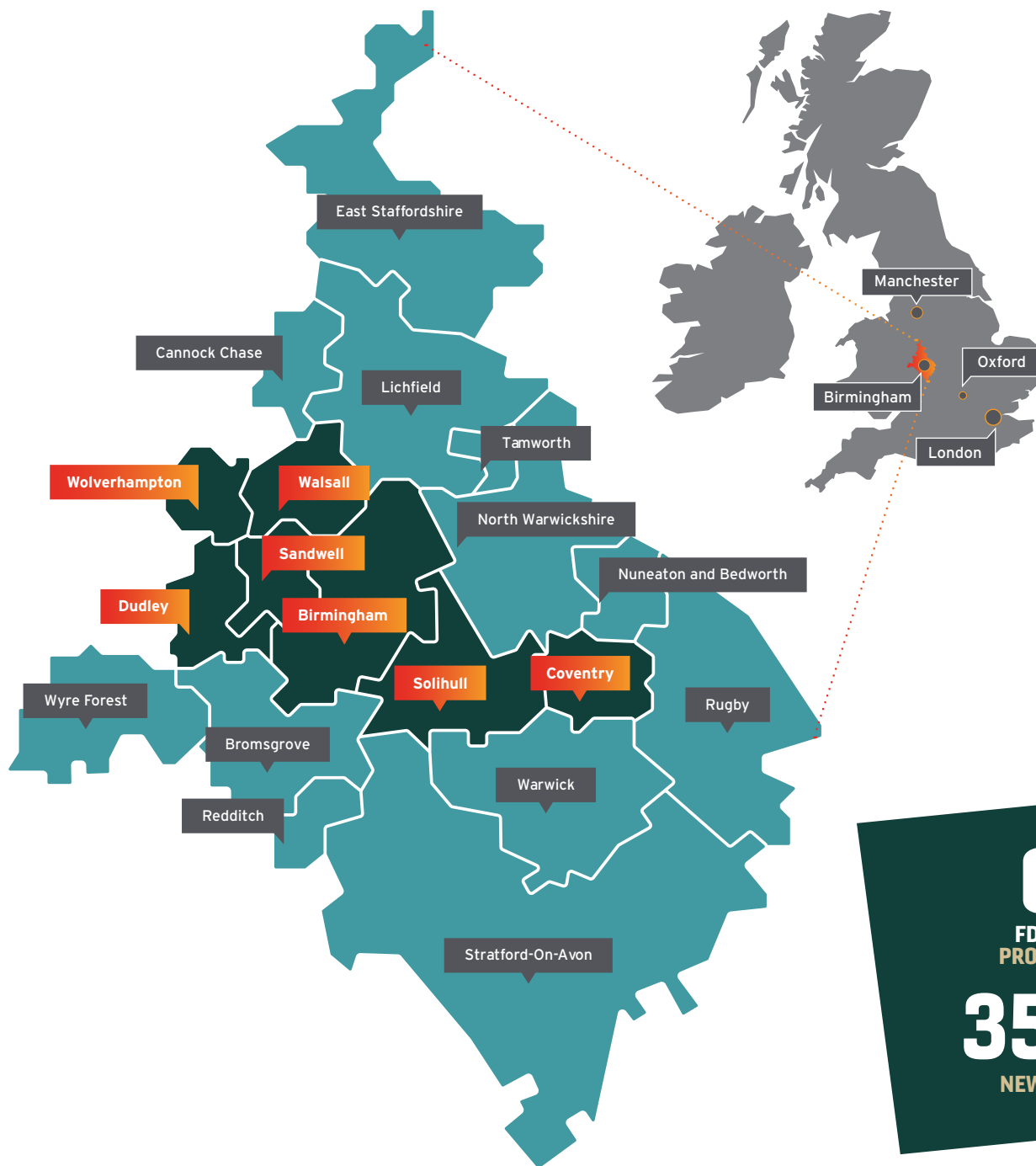
HS2 WILL CONNECT LONDON TO THE WEST MIDLANDS IN JUST 38 MINUTES



THE UK'S MOST ACCESSIBLE AIRPORT BY RAIL AND ROAD, WITH LINKS TO 400 GLOBAL DESTINATIONS



90% OF THE UK LIES WITHIN A FOUR-HOUR DRIVE-TIME, INCLUDING BRISTOL, CAMBRIDGE, OXFORD, LEEDS AND MANCHESTER



WORK WITH THE WEST MIDLANDS GROWTH COMPANY

The West Midlands Growth Company (WMGC) is the official Investment Promotion Agency for the West Midlands region.

Our specialist teams act as strategic partners and consultants to investing companies, ensuring they receive comprehensive support across their entire business plan to make their relocation, expansion and growth here successful.

We've helped start-ups, high-growth SMEs and global corporations, such as HSBC UK and Goldman Sachs, to set up operations in the region and maximise growth opportunities.

600
FDI INVESTMENT
PROJECTS SECURED
35,000
NEW JOBS CREATED



THE GLOBAL GROWTH PROGRAMME

THE ULTIMATE UK MARKET ENTRY SUPPORT

The Global Growth Programme is a unique, fully funded UK market entry offering, designed to help international companies invest, establish and scale rapidly. Spanning multiple industries, the Global Growth Programme provides a bespoke, nine-month package of support to ambitious companies at all stages of the development cycle.

We want to work with companies that share our vision to build world-class UK capabilities in CleanTech, Creative & Digital Technologies, Future Mobility and HealthTech: whether you're reinventing the energy grid, launching a new medical device or revolutionising the future of cybersecurity.

ACCELERATE YOUR GROWTH WITH BESPOKE BUSINESS SUPPORT

The Global Growth Programme provides three layers of comprehensive value for innovative companies that includes bespoke business support to assist international expansion, access to sector specific innovation programmes, and nine months of sponsored workspace for up to three employees in one of five world-class innovation hubs across the region.

Through a dedicated account manager, you will receive support with establishing your UK operations and facilitated introductions to world-class R&D institutions, industry supply chains and talent providers.

Everything you need to pioneer innovative new products and supercharge your growth.

FOUR TECH SECTORS



CleanTech



**Health/
MedTech**



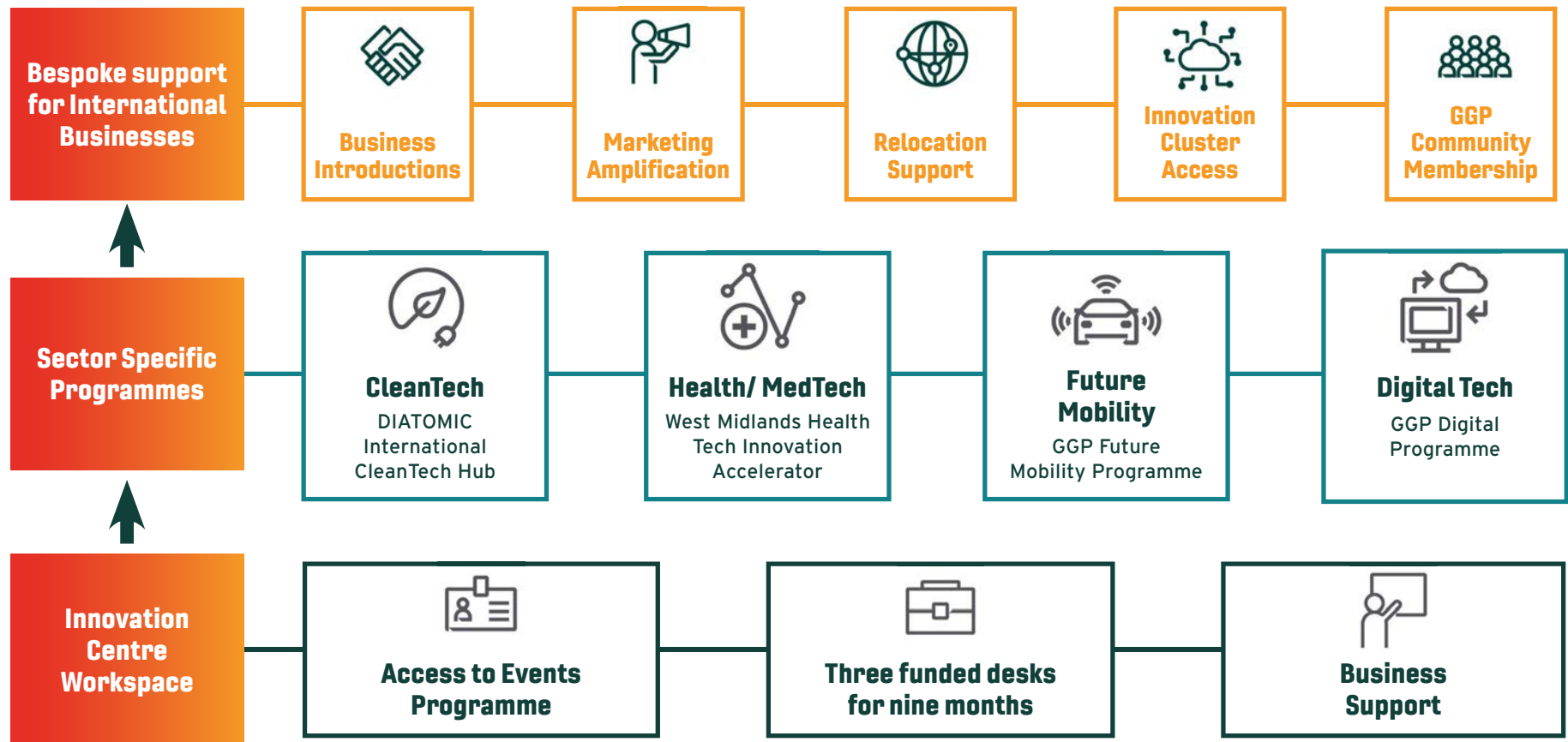
**Future
Mobility**



**Digital
Tech**

ACCESS THE WHOLE REGION FIVE LANDING HUBS





THE GLOBAL GROWTH PROGRAMME IS DELIVERED IN PARTNERSHIP WITH:

- **Bruntwood SciTech:** the UK's leading property provider for the Science & Technology sector.
- **University of Warwick Science Park:** one of Europe's leading science parks for over 40 years, providing development space for progressive technology companies.
- **The DIATOMIC International CleanTech Hub:** funded by, and developed in partnership with, Innovate UK and the Connected Places Catapult, as part of the DIATOMIC Innovation Accelerator Programme.
- **Birmingham City University's STEAMhouse:** a successful innovation centre that connects with entrepreneurs to accelerate business growth and help with problem solving.
- **University of Wolverhampton Science Park:** a collaborative technology community supporting the growth of innovation based businesses.

Locally-led Innovation Accelerators delivered in partnership with DSIT, Innovate UK and City Regions



Innovate UK



West Midlands Combined Authority



YOUR SPRINGBOARD TO INTERNATIONAL SUCCESS

The Global Growth Programme provides comprehensive support enabling companies to swiftly launch and scale UK operations.

FOUNDERS & EARLY-STAGE BUSINESSES

Our programme offers expert support in setting up and testing your proposition and business model. We'll help with securing valuable seed funding. Take advantage of high spec hot-desking and co-working spaces, benefit from tailored business advice, access a network of unique research data and impressive facilities and get support with taking the necessary steps to protect your Intellectual Property.

HIGH GROWTH BUSINESSES

Receive specialist assistance setting up your UK subsidiary and implementing your market entry plan, along with access to collaboration opportunities with an unrivalled network of innovation partners.

We'll help you validate your 'go to market' approach for the United Kingdom and Europe, as well as build local business contacts, enabling you to develop a high-quality commercial pipeline.

You'll also benefit from strategic relationships with businesses and institutions that can offer access to skills, talent, innovative research and investment. All vital to driving business success.

CORPORATE INNOVATION

De-risk and develop your innovation strategy using our programme to advance and test new products and services, launch new ventures and spin outs, and set up new commercial collaborations.

The Global Growth Programme connects your business directly into local entrepreneurial networks and leading research institutions that can support transformation in your business.

We'll also connect you to sources of graduate and postgraduate talent as well as help to relocate your employees to the region.



BESPOKE SUPPORT DESIGNED TO MEET THE NEEDS OF YOUR BUSINESS

Every business is different, with its own unique set of challenges and requirements. The Global Growth Programme's suite of support is designed to meet a range of needs specific to your business size or sector.

			EARLY-STAGE BUSINESS	HIGH-GROWTH BUSINESS	CORPORATIONS
Relocation	Setting up a UK entity/subsidiary	Providing specialist legal and tax advice to set up your UK company entity	●	●	
	Setting up a new Global HQ in the UK	Providing specialist legal and tax advice to move your existing headquarters to the UK	●	●	
	Team orientation	Support with relocation and adapting to living and working in the UK	●	●	●
	Community Support	Being part of a peer group community of other international tech businesses	●	●	●
Commercial Launch	Guidance in shaping the proposition & business model	Helping you define how you will commercialise your technology	●		
	Market testing and entry	Helping you to validate the market for your products and services in the UK	●	●	●
	Commercial traction	Commercial introductions into UK-West Midlands business networks	●	●	●
	Corporate collaborations	Linking corporates to entrepreneurial companies with innovative products and services		●	●
	Securing IP Protection	Access to intellectual property specialists to advise on patents and copyright, both in the UK and internationally	●	●	

BESPOKE SUPPORT DESIGNED TO MEET THE NEEDS OF YOUR BUSINESS continued

			EARLY-STAGE BUSINESS	HIGH-GROWTH BUSINESS	CORPORATIONS
Funding	Preparing for and accessing seed funding	Helping you prepare to raise your initial funding and making introductions to local angel and early-stage funding networks	●		
	Preparing for and accessing growth funding	Helping you prepare to raise Series A+ funding and making introductions to the local VCs and investment community		●	
Research & Product Development	Accessing specialist research facilities	Access to leading UK facilities to accelerate the development, testing and demonstration of your products	●	●	●
	Accessing specialist research and technical expertise	Providing direct links to world class universities and research institutes in the region	●	●	●
	Access to regulatory support	Access to specialists in regulation to assist you in securing UK accreditation	●	●	●
	Access to clinical support	Access to leading hospitals, clinicians and the NHS	●	●	●
Talent	Support with talent recruitment	Connections to specialist headhunting and recruitment firms	●	●	●
	Accessing student placements and graduates	Connections to placements and graduate recruitment in the local universities	●	●	●
Profile building	In-market communications	Amplification of your company communications in the West Midlands and broader UK market	●	●	
Office Space	Fully funded desk space within an innovation community	Three desks for nine months within a choice of Innovation Districts across the West Midlands offering regular networking events	●	●	●

THRIVE IN OUR WORLD-CLASS INNOVATION HUBS

The Global Growth Programme brings together specialist technology hubs from across the region to offer you access to exceptional expertise and opportunities. Located across Birmingham, Coventry and Wolverhampton, each state-of-the-art facility is a centre of innovation and cutting-edge research, where CleanTech, Future Mobility, MedTech and Creative & Digital Tech firms collaborate and thrive. They also act as a gateway to additional West Midlands' R&D institutions and business accelerators.



BIRMINGHAM

The largest UK city outside London, Birmingham is constantly evolving. Once an 18th century manufacturing powerhouse, the city is now a world-class centre of business, culture, education and technology that's using a long tradition of innovation to shape the future. A fascinating hub of diverse cultures, fine cuisine and contemporary living, Birmingham is an excellent choice for business and pleasure.

The Global Growth Programme offers access to three innovation hubs across the city.

INNOVATION BIRMINGHAM

bruntwood
SciTech

In the heart of Birmingham's city centre Knowledge Quarter is Bruntwood SciTech's Innovation Birmingham, a cutting-edge digital tech campus with a vibrant community of over 120 forward-thinking tech companies.

It has close links to neighbouring Aston and Birmingham City Universities and their world-class specialist institutes and facilities in areas including transport digitisation, bioenergy, cyber-forensics, AI data science and software development. Innovation Birmingham offers unique collaboration opportunities, opening doors for product development, funding, talent and commercial growth.

Over the past decade, the hub has helped more than 1500 companies grow their business in the region's tech industry.

Contact Details

Innovation Birmingham, Holt Street, Birmingham, B7 4BP

w: bruntwood.co.uk/our-locations/birmingham/innovation-birmingham/

Sector Specialisms



"This is absolutely the place to be for tech. Innovation Birmingham has got a track record helping businesses not just scale, but scale successfully, scale sustainably and have access to investment, business support and skills that would otherwise be really hard to come by."

Yiannis Maos MBE, CEO at TechWM

BIRMINGHAM HEALTH INNOVATION CAMPUS

From mid-2024, the new Birmingham Health Innovation Campus (BHIC) will offer premium lab and office space in the heart of a critical cluster of health excellence. A partnership between Bruntwood SciTech, the University of Birmingham and one of the UK's largest teaching NHS Hospital Trusts, BHIC opens pathways into valuable networks for research, funding, product development and collaboration in key areas of healthcare innovation including Biopharma, MedTech, Precision Medicine and Genomics.

BHIC is the home of the University of Birmingham's Precision Health Technology Accelerator (PHTA) which provides access to the expertise, resources and infrastructure required to enable translation of healthcare innovations - including phase one to three clinical trials and real-world evaluation.

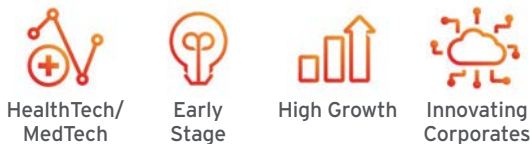
The campus is also home to the new £14m West Midlands HealthTech Innovation Accelerator (WMHTIA), which provides unprecedented access to expert infrastructure and product development support at every stage of the innovation process, including prototyping, regulation, clinical trials and evaluation.

Contact Details

Aston Webb Boulevard, Selly Oak, Birmingham, B29 6SJ

w: bruntwood.co.uk/our-locations/birmingham/birmingham-health-innovation-campus/

Sector Specialisms



"I think the phrase 'unexpected ways' sums up the STEAMhouse. If you work in an environment where there are other business owners and amazing staff, you invariably find that you get help in ways that you didn't even know that you needed."

John Morse-Brown, Chief Operating Officer
at Pigeon Posted

STEAMHOUSE



Powered by
BIRMINGHAM CITY
University

Located in Birmingham's Knowledge Quarter, STEAMhouse provides a wealth of support to help your digital tech business launch, sustain and scale. The hub is home to exciting start-ups and scale-ups in sectors ranging from software development and digital marketing to blockchain and cybersecurity.

With over 120,000ft² of high-quality space located over five floors, STEAMhouse offers state-of-the-art production space and workshops with access to immersive AR/VR technology and a comprehensive business support package.

Alongside initial onboarding and in-depth client needs analysis to implementing the support required to grow your business, STEAMhouse offers a superb programme of business workshops, mentoring and networking events. The hub also hosts a 72-desk business incubator, where entrepreneurs and fledgling businesses can get all the support and knowledge they need to hit the ground running.

Contact Details

Belmont Row, Birmingham, B4 7RQ

w: steamhouse.org.uk/

Sector Specialisms



COVENTRY

Surrounded by countryside, market towns and quaint villages, the city of Coventry offers a perfect location for businesses to grow and innovate in the UK.

An exciting city constantly evolving to meet the ever-changing demands of the 21st century, Coventry is home to some of the UK's leading R&D facilities for industries including CleanTech and Future Mobility. It also offers easy access to nearby Leamington Spa - one of the UK's largest games development clusters.



UNIVERSITY OF WARWICK SCIENCE PARK



The University of Warwick Science Park is one of Europe's premier science parks, with a vibrant community of more than 145 innovation-driven start-ups, scale-ups and multi-national companies operating in the CleanTech, Creative & Digital Technologies and Future Mobility sectors. Around a quarter of the businesses here are international companies establishing their first UK base.

The UWSP offers high-spec, high-quality office and lab space in three locations across Coventry and Warwickshire, each with room for your business to establish, expand and grow.

You'll have access to a range of sector-specific business accelerators and incubators, such as the Deep Tech Innovation Centre, which equips entrepreneurs and start-ups with the tools they need to solve global challenges. In addition, you can access The Climb, an inspirational event space that allows cutting-edge businesses to attend - and stage - innovation-related events.

Businesses working in the Future Mobility sector will benefit from the hub's proximity to the National Automotive Innovation Centre, which brings together some of the brightest minds in the industry, while CleanTech firms can take advantage of links with WMG's Energy Innovation Centre - a national facility for battery research.

Participants in the Global Growth Programme can access the hub's network of business angels, as well as the Science Park's own in-house technical marketing agency for advice on market development and product launch. Of course, your business will also have access to the state-of-the-art facilities and talent pool of a renowned research-intensive university.

Contact Details

Venture Centre, Sir William Lyons Road, Coventry, CV4 7EZ

w: www.warwick.ac.uk

Sector Specialisms



CleanTech



Future
Mobility



Digital Tech



Early
Stage



High Growth



Innovating
Corporates

"At Warwick we're ready to welcome tech-driven businesses to our vibrant community and help them gain maximum benefit from our innovation ecosystem."

Mark Tock, Chief Operations Officer
at University of Warwick Science Park

WOLVERHAMPTON

Located in the northwest of the region, Wolverhampton is a historic city bursting with creativity, originality and entrepreneurial flair. Home to one of the world's oldest professional football teams, Wolverhampton Wanderers, the city was once a major centre for coal mining and steel production.

With an economy rooted in engineering, Wolverhampton is investing heavily in zero-carbon initiatives via its cutting-edge Green Innovation Corridor. From the University of Wolverhampton's £120m Springfield Campus to the National Centre for Sustainable Construction, the city is at the heart of the West Midlands' world-class low-carbon economy.

UNIVERSITY OF WOLVERHAMPTON SCIENCE PARK



The University of Wolverhampton Science Park (UoWSP) is a thriving tech-business ecosystem that facilitates collaboration, growth and innovation. Businesses here regularly partner on joint ventures - sharing knowledge,

resources and exploring new business and supply chain opportunities to develop more efficient processes and advance their products and services.

As part of the community, you'll have access to the National Brownfield Institute (NBI), a world-class research centre that, through innovation and partnership with the construction industry, is focusing on the practical application of future brownfield regeneration. The NBI hosts a range of technologies and facilities to support businesses working in the sector, including a state-of-the-art nine-metre Igloo immersive cylinder.

When it comes to supporting your growth, the area's leading business support organisation, the Black Country Chamber of Commerce, is co-located on site. The UoWSP also holds regular networking events and seminars that will connect your business to the University's valuable knowledge and research networks and world-class facilities.



Contact Details

Glaisher Drive, Wolverhampton, WV10 9RU

w: www.wolverhamptonsp.co.uk

Sector Specialisms



CleanTech



HealthTech/
MedTech



Digital Tech



Early
Stage



High Growth



Innovating
Corporates

"The specialist facilities at the Science Park are ideal for businesses like ours, giving us the opportunity to enhance our research and development activities. It also allows us to access a multitude of support channels and collaboration with like-minded businesses."

Matt Eccles, Marketing Director at Tytek Group

GLOBAL SUCCESS STORIES

Since the Global Growth Programme launched in 2022, 35 businesses have landed into the region creating over 500 jobs.



Leveraging cutting edge Virtual Reality developed at India's top engineering university (IIT Madras), Skillveri's platform provides training for high-precision skills in the engineering and manufacturing sectors.

"With our target customers spread widely across England and Scotland, it made perfect sense to position ourselves in the West Midlands - right at the heart of the UK. As well as being extremely well connected to other major UK cities by road and rail, Birmingham was a much more cost-competitive option than the likes of London."

"Being part of the West Midlands Global Growth Programme gave us a real head-start on our UK growth journey. Having access to free desk space at Bruntwood SciTech - where we had dedicated consultancy and networking opportunities on our doorstep - has helped us to hit the ground running and thrive in the region from day one."

Sabarinath C. Nair, CEO at Skillveri



Mind & Matter Technology is an education technology consulting business. The Global Growth Programme helped them to establish a base here and now they have ambitious expansion plans.

"The support we've received from the West Midlands Global Growth Programme started before we even incorporated in the UK. Having done that, they've been very proactive in helping us network with other companies and in the West Midlands arena itself. I think they've delivered on everything."

Sukhbinder Heer - CEO, Mind & Matter Technology





Bellwether Industries is a pioneering urban air mobility company, providing compatible solutions for accessible personal flight in cities.

"The West Midlands' unique combination of an established manufacturing heritage and world-class strengths in emerging technologies made it the obvious location for us to test and scale our innovative eVTOL solutions."

The best thing about being part of the West Midlands Global Growth Programme was having around-the-clock access to bespoke consultancy, from our base at Bruntwood SciTech innovation hub. These conversations enabled us to quickly add value to our business model by identifying partnership and networking opportunities in the local ecosystem. A key highlight of the Programme was being invited to attend the Future Mobility event at the Commonwealth Games business conference, UK House, where we made valuable connections with local universities and key players in the global CleanTech industry."

Kai-Tse Lin, Co-Founder at Bellwether Industries



TheDisposal.Co

The Disposal Company is India's first automated plastic and carbon offsetting climate action initiative. Attracted by the UK's commitment to no plastics by 2024, they joined the Global Growth Programme to help develop their strategy.

"The support we've received is phenomenal. They've helped us register the company in the UK, understand taxes, and they've connected us to mentors and other businesses who can help us grow."

Pakhi Sharma - Senior Commercial Analyst, Disposal Company UK



ENJOY A BETTER QUALITY OF LIFE

There's more to the West Midlands than just work. It's a fantastic place to live.

Located in the heart of the UK, just 90 minutes from London, the West Midlands region is a combination of bustling cities, thriving town centres, ancient villages and unspoilt countryside.

Centuries of history can be seen across the region, in towns like Shakespeare's Stratford-upon-Avon or places like the Black Country Museum. We have world-class shopping experiences, such as Birmingham's Bullring, a globally diverse culinary sector, and more canals, public parks and green spaces than anywhere in Europe.

The West Midlands has some of the UK's best cultural, leisure, and sporting facilities, including the famous Edgbaston Cricket Ground and Belfry Golf Course. We're also home to Premier League football clubs Aston Villa and Wolverhampton Wanderers.

Compared to other parts of the UK, your money goes further here. The average house price is 60% cheaper than in London and rents are far less too. If you're bringing your family, you'll be pleased to know the area also has excellent schools, universities and healthcare facilities.

Our warm, welcoming nature has made the West Midlands one of the most diverse regions in Europe. You'll find people from 190 different countries living here.

Will you be next?





**THE HIGHEST
CONCENTRATION OF
MICHELIN-STARRED
RESTAURANTS IN
THE UK**



**EXPLORE A THREE-CITY
METROPOLITAN REGION**



**92% LOWER
POPULATION DENSITY
THAN LONDON, GIVING
YOU MORE SPACE**



**EDUCATE YOUR
CHILDREN AT ONE OF 400
'OUTSTANDING' SCHOOLS**



**60+ GALLERIES AND
MUSEUMS TO EXPLORE A
RICH CULTURAL HISTORY**



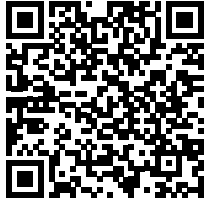
IS YOUR BUSINESS ELIGIBLE FOR THE GLOBAL GROWTH PROGRAMME?

To be eligible for selection, your business must meet the following entry requirements:

- A foreign owned business: a wholly owned subsidiary or branch of a non-UK company OR a UK company with least 10% of the shareholding held by a non-UK organisation.
- A technology-led business operating in one of the following qualifying sectors: Future Mobility, CleanTech, HealthTech or MedTech, Digital Technology (e.g. FinTech, EdTech).
- A clear UK strategy and plan: The business has researched the opportunity to expand in the UK that confirms the need to set up a new UK presence, along with a plan to deliver this.
- A clear intent to build a team in the West Midlands: You need to be prepared to deploy at least one member in the region at least five days per month throughout the programme, with a plan for up to three people to be present in the West Midlands within nine months and to recruit at least 10 local staff members within the West Midlands in three years.

Priority will be given to businesses with a credible business plan that have a strategic rationale for locating in the West Midlands, have the potential to create local employment and can benefit the local innovation ecosystem.





REGISTER YOUR INTEREST NOW

If you're ready to accelerate your entry into the UK by taking your place at the heart of an innovation powerhouse that's affecting global change, register your interest today.





**WEST
MIDLANDS**
GROWTH COMPANY
Invest in the West Midlands



investwestmidlands.com