

THE WEST MIDLANDS
ONE REGION, MANY WORLDS



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

GLOBAL GROWTH PROGRAMME

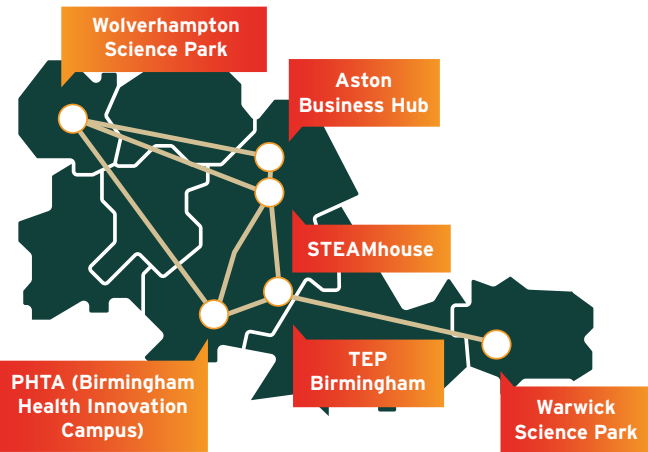
Accelerated UK market entry support
for high growth businesses





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ACCESS THE WHOLE REGION SIX LANDING HUBS



THE GLOBAL GROWTH PROGRAMME

NINE FUNDED MONTHS TO GET UK ENTRY RIGHT

Scaling into a new market is expensive and slow; office costs, unproven networks, and unvalidated go-to-market plans all extend your runway needs before you've closed a customer. The Global Growth Programme is a fully funded, nine-month package built to strip out that cost and risk, so your capital goes toward growth, not overhead.

We work with technology-led scale-ups in CleanTech, Health/MedTech, Future Mobility and Digital Tech who want UK market entry without diverting funding into premises, guesswork, or slow-burn networking.

LOWER YOUR COST BASE, DE-RISK YOUR ENTRY

Nine months of fully funded workspace for up to three team members removes a fixed cost most scale-ups budget for by default, freeing that capital for hiring, product, or sales.

A dedicated account manager fast-tracks introductions to R&D institutions, supply chains and talent providers, cutting the time (and spend) it typically takes to build a UK network from zero.

Every pound goes further here too: office and lab space costs a fraction of London equivalents, and the region's cost base means your runway stretches significantly longer for the same investment.

FOUR TECH SECTORS



CleanTech



Health/
MedTech



Future
Mobility



Digital
Tech



THE GLOBAL GROWTH PROGRAMME IS DELIVERED IN PARTNERSHIP WITH:

- Aston Business Hub:** direct access to Aston University's industry expertise and specialist R&D capability to help scale-ups turn opportunity into action through its AI Growth Engine.
- University of Warwick Science Park:** one of Europe's leading science parks for over 40 years, providing development space for progressive technology companies.
- Precision Health Technologies Accelerator (PHTA):** gives life sciences and health tech firms access to specialist facilities designed to support early-stage innovation through to clinical translation.
- 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.
- TEP Birmingham:** a collaborative technology community supporting the growth of innovation based businesses.

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 almost 70 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 combines the innovation assets of a major UK region with a highly competitive cost base. For international companies looking to establish and scale in the UK, this means access to world-class talent, research and business networks, without the operating costs associated with the capital.

BUILD YOUR UK TEAM FOR LESS

Median full-time earnings in the West Midlands are around **25% lower than London**, enabling companies to access a diverse talent pool while achieving greater value from their employment investment.

GET MORE FROM YOUR WORKSPACE

Birmingham's prime office rents are currently **37% lower** than in the capital, giving growing businesses the opportunity to secure high-quality commercial space while keeping overheads competitive.

ACCESS A PIPELINE OF SKILLED TALENT

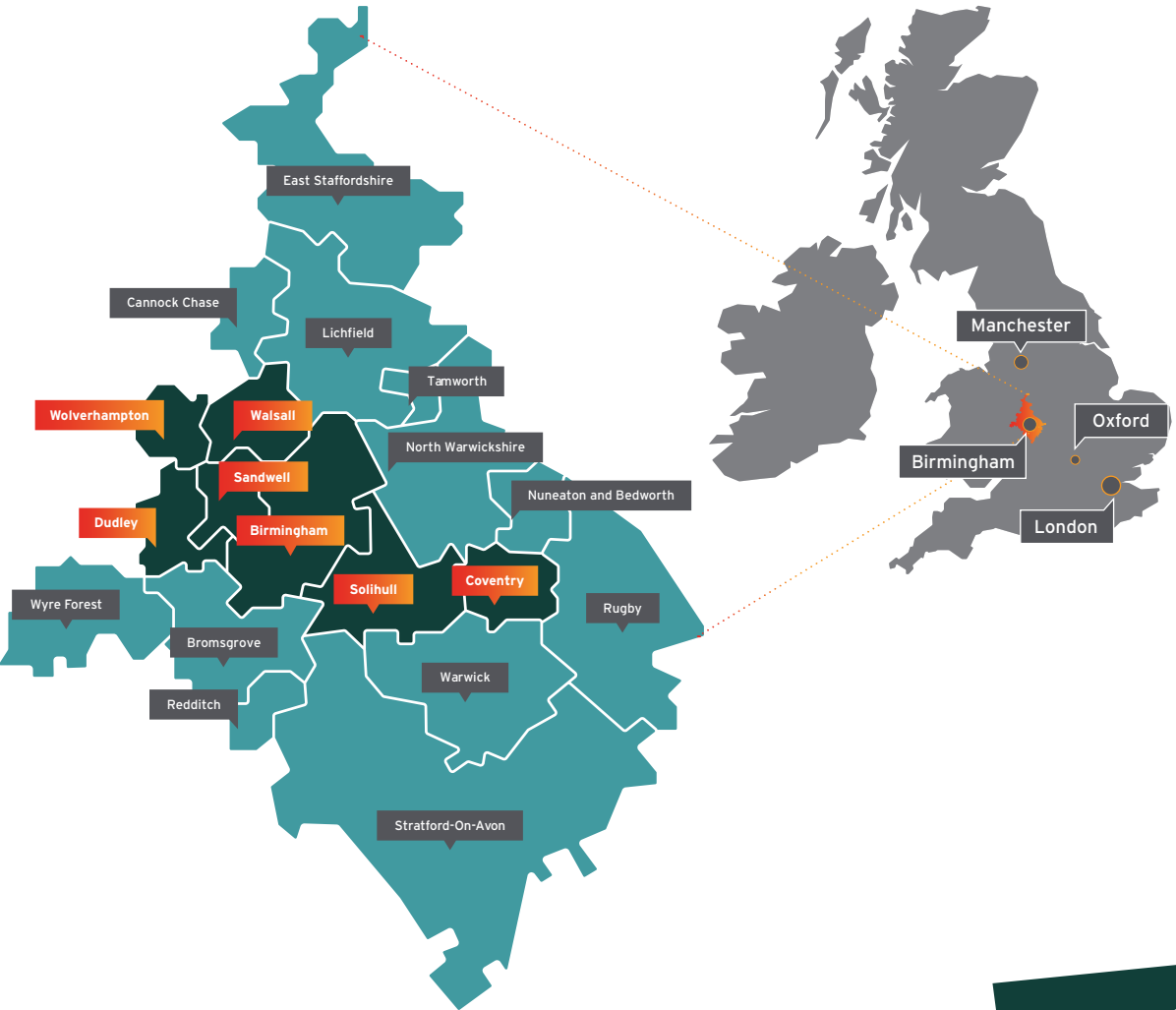
West Midlands' universities educate around **260,000 students** and produce **80,000+ graduates annually**, creating a continually renewed talent pipeline. Home to leading institutions with expertise across technology, engineering, life sciences and business, supporting business growth and innovation.

SCALE WITHIN A WORLD-CLASS INNOVATION ECOSYSTEM

From globally recognised universities and R&D facilities to established technology, advanced manufacturing and life sciences clusters, the West Midlands offers companies the connections, expertise and infrastructure to innovate, recruit and grow.

THE RESULT? MORE VALUE FROM EVERY POUND INVESTED

Companies choosing the West Midlands can combine access to UK and international markets with a lower-cost operating environment, creating the conditions to build teams, develop technology and scale faster.



£129BN 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.

800+
FDI INVESTMENT PROJECTS
ATTRACTED SINCE 2020

20,000+
NEW JOBS CREATED



YOUR SPRINGBOARD TO INTERNATIONAL SUCCESS

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

HIGH GROWTH BUSINESSES

Our programme offers expert support in setting up and de-risking your UK proposition and business plan. We connect you with funding and finance networks to support your growth ambitions. Take advantage of high spec hotdesking and co-working spaces, benefit from tailored business advice, access a network of unique research data and impressive facilities and tap into the region's deep pool of specialist talent, with introductions to recruiters who can help you build your UK team.

Skip the trial and error of an unguided market entry. We connect you directly to growth experts, commercial partners and funding networks who validate your UK market entry plan; reducing your cash burn rate and shortening the runway between UK entry and revenue.

You won't be doing this alone. You'll join a community of international businesses navigating the same UK entry journey, sharing insight and support as you grow.

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.

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

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 head-hunting 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 net-working 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 four innovation hubs across the city.



ASTON BUSINESS HUB

Located on Aston University's city-centre campus, Aston Business Hub provides a flexible base for ambitious businesses looking to establish, scale and grow in Birmingham.

The Hub brings together entrepreneurs, start-ups and growing organisations, giving businesses access to flexible workspace alongside Aston University's expertise, talent and innovation ecosystem.

Members can access support to help them explore how artificial intelligence could improve productivity and unlock new opportunities, including Aston's Business AI Assessment. Businesses can also connect with specialist research expertise across areas including digital technology, HealthTech and CleanTech.

Aston Business Hub gives businesses more than a place to work - it provides a base from which to connect, innovate and grow in the West Midlands.

Contact Details

Aston Business Hub, Lower Ground Floor, Woodcock Street, Birmingham, B4 7ET
w: aston.ac.uk/business/aston-business-hub

Sector Specialisms



High Growth



Early Stage



Digital Tech



Innovating Corporates



Artificial Intelligence



"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

PRECISION HEALTH TECHNOLOGIES ACCELERATOR



UNIVERSITY OF
BIRMINGHAM

Precision Health
Technologies Accelerator

The University of Birmingham's Precision Health Technologies Accelerator (PHTA) gives pioneering life sciences companies, start-ups, spinouts and research teams the right environment, expertise and connections to move ideas forward.

With flexible Containment Level 2 lab space, specialist facilities, real-world data and diverse patient populations, PHTA sits within a well established and connected life sciences ecosystem, enabling innovators and entrepreneurs to translate ideas and research into clinical reality. Shared amenities, including glass washing facilities, autoclaves and sample freezers, as well as co-working spaces, reduce the cost of establishing and operating a lab while creating opportunities for collaboration between resident organisations.

As the anchor resident of Birmingham Health Innovation Campus, PHTA will soon offer commercial near patient biomanufacturing facilities, which is a first for the Midlands. Its 5,000 sq. ft £10.7m GMP cleanrooms, currently under development, will enable the manufacture of advanced therapies, biologics and vaccines.

PHTA also helps businesses test ideas, refine prototypes and accelerate new healthcare technologies and devices through its 4,000 sq ft Makerspace. Backed by expert design consultancy and hands-on technical support, companies can overcome development barriers and move closer to commercialisation, faster.

Contact Details

No.1 Birmingham Health Innovation Campus,
2 Bournbrook Way, Selly Oak, Birmingham, B29 6TH
w: phta.co.uk

Sector Specialisms



HealthTech/
MedTech



Early
Stage



High Growth



Innovating
Corporates



STEAMHOUSE



Powered by
BIRMINGHAM CITY
University

Located in Birmingham's Knowledge Quarter, STEAMhouse at Birmingham City University is an award-winning collaborative innovation centre supporting digital and technology-led businesses to launch, grow and scale. The hub brings together a community of entrepreneurs, start-ups, scale-ups and established businesses working across software development, digital marketing, immersive technology, blockchain, fintech, cybersecurity and a wide range of other sectors.

With over 120,000 sq. ft of high-quality space across five floors, STEAMhouse features an 87-desk business incubation and growth workspace spanning its Business Incubator and Growth Lab. It also offers bookable meeting rooms, coworking and hot-desking areas, versatile event spaces, a state-of-the-art Maker Lab and prototyping facilities, and specialist Digital Labs featuring AR, VR, 3D scanning, motion capture, podcasting and immersive audio.

Businesses benefit from a comprehensive programme of business support, including tailored onboarding, in-depth needs analysis, workshops, mentoring, networking and access to academic, industry and specialist expertise. By bringing together workspace, technology, expertise and an ambitious business community, STEAMhouse enables businesses to accelerate innovation, strengthen their capabilities, build strategic connections and turn ideas into sustainable growth.

Contact Details

Belmont Row, Birmingham, B4 7RQ

w: STEAMhouse.org.uk

Sector Specialisms



CleanTech



Digital Tech



Early Stage



High Growth



Innovating Corporates



"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

TEP BIRMINGHAM



TEP Birmingham is at the heart of the Tyseley Green Innovation District, one of the UK's leading centres for clean energy and cleantech innovation. With more than £100 million invested and over 20 organisations located on site, TEP Birmingham brings together industry,

academia, government and finance to accelerate the development, demonstration and commercialisation of clean technologies.

The site is home to the University of Birmingham's Birmingham Energy Innovation Centre (BEIC), hydrogen production and refuelling infrastructure, energy generation facilities and specialist testbeds, with the National Centre for the Decarbonisation of Heat planned for the site. Together, these existing and planned assets provide businesses with a unique environment in which to develop, validate and scale innovative technologies.

TEP Birmingham supports organisations working across clean energy, advanced manufacturing, the circular economy, future mobility and industrial decarbonisation. Whether developing an early-stage concept or scaling a proven solution, businesses benefit from access to technical expertise, collaborative research, commercial demonstrators, pilot opportunities and dedicated programmes such as the Climate Innovation Platform and NatWest Accelerator.

Working alongside the University of Birmingham, Birmingham City Council, the West Midlands Combined Authority, The Crown Estate, NatWest and other strategic partners, TEP Birmingham helps businesses access research capability, investment, finance, skills and routes to market -creating an ecosystem where innovation can move more quickly from concept to commercial success.

Contact Details

Fordrough, Hay Mills, Birmingham, B25 8DW

w: TEPbirmingham.com

Sector Specialisms



CleanTech



Future Mobility



Digital Tech



Early Stage



High Growth



Innovating Corporates



"TEP Birmingham is at the cutting edge of my plan for the West Midlands to lead a clean energy revolution. This technology will benefit the region and others across the UK. It's the kind of innovation we're driving to develop solutions to the energy problems we face now and to find ways to generate greener, more reliable, and sustainable energy for our future generations. "

Richard Parker, Mayor of the West Midlands

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 165 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 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.

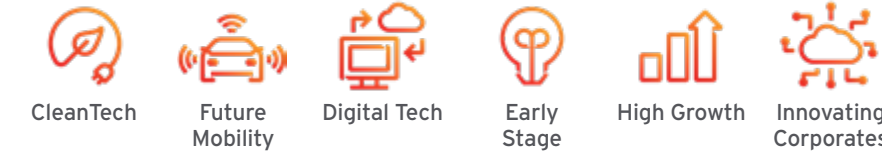
Businesses working in the Future Mobility sector will benefit from the hub's proximity to the National Automotive Innovation Centre, which brings together some of the brightest minds in the industry, while Cleantech firms can take advantage of links with WMG's Energy Innovation Centre: a national facility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

The Venture Centre, Sir William Lyons Road, Coventry, CV4 7EZ
w: WarwickSciencePark.co.uk

Sector Specialisms



"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) sits at the heart of the Green Innovation Corridor, one of the UK's most ambitious and distinctive innovation districts with a focal point for sustainable growth and

advanced technologies. It brings together innovative businesses, with access to world-class research, specialist facilities, talent and business support in a single connected ecosystem.

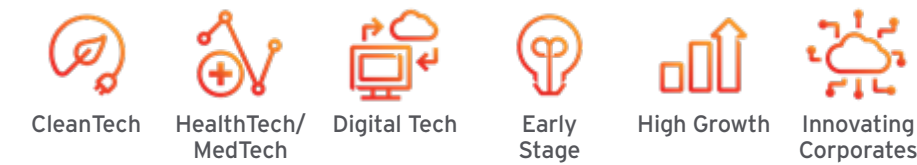
Businesses gain direct access to leading expertise in green construction, green engineering, sustainable manufacturing, additive materials, 3D metal printing, circular economy technologies and brownfield regeneration through the University of Wolverhampton and the National Brownfield Institute. Combined with strengths in AI, green computing, cybersecurity, energy-efficient digital infrastructure and data resilience, the site provides a powerful platform for innovation and commercial growth.

Co-location in proximity to researchers, entrepreneurs, investors and the Black Country Chamber of Commerce creates exceptional opportunities for collaboration, knowledge exchange and market expansion. Significant public investment in the Green Innovation Corridor and a growing pipeline of highly skilled graduates and professionals, UoWSP offers ambitious businesses the ideal environment to innovate, scale and shape a more sustainable future.

Contact Details

Glaisher Drive, Wolverhampton, WV10 9RU
w: www.wolverhamptonsp.co.uk

Sector Specialisms



"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, 68 businesses have landed into the region creating over 1000 jobs.



A Swedish manufacturing solutions company operating across multiple sectors. Supported by the GGP, Virtual Manufacturing has expanded its UK presence, helping manufacturers sharpen their processes achieve operational excellence.

“Since expanding into the UK from our Swedish headquarters, the Global Growth Programme has played an important role in helping us establish ourselves.

Our base at the University of Warwick Science Park has given us credibility, excellent facilities and access to a strong network of manufacturers, partners and support organisations. The programme has helped us build UK manufacturing relationships faster than we could have alone, ultimately securing new business, including a Manufacturing Execution System project with Huel.

Funded workspace and business growth support have allowed us to focus investment on growing the business, supporting customers and creating new opportunities. For an overseas company establishing a UK presence, the Global Growth Programme has provided an excellent foundation.”

Henrik Nyby, Manufacturing Consultant at Virtual Manufacturing UK



Bays

Developer of Bays Crowd, software that simulates realistic crowds moving through a client’s space. The virtual crowd models how people move at varying levels of calm, letting security and operations teams stress test their plans in a digital environment. Supported by the GGP, Bays Consulting has grown its regional presence and reach.

“We joined the Global Growth Programme to build our presence in the West Midlands, and it has opened doors faster than we could have on our own. The calibre of contacts and networking opportunities has been genuinely valuable - access that typically takes years to build organically.

We’ve strengthened partnerships with local universities, keeping us close to the research and talent pipeline feeding data science and analytics. This is a critical advantage in our field and directly supports the evidence-based approach we bring to clients.

Perhaps the most tangible shift has been perception. Being able to say we have a base in Birmingham signals credibility and regional reach, opening conversations that might not have happened otherwise.

The Global Growth Programme has given us a stronger network, closer ties to academic talent and a presence that changes how prospective clients and partners see us.”

Sophie Carr, Founder of Bays Consulting



A sustainability focused company specialising in eco-friendly cleaning solutions for the hospitality, agri food, and beverage industries. With roots in Singapore, N&E entered the UK market through the GGP, launching its ViKang antimicrobial coating in specialist food packaging that extends shelf life for the catering and restaurant sector.

“Since joining the Global Growth Programme (GGP), we incorporated N&E Innovations UK as our European headquarters in January 2026. Fully funded desk space at STEAMhouse removed the cost and delay of securing our own premises, while key introductions expanded our network.

Being based in the West Midlands has helped us build relationships with packaging manufacturers, universities and industry partners. Through Packaging Innovations at the NEC and Sustainability West Midlands, we’ve begun supplying our sustainable cling film to 2 local cafes and 2 caterers - our first UK sales within 4 months.

We’re collaborating with Harper Adams University on R&D, while interns from Birmingham City University and Warwick have strengthened our capability. We’re also working with Puntios on sales development.

Our UK base has accelerated commercialisation across Europe, particularly Germany and France, where we’re in talks with distributors and supermarkets.

The GGP has helped us establish a UK presence and create new opportunities for growth.”

Devi Krishna, Senior Research and Projects Manager at N&E Innovations



A sustainability focused company specialising in eco-friendly cleaning solutions for the hospitality, agri food, and beverage industries. With roots in Singapore, N&E entered the UK market through the GGP, launching its ViKang antimicrobial coating in specialist food packaging that extends shelf life for the catering and restaurant sector.

“Joining the Global Growth Programme led us to move Nonte’s global headquarters from Canada to Birmingham. As we built relationships and understood the region, it became clear the West Midlands was the right commercial base. Fully funded workspace meant early hires could focus on product and customers rather than office overheads, extending our runway.

The programme also reduced the cost and risk of relocating, with introductions, workspace and guidance helping us find our feet faster and direct more funding towards growth.

Our relationship with Aston University has added further value. MBA students brought fresh perspective to our commercial strategy, and we’ve since hired several into senior roles, building expertise at a fraction of the usual cost.

Together, this has given Nonte a real head-start..”

Norbert Horvath, Founder & CEO at Nonte



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 five historic football clubs - Aston Villa, Birmingham City, Coventry City, West Bromwich Albion and Wolverhampton Wanderers.

Compared to other parts of the UK, your money goes further here. The average house price is less than half of that 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?



BIRMINGHAM HAS MORE MICHELIN STARS THAN ANY OTHER ENGLISH CITY OUTSIDE OF LONDON



EXPLORE A THREE-CITY METROPOLITAN REGION



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



EDUCATE YOUR CHILDREN AT ONE OF 318 'OUTSTANDING' SCHOOLS IN THE REGION



100+ 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:

- Foreign-owned business: a wholly owned subsidiary or branch of a non-UK company OR a UK company with at least 10% of the shareholding held by a non-UK organisation.
- Technology-led business: The business must operate within one of the following sectors: Future Mobility, Cleantech, Health tech/ Medtech, Digital Technology (including Fintech, Edtech and related sub-sectors), or AI.
- A clear UK expansion strategy: The business must have undertaken research into the UK market, identified the West Midlands as its preferred location for expansion, and be able to demonstrate a credible plan to establish an operational presence within the region.
- Right to work in the UK: Any employees participating in the programme must have the legal right to work in the UK before programme commencement. Where required, the appropriate UK work visas must be secured prior to joining the programme.
- A UK company entity: Where a UK entity is not already established, the company must incorporate a UK business and establish a registered or trading address within the region before commencing the programme.
- 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 regularly 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.

Places on the programme are limited, subject to application, and awarded at the sole discretion of West Midlands Growth Company. Meeting the eligibility criteria alone does not guarantee an application to join the programme will be successful.



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