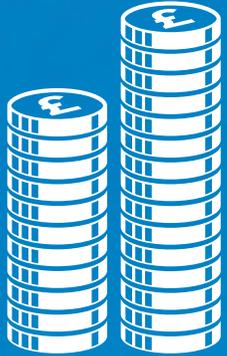


GREATER BIRMINGHAM  
MAKING BUSINESS HAPPEN

investing  
in **your** future  
European Regional Development Fund  
European Union

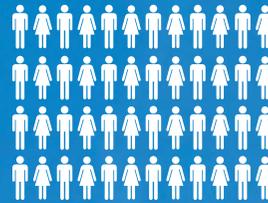




**£54.4  
BILLION  
GVA**



BIRMINGHAM RANKED TOP UK REGIONAL CITY FOR QUALITY OF LIFE (MERCER LIVING INDEX)



OVER **THREE MILLION** POPULATION IN THE GREATER BIRMINGHAM ECONOMY



HOME TO SOME **1,900** INTERNATIONAL FIRMS



# GREATER BIRMINGHAM'S KEY ACHIEVEMENTS



**483,000**  
PEOPLE OF WORKING AGE WITH A DEGREE OR HIGHER DEGREE



IN VISITOR NUMBERS TO BIRMINGHAM IN THE LAST EIGHT YEARS TO

**63.8 MILLION**

MORE FOREIGN



**DIRECT INVESTMENT**

PROJECTS IN THE LAST YEAR THAN ANY OTHER ENGLISH REGION



FDI **DESTINATION OF THE FUTURE**

2013 (FDI AWARDS) FOR BIRMINGHAM

# G R E A T E R B I R M I N G H A M

## THE HOME OF BUSINESS

Home to world-class companies, major R&D facilities, innovative entrepreneurs, renowned universities and one of the youngest populations in Europe, Greater Birmingham is a dynamic, thriving and business-focused region. Well connected and centrally located in the UK, and with a highly skilled talent pool, the region provides the scale and size to service the largest of business functions.

Greater Birmingham is an area at the very centre of the UK anchored by Birmingham, the UK's second city. Business Birmingham, Invest Black Country and Solihull for Success inward investment agencies work together to attract foreign direct investment and promote development in the area as part of the European Regional Development Fund (ERDF) City Region Project on behalf of the Greater Birmingham and Solihull Local Enterprise Partnership (LEP) and the Black Country LEP.

The region is going through an unprecedented period of transformation, and has been bucking national growth and development trends at a time when other areas are experiencing challenges. With record levels of infrastructure investment, increasing international recognition and countless opportunities for companies to thrive in the region, there has never been a better time to invest in Greater Birmingham.

### A region transformed

The region was the birthplace of the industrial revolution and continues to be an engine room of the UK economy. Excitingly, the region has one of the most ambitious plans for growth and investment in the UK which will transform the area for generations to come. Developing clusters of high-growth sectors is part of the region's strategy for economic growth. Within Birmingham's city boundaries, six strategically important geographic areas have been identified as Economic Zones. Each Economic Zone, tailored to a specific sector, may offer businesses simplified planning, access to finance, gap funding, business development programs and tailored training and recruitment packages. Additionally the wider region benefits from many other economic opportunities and development sites.

### Reaching further afield

The world is coming closer to Greater Birmingham. National infrastructure projects include the £40 billion High Speed Rail (HS2) link to London, the £600 million redevelopment of New Street station and Birmingham Airport's £33 million runway extension with direct flights to cities in Europe, North America and Asia, handling almost 10 million passengers per year.

The runway extension at Birmingham Airport builds upon an existing portfolio of almost 150 direct connections to both established markets, as well as growth markets that include China, India, Dubai and South America.

Birmingham's New Street rail station is currently undergoing major redevelopment which will see its annual passenger capacity of 52 million a year increase and transform the centre of the nation's rail network into a spectacular 21st century transport hub. The 'Birmingham Gateway' redevelopment will bring an estimated £200 million of private sector investment into Greater Birmingham, further increasing the region's competitiveness.

### Quality of life

Birmingham has been ranked the best regional UK city for quality of life for the third year running by the global Mercer Living Index. The city centre is home to over 1,000 shops within a one mile radius, ranging from high end department stores to independent arcades, as well as the world-famous Jewellery Quarter, which produces 40% of the UK's jewellery output. In addition, the city boasts 4 Michelin Starred restaurants, and new developments in the form of the 'Birmingham Gateway' and the groundbreaking Resort's World complex in Solihull are set to cement the region's status as a shopping capital.

# IDEALLY PLACED TO HELP BUSINESS SUCCEED

Greater Birmingham is ideally placed for business with exceptional connections to local, national and global networks. It is at the heart of the UK's road and rail infrastructure and has its own international airport with direct flights to cities in Europe, North America and Asia, handling 10 million passengers a year.

## Birmingham Airport

Birmingham Airport's £33 million runway extension brings new long-haul destinations within direct range for the first time.

The extension builds on an existing portfolio of over 150 direct connections to both established markets, such as North America and Europe to include cities such as Beijing, Shanghai, Tokyo, Bangkok, Los Angeles, Las Vegas and Johannesburg. The development also enables the airport to handle a further 27 million passengers each year, bringing direct global connectivity to the region. In July 2014 the airport inaugurated the extension by welcoming the UK's first direct flight from China into a non-London airport, a result of 3 years of collaboration between Marketing Birmingham, Visit Britain, Birmingham Airport and the Government.

## New Street Gateway

The £600 million project is transforming Birmingham New Street into one of the country's flagship rail stations. The redevelopment works include a new concourse three and a half times bigger than the current station, enclosed by an externally lit atrium. Improved access is facilitated by 30 new escalators and 15 new public lifts and, vitally for the connectivity of the city, better pedestrian links to and through the station complete with new entrances and public space. The development will also bring regeneration benefits to the immediate area with the new Grand Central shopping mall and John Lewis store on the south side of the station creating up to 1000 new jobs.

## High Speed Rail (HS2)

HS2 is a major government led investment project which will see the development of a new railway line between London and the West Midlands operating at speeds of up to 250mph - faster than any current operating speed in Europe. The £40 billion project will place Birmingham within 49 minutes of London, radically enhancing Greater Birmingham's rail connectivity to both national and international audiences and accelerating the region's economic growth potential. The construction headquarters for HS2 is to be based in Birmingham, creating many new skilled engineering roles in the city.

The development of the HS2 Interchange station as part of UK Central, adjacent to Birmingham Airport and the National Exhibition Centre, and at the heart of the national transport network will provide over

140 hectares development opportunities for advanced manufacturing, technology, commercial and residential development attracting additional investment and growth to Greater Birmingham.

## Birmingham Curzon

The new HS2 line and Birmingham Curzon city centre terminus station will provide a catalyst to transform areas of the city and unlock major regeneration sites. Birmingham City Council launched the Birmingham Curzon Masterplan in February 2014; this is a 25-year vision for what will be one of the biggest urban regeneration schemes in the UK. The Birmingham Curzon Urban Regeneration Company will lead the transformation of over 140 hectares of land around Curzon Street in the heart of Birmingham city centre. The redevelopment will create 14,000 jobs, 600,000 square metres of new employment floor space and 2,000 homes, contributing up to £1.3 billion a year to the local economy.

## Metro

A major extension of the Metro tram service is currently under development, further enhancing Birmingham city centre's transport links with the wider region. The expansion will create a fast link between two of Birmingham's major rail stations, and deliver 3.5 million passengers a year into the heart of the city's shopping district. To accelerate the regeneration of the Curzon Street site, the area's Growth Deal, the agreement which sees central government funds allocated to local projects, will deliver a further £130 million and help bring forward work to extend the Midland Metro. The planned extension will bring tram services into the heart of the Birmingham Curzon area and link the HS2 terminus directly into the local transport system.

## Rapid Transit Network

Birmingham Sprint is a new bus rapid transit system that will provide a fast, dependable 'turn up and go' service with purpose-built vehicles and passenger facilities. Routes will be aligned to major roads and 'Park & Ride' schemes to reduce the demand for car journeys into the city centre. The first route will link major periphery office locations to the City Core. The routes will feature tram-like buses using existing and new bus lanes and priority signals. With a planned opening in 2015, the route extends to Walsall, Birmingham Gateway and the future HS2 station, with a view to opening in 2015.

## Wolverhampton Interchange Project

Wolverhampton Interchange is a vision to renew and transform Wolverhampton city centre by improving transport gateways and connections. The Wolverhampton Interchange project will provide a fully integrated multi modal transport hub, deliver new commercial floor space for high value jobs and improve the strategic gateway to Wolverhampton and the Black Country. A new rail station building will be constructed and the Midland Metro system will be extended to serve the redeveloped railway station and recently completed bus station. This primary infrastructure will unlock the early delivery of over 70k sq ft of office/retail/leisure floor space, providing accommodation for 278 jobs. Furthermore, over 300k sq ft of office/retail/leisure development will be created over subsequent years providing accommodation for a total of 1,590 jobs.

## M54 Motorway Junction Development

A £40 million project to improve access to the i54 Business Park is underway. Situated in the Black Country Enterprise Zone, the project will see improved road layouts and a flyover to optimise access to site, providing an effective logistical solution that has played a large part in securing major manufacturing investment and is now home to the major new £500 million Jaguar Land Rover engine plant, as well as multiple aerospace corporate headquarters.

## Darlaston Strategic Development Area (DSDA)

A £26 million scheme to improve road infrastructure around an important Black Country economic area, the DSDA access project is a critical component of the overall regeneration strategy for the LEP. The area is the focus of some of the LEP's most significant urban regeneration proposals, and upon completion will help develop the area into a major centre for economic growth and employment, with thousands of jobs being created as well as providing essential access to the Black Country Enterprise Zone.



# G R O W I N G   T H E   R E G I O N ' S N A T I O N A L   A N D G L O B A L   R E P U T A T I O N

Business Birmingham, Invest Black Country and Solihull for Success strive to attract inward investment into the region; both on a national and international scale. Building strong relationships with investors has been our priority and the results are plain to see: we have helped deliver over 7,500 jobs in the past 3 years from the UK and overseas, driven more projects and initiatives than ever before as well as achieving record levels of capital investment into the region.

We've delivered on our promises, making things happen in the city, in the region and increasingly overseas:

## Reaching out to the world

With our overseas presence in North America, India, Germany, Australia and China, we now have one of the most expansive international reaches of any city in the UK. As our economic zones and city centre enterprise zone develop, momentum will continue to build amongst investors, developers, supply chains and occupiers.

## A compelling offer

Fostering good relationships with investors and their advisers is vital to our success. Our teams partner with the local business community in order to introduce investors to Greater Birmingham's compelling offer.

With significant established centres of excellence in areas such as HR, law and financial services, the impetus in our niche

sectors such as e-commerce and social media are gaining the city national and international plaudits. The region's global reputation is also growing in life sciences and digital media, seeing more investment channels continuing to open up.

## A major player

More than ever, investors are increasingly considering alternatives to capital cities and being seduced by the Greater Birmingham region. Excellent links and connectivity aside, it is the combination of a high quality, highly energised workforce and cost efficiencies that are catching the eyes of major players such as Deutsche Bank, ASOS and DHL as well as SMEs.

Our Business Catalyst programme helps many new businesses to set up and expand by reducing the associated risks. It offers attractive incentives such as rent-free periods, free and discounted space, subsidised recruitment costs, PR support, free legal banking, and accountancy advice.

“ The heart of our business is in Birmingham and the wider region, a place that offers so much for potential investors in addition to companies looking to expand. ”

MIKE WRIGHT

Executive Director, Jaguar Land Rover

“ In the spirit of localism, Comux sought the most opportune geography, connectivity and highly skilled workforce in the UK when looking for a location for its HQ. Through Innovation Birmingham Campus' management, we found a flexible, affordable and really straightforward solution. ”

CLARE BRAMLEY

Chief Operations Officer, Comux UK

“ We have found Brindleyplace to be an extremely exciting business location with world class services. Its mix of professional services tenants and associated companies has created a natural micro-hub for the financial services sector and we believe that we could not get a better location in which to extend our significant presence in Birmingham. ”

RICHARD MCCARTHY

Managing Director, Deutsche Bank Birmingham



**11,500 NEW JOBS**  
CREATED FROM FOREIGN DIRECT  
INVESTMENT IN 2011-2014\*



**BIRMINGHAM IS  
TOP 5**  
FOR FDI STRATEGY IN  
EUROPE AND  
OVERALL LARGE CITY  
OF THE FUTURE  
(FDI'S EUROPEAN CITIES  
AND REGIONS OF THE  
FUTURE SURVEY)



**20 UNIVERSITIES** WITHIN AN HOURS DRIVE OF  
BIRMINGHAM TOTALING 320,000 STUDENTS

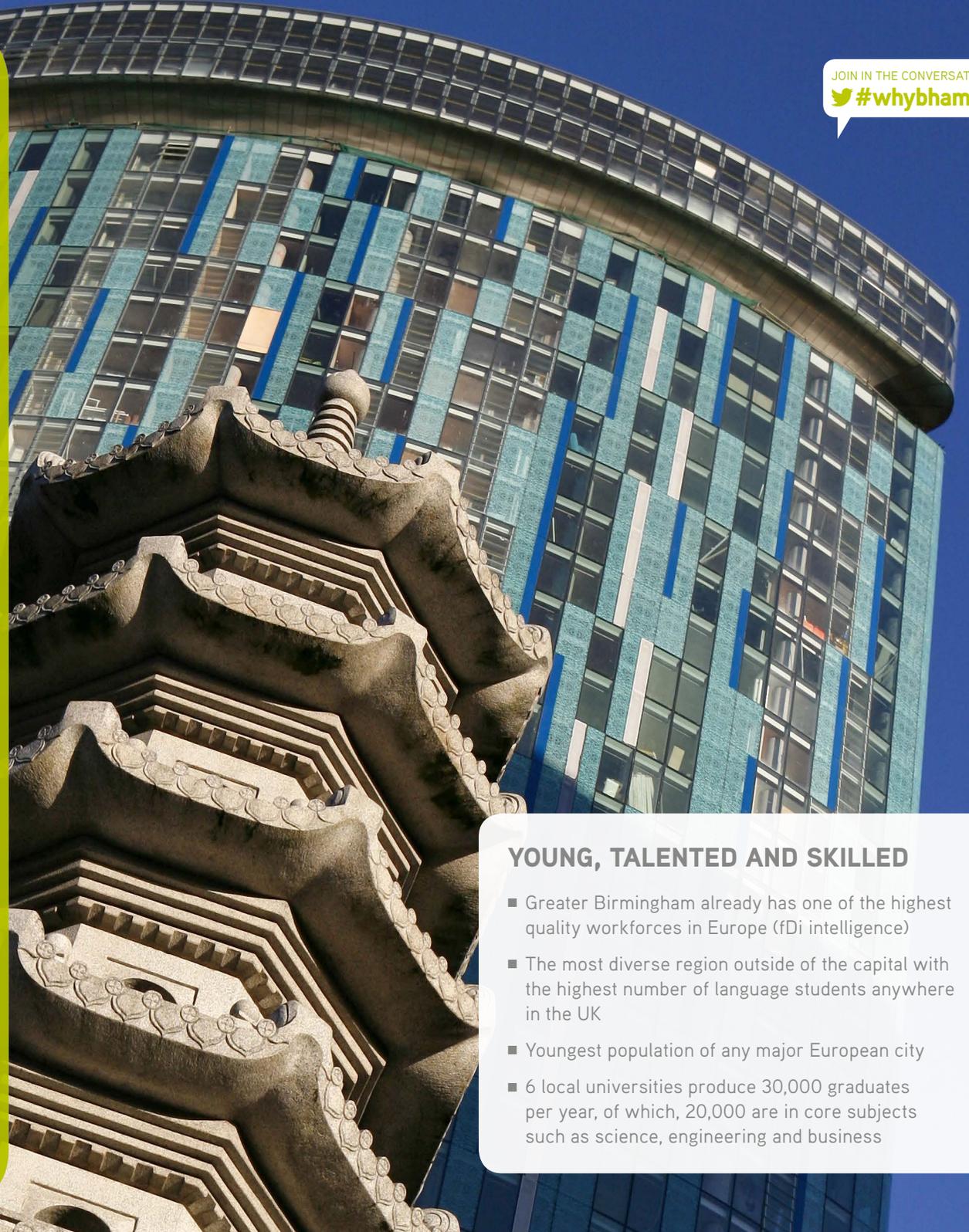


**BIRMINGHAM IS  
THE UK'S MOST  
ENTREPRENEURIAL  
REGION**  
(START-UP BRITAIN)



**BIRMINGHAM IS No2  
BEST TO INVEST**  
FOR WESTERN EUROPEAN CITIES  
SITE SELECTION 2012

\*Source: UKTI



**YOUNG, TALENTED AND SKILLED**

- Greater Birmingham already has one of the highest quality workforces in Europe (fDi intelligence)
- The most diverse region outside of the capital with the highest number of language students anywhere in the UK
- Youngest population of any major European city
- 6 local universities produce 30,000 graduates per year, of which, 20,000 are in core subjects such as science, engineering and business



# A REGION OF ENTERPRISE AND ENERGY

Greater Birmingham's advantages as a world-class region - its central position, connectivity and access to a substantial labour force - make it a location of choice for business, be it local, national or international. It is a region that makes things happen and is supported by major developers and investors as well as internationally renowned academic and research organisations.

However, in changing economic times it is essential for the region to focus on the areas in which it offers a competitive advantage. Developing clusters of high-growth sectors is part of Birmingham City Council's strategy for economic growth. Within the city boundaries, six strategically important geographic areas have been identified as Economic Zones. Each one provides an exciting and bespoke business offer to accelerate development and support businesses as they start up or move into the city. Each Economic Zone may offer businesses simplified planning, access to finance, gap funding, business development programmes and tailored training and recruitment packages. Additionally, similar areas of economic opportunity exist in the Black Country, Solihull and the Greater Birmingham area.

## ECONOMIC ZONES

### 1. Advanced Manufacturing Hub

The Advanced Manufacturing Hub is situated at the centre of the UK motorway network, in close proximity to Jaguar Land Rover. It has the potential for 100,000sqm of new floor space and the capacity to accommodate up to 3,000 jobs. The Hub provides opportunities for investors in the automotive supply chain, aerospace industry and associated advanced manufacturing activity.

### 2. The Enterprise Zone

Within the heart of the city 26 sites, covering 70 hectares, make up the most ambitious Enterprise Zone (EZ) in the UK. Focusing on key sectoral strengths, including professional and financial services, digital media, ICT and the creative industries, the EZ provides opportunities for 700,000 sqm of new office floorspace and 600,000 sqm of new leisure, recreation and commercial floorspace.

The Enterprise Zone has helped catalyse major investments such as the redevelopment of the eight acre Paradise Circus site - one of the

most strategically important projects in the UK delivering 170,000 sqm of new office led mixed use space. In July 2014 an agreement was reached to increase the Investment Plan for the zone from £128 million to £275 million on the back of rising demand and confidence in the city.

### 3. Environmental Enterprise District

To exploit the growth in resource recovery, energy production and low carbon technologies, Tyseley has been designated as the city's Environmental Enterprise District. As a core employment area, it will promote the creation of new environmental business parks at Tyseley Wharf and Energy Way.

### 4. Life Sciences Campus

Located adjacent to two of the city's world-renowned institutions - the University of Birmingham (with the UK's second largest medical school) and the brand new Queen Elizabeth Hospital - a bespoke facility promoting medical technology and healthcare companies, bringing high value jobs into the city.

### 5. The Food Hub

With unparalleled motorway links nearby, the site provides the perfect location for this concentration of like-minded businesses. The Food Hub also affords the opportunity to combine manufacturing, R&D and distribution in a location attractive to companies seeking serviced plots for bespoke development. The Hub will also be home to the largest combined wholesale food markets in the UK.

### 6. Longbridge ITEC Zone

The Longbridge ITEC Zone lies at the heart of one of the largest urban regeneration programmes in the country at Longbridge, Birmingham. The Zone has the potential to provide for businesses requiring large floorplate buildings with high spec fittings, set in a town centre location with excellent accessibility.

### 7. i54

i54 Wolverhampton North focuses on key high-technology sectors including aerospace, automotive, advanced manufacturing and business services. Already the home of the new 1 million sq ft

Jaguar Land Rover Advanced Engine plant and leading Aerospace and Science companies, this area provides the potential to create several thousand jobs in key high technology sectors.

### 8. Darlaston

Darlaston focuses on High Value Engineering and Manufacturing companies producing components for the Automotive, Aerospace and Building Technologies sector. The development sites at Darlaston, just minutes away from the M6 motorway, provide a fantastic supply chain locality for 'just in time' and 'just in sequence' delivery. Fifteen sites provide a total area of over 40 hectares.

### 9. UK Central (UKC)

UK Central (UKC) is a unique concentration of strategic economic assets and infrastructure at the heart of the UK's transport network. Containing Birmingham Airport, the NEC and the planned HS2 Interchange, UKC is already a key driver of the regional economy, attracting investment and job creation. The area includes Solihull, which has been identified as one of the 'Ten Best Towns in Which to do Business', in the 'Top Three Places for Enterprise' (Santander 2013) and named in the U-Switch Quality of Life Index (2013) as the 'Best Place to Live in the UK', with outstanding quality of life and one of the greenest environments in the country. The central location, skilled workforce and national and international connectivity attract the investment that is already delivering economic growth rates over 150% higher than the national average.

### 10. The Enterprise Belt

The Enterprise Belt, between 20 and 40km from the edge of Birmingham, spans southern Staffordshire and north Worcestershire. Southern Staffordshire contains significant development opportunities with potential to create 23,000 jobs in the next few years and in north Worcestershire key development sites include the former British Sugar site in Kidderminster and Redditch Eastern Gateway which have the potential to create 2,100 jobs. This programme also includes interventions needed in the Greater Birmingham area that have significant growth potential.

# CASE STUDIES ADVANCED ENGINEERING

The birthplace of the Industrial Revolution, advanced engineering generates over £12 billion for the region's economy. Already leaders in the Automotive and Aerospace sectors, we are rapidly building a profile in the Low Carbon and Renewables sector.



**148,000**  
PEOPLE EMPLOYED IN  
MANUFACTURING



## CASE STUDY

# JAGUAR LAND ROVER

Jaguar Land Rover is a British multinational automotive company that sells vehicles in almost 180 markets globally with 80% of production exported from the UK. With advanced manufacturing plants in Solihull and Castle Bromwich, and an R&D facility in Gaydon, Warwickshire, Jaguar Land Rover employ over 25,000 people in the UK and 1,000 more globally and support 190,000 people through the supply chain, dealer network and wider economy. Jaguar Land Rover has invested £370 million in the Solihull facility to support the production of the all-new Range Rover. The all-new Range Rover is a good example of the kind of innovation that is being developed in the region – for example it is the world's first SUV to feature an advanced all-aluminium body structure, delivering significantly reduced weight, improved performance and enhanced sustainability.

Castle Bromwich produces the full range of Jaguar vehicles and boasts some of the most advanced aluminium body construction facilities in the world. Jaguar Land Rover has made a significant investment in the plant to prepare for the launch of the all-new Jaguar F-TYPE Coupe range in Spring 2014 which complements the '2013 World Car Design of the Year' award-winning F-TYPE Convertible. To meet the demand for vehicles; Jaguar Land Rover invested £200 million in its Castle Bromwich plant and hired an additional 1,100 staff to support the launch of its new models.

Jaguar Land Rover is investing further in the region by building a new £500 million Engine Manufacturing Centre, which will build the new family of high-output, fuel-efficient petrol and diesel engines.

A further investment of £1.5 billion is being made to introduce an all-new technically-advanced aluminium vehicle architecture in forthcoming models and, to support this, 1,700 new jobs will be created in Solihull.

## CASE STUDY RIMSTOCK

Rimstock is a world leading manufacturer of alloy wheels for the Original Equipment (OE) and Aftermarket. Based in the Black Country for over 30 years, it is also the premier producer of aluminium wheels in the United Kingdom, with one of the largest and most advanced design and manufacturing facilities of any wheel producer in the UK. Employing almost 250 people from multiple sites in West Bromwich, Rimstock is proud of its roots and its highly global customer portfolio. Its manufacturing facilities operate from four purpose built production installations extending to 150,000 ft<sup>2</sup>.

Originally focusing on low pressure alloy casting around ten years ago, Rimstock decided to focus on developing technology and forged wheel capabilities, a bold move in a competitive sector of the market but one that has seen the business flourish with new forged wheel facilities complementing the existing cast alloy business.

Rimstock is an example of the region's versatility, being able to adapt to any technical challenge, whether it be durability and styling of Original Equipment and Aftermarket sectors, speed and weight conscious motorsport, hi-tech super light forgings, concept car one offs or security and defence sector resistance.

In its relentless pursuit of excellence, Rimstock is committed to the continuous development of new technologies, maintaining its position as a market leader in one of the most competitive industries within the automotive sector. This has been achieved from the company's attainment of the ultimate motor industry quality award of the coveted QS9000, alongside being the first European wheel manufacturer to achieve the ISO9001 standard.

GREATER BIRMINGHAM  
ACCOUNTS FOR  
**25%**  
OF ALL AUTOMOTIVE  
PRODUCTION IN THE UK

## CASE STUDY ACE FORMING

ACE Forming is one of the UK's leading prototype engineering companies, offering a complete service for both prototype and production metal forming.

Initially set up in Halesowen in 2002 as an independent company to provide prototype engineering services, when given the choice to move to larger premises due to expansion, ACE Forming was determined to stay in the Black Country. The company chose The Pennsnet Estate in Kingswinford for the skilled workforce inherent in the local area with the addition of many local sub-contractors.

Many of ACE Forming's clients are also located close by, who are primarily blue chip companies and product developers. These range from different fields including aerospace, medical, telecom, electronic and automotive industries. ACE Forming also undertakes specialist fabrication, assembly projects and manufacture wiring looms.

ACE Forming demonstrates the excellent availability of talent that is apparent in the region, having developed a local team of highly skilled staff who are helping the company succeed in a competitive sector.

**£7  
BILLION**  
GENERATED  
REGIONALLY BY  
MANUFACTURING &  
ENGINEERING

C A S E S T U D I E S

# BUSINESS PROFESSIONAL AND FINANCIAL SERVICES

Greater Birmingham is a location of significant HQ and finance centres with the largest regional BPFS hub in the UK, bringing £23 billion (25% of GVA) into the region. The industry is at the core of the region, with 30% of Birmingham's firms in this sector and over 300 company headquarters located here. Overall, Birmingham has over 21,000 BPFS companies.

"Five Brindleyplace is an excellent building in an outstanding location on the estate and will be an aspirational place in which to work. Brindleyplace itself has a real sense of community and its connection to the main transport hubs enables us to both attract and retain the very best talent".

RICHARD MCCARTHY  
Managing Director,  
Deutsche Bank,  
Birmingham

**220,000**  
PEOPLE EMPLOYED  
IN THE BPFS  
SECTOR

C A S E S T U D Y

## DEUTSCHE BANK

Deutsche Bank AG is a German global banking and financial services company with its headquarters in Frankfurt. It has more than 100,000 employees in over 70 countries, and has a large presence in Europe, the Americas, Asia-Pacific and the emerging markets.

Deutsche Bank opened its first office in Birmingham in late 2006, initially with 30 employees. Since that first investment it has become the city's largest foreign owned financial services company, employing over 1000 staff in a range of roles in technology, support operations and increasingly front office functions.

The company has chosen to further expand in Birmingham having benefited from the talent, quality of life and potential to fuel growth globally and in late 2013 Deutsche Bank located to Five Brindleyplace in the heart of the city making it the base for a new centre of excellence.

Rather than simply growing its back-office presence in the city, the expansion will see Deutsche Bank create 170 front-office positions in 2014 within its investment banking unit, with that number set to increase by 100.

FIND  
OUT  
MORE

[businessbirmingham.com/bpfs](http://businessbirmingham.com/bpfs)

# 21,000 BPFS

## COMPANIES IN GREATER BIRMINGHAM

JOIN IN THE CONVERSATION  
#whybham

### CASE STUDY

## DTZ

DTZ's history dates back to 1784 when the founding predecessor firm, Cheshire Gibson was established in Birmingham. Since then, the company has become a global leader in property services, providing occupiers and investors around the world with industry leading, end-to-end property solutions.

Serving many of the world's greatest companies, DTZ's 47,000 people in 208 offices in 52 countries offer seamlessly integrated operations throughout Europe, the Middle East, Africa, Asia Pacific and the Americas.

In mid 2013 DTZ chose to establish a new Financial Control European Centre of Excellence in Colmore Square. The depth of accountancy talent in the region, coupled with multi-lingual capabilities enabled the company to consolidate operations from across the UK, Germany, France, and Poland.

OVER  
**29%**  
OF GREATER  
BIRMINGHAM'S GVA  
IS GENERATED BY  
BPFS SECTOR

### CASE STUDY

## GEORGE GREEN LLP

Building on a Black Country heritage dating back to 1897, George Green LLP has grown to be one of the region's leading law firms serving both businesses and individuals within the Greater Birmingham region.

The Cradley Heath based firm has recently opened a further office in Wolverhampton, well placed to support increased economic activity around the i54 enterprise zone, home to Jaguar Land Rover's new engine plant.

Senior Partner, Paul Bennett cites location as integral to the firm's success.

"The gravitational pull for professional services in cities outside of the capital is now greater than ever. The pool of young and ambitious talent consciously developing careers locally is growing. Local diversity is a real asset in a globalised market."

"We have lower operating costs than many of our competitors and we are accessible with on-site parking and infrastructure benefits of close rail and motorway links. It's a recipe for success."

# CASE STUDIES LIFE SCIENCES

The region is a powerhouse for the Life Sciences industry, combining extensive R&D facilities, strong collaboration between academia and business and one of Europe's largest and most diverse, non-transient patient populations. Greater Birmingham is moving to the cutting edge of global healthcare at an extraordinary rate and offers the Life Sciences sector everything it needs to grow.



**3,250**  
LIFE SCIENCES  
COMPANIES

## CASE STUDY

### RAYBLOC

Raybloc (X-ray Protection) Ltd manufactures and install high quality radiation protection products and is based in the Black Country. Being located in the heart of the UK has unlocked business potential from the East (such as Nottingham, Cambridge, Oxford), the South (London, Portsmouth, Plymouth), the West (Wales), and the North (Manchester, Liverpool, Newcastle, Scotland) enabling Raybloc Ltd to deliver products within short lead times to hospitals.

As a manufacturer of niche lead lined products for radiation shielding, it is important that Raybloc not only has a reliable supply chain, but has the opportunity to choose between their suppliers. Not being limited to

a single supplier allows for suitable management in business to business negotiations, allowing for advantages over competitors such as greater turn around on lead times, increased efficient manufacturing, increased supply chain, and competitive prices.

As a result of being the epicentre of the industrial revolution, Greater Birmingham has been left with an abundance of talented and willing workers in every field. Universities and colleges allow a vast diversity of students to pass through the region leaving companies like Raybloc spoilt for choice in recruiting a skilled work force.

## CASE STUDY

# BINDING SITE

Binding Site is a specialist protein company committed to the research, development, manufacture and distribution of innovative, immunodiagnostic assays for the global laboratory market. For over 25 years now, the business has specialised in producing highly sensitive and specific antibodies used for the detection of certain cancers and serious disorders.

In 2011, Binding Site relocated to new headquarters in Birmingham city centre, having had its roots at the University in the 1970s. The company has achieved double-digit growth for many years and re-housed 600 UK-based employees into a new 6-storey sustainable building.

The company has opted to stay in the region not just because of its strong academic links with the University of Birmingham, but access to a multi-cultural population mix as well as excellent transport links. Furthermore, the city is now attracting highly skilled workers into the region and believes that other initiatives such as the Institute of Translational Medicine (ITM), Edgbaston Medical Quarter and Innovation Birmingham will all serve to create a nucleus that attracts even more outstanding talent.

FIND  
OUT  
MORE

[businessbirmingham.com/life-sciences](http://businessbirmingham.com/life-sciences)

OVER  
**110,000**  
PEOPLE EMPLOYED  
IN THE LIFE  
SCIENCES  
SECTOR

## CASE STUDY

# SAFE PATIENT SYSTEMS

Safe Patient Systems solves clinical problems by creating simple and patient centric mobile solutions, designed by clinicians that harness technology to enable more efficient healthcare and improved patient outcomes.

Born out of the Research and Development department of one of the UK's leading NHS Trusts, Heart of England NHS Foundation Trust, Safe Patient Systems share many of the values of the NHS around how they prioritise patients, listen, learn and develop evidence based solutions.

Today, the company is one of the leading providers of mobile healthcare and their shared values make Safe Patient Systems an appropriate partner organisation for reviewing and developing services and care pathways integrated around the patient.

When moving from its existing base at Heartlands hospital, Solihull was the first choice, due to the prestigious location and great transport links, alongside easy access to the South East and a large number of technology partners.

C A S E S T U D I E S

# INFORMATION TECHNOLOGY, ELECTRONICS AND COMMUNICATIONS

The region provides exceptional technological infrastructure, a critical mass of skills and a steady supply flowing into the talent pool for creative agencies, games companies and global technology giants. Birmingham and its surrounding region offer a wealth of talent, experience and upcoming future stars in the crucially important, fast growing broad digital sector.

**5,400**  
COMPANIES IN  
THE SECTOR

C A S E S T U D Y

## VIRGIN MEDIA

Virgin Media provides TV, fibre-optic broadband, home phone and mobile services to businesses and consumers in the UK, and was formed in March 2006 by the merger of NTL and Telewest by Richard Branson's Virgin brand. In early 2012, Virgin Media opened an 1,100 person strong regional HQ in East Birmingham. The operation hosts a customer experience centre of excellence and also provides marketing and business support functions as part of a major shared service centre. The new site at Eagle Court is also home to Virgin Media's Apprentice Training Centre, which runs an immensely popular programme giving apprentices the chance to

get comprehensive training in digital home entertainment and telecommunications, whilst working towards a nationally recognised qualification in ICT (Information and Communications Technology). Business Birmingham worked closely with Virgin over a 12 month period to deliver this project. The team assisted, along with local recruitment partners, in benchmarking, talent pooling, recruitment and the relocation of staff.

FIND  
OUT  
MORE

[businessbirmingham.com/itec](http://businessbirmingham.com/itec)

## CASE STUDY FUJITSU

Fujitsu is the largest Japanese employer in the UK & Ireland, employing over 14,000 people and delivering annual revenues over £2 billion. Headquartered in Tokyo, Fujitsu is one of the world's largest Information & Communications Technology (ICT) providers, with 170,000 people supporting customers in over 100 countries worldwide. Fujitsu's portfolio includes products, consulting, applications, systems integration, managed services and integrated ICT for customers across both the public and private sectors. Fujitsu technology is behind many of the essential services that we take for granted every day, from passport applications and filling in tax returns through to accessing utilities and paying for shopping on the High Street.

Fujitsu's operation in Solihull, Birmingham is the centre for the Company's EMEA-wide

(Europe, the Middle East and Africa) telecommunications activities, providing integrated, end-to-end, next generation networks and system solutions from design, development and manufacture through to implementation, support, operation, repair and ongoing managed services. The 700+ Fujitsu employees in Solihull deliver product support and network management, with rapid-response fault management and a dedicated Customer Contact Centre, providing round the clock monitoring and proactive fault management for customer networks both in the UK and globally.

Solihull provides an established and highly convenient location for Fujitsu, with excellent road, rail and air links and access to a strong pool of local talent, including both apprentices and graduates.

ONE OF THE  
LARGEST TECH  
CLUSTERS IN  
THE UK

OVER 1,000  
E-COMMERCE  
START-UPS HAVE  
CONTRIBUTED OVER

**£18 MILLION**  
IN BIRMINGHAM

## CASE STUDY JUMAR SOLUTIONS

Jumar Solutions is a global IT solutions provider, with its world headquarters located in Solihull, Birmingham. It employs 40 people at this site as well as maintaining a worldwide pool of 150 contractors and an ever-expanding wider network of skilled IT resources.

The company provides a unique combination of IT modernisation solutions for blue chip organisations, complemented by an IT recruitment division which also provides services to clients across Solihull, the Greater Birmingham region and beyond.

Its recruitment division is based on Pinewood Business Park in Solihull and, along with its satellite office near Manchester, provides UK-wide IT resourcing services to clients large and

small. Jumar has recently reaffirmed its commitment to Solihull as a place to do business by expanding into a neighbouring office building on the business park as it continues to expand its footprint and take on new staff.

The Solihull site houses the company's business development, IT, Operations, R&D and financial functions – and provides a convenient location for all of its operations thanks to easy access to transport links by road, rail and air. The proximity of Birmingham Airport is significant as many key staff and contractors regularly require direct flights to Europe, Asia and Australia.

# CASE STUDIES DIGITAL MEDIA

Hotbeds of digital talent reside within our clusters in Digbeth, Aston and the Jewellery Quarter. An installation of next-generation super-fast broadband has made Digbeth a real focus for creative and digital industries.

“ We’ve been welcomed with open arms and supported through every step by the Business Birmingham team, who we will continue to work with. Birmingham feels like a city that has some big plans and is on the cusp of big things. We wanted to get in there first. ”

PETE MARSDEN  
Chief Information Officer for ASOS

## CASE STUDY

### ASOS

ASOS is a global fashion destination selling cutting-edge ‘fast fashion’ and offering a wide variety of fashion-related content. The company’s website ASOS.com has become the hub of a thriving fashion community.

As part of the company’s global expansion plans in June 2013, ASOS chose to expand into the Custard Factory in Birmingham’s creative quarter as its first location

outside of the South East. In a move that capitalised on the growing specialism in e-commerce across the city, ASOS created 20 senior developer roles focusing on creating new websites aimed at growth markets such as France and Germany, with plans to increase the team to 50 in the near future.

The company was one of the most high profile investors and part of a wider trend for e-commerce in Greater Birmingham as many companies are taking advantage of one of the UK’s largest digital sector talent pools.

5,800

DIGITAL MEDIA COMPANIES  
IN GREATER BIRMINGHAM  
WITH 34,000 EMPLOYED  
IN THE SECTOR

FIND  
OUT  
MORE

[businessbirmingham.com/digital-media](http://businessbirmingham.com/digital-media)

CASE STUDY

BBC

The BBC has announced it will base its centre for recruitment and talent development for the UK at the landmark Mailbox in Birmingham. The BBC Academy, the BBC's centre for in-house and industry wide training, will move to the city in 2015, alongside the core of the BBC's HR and Internal Communications. The academy offers training and development for the UK broadcast industry and will also work with local companies to increase the talent base in the region. In total 190 roles will move to Greater Birmingham by the end of 2015.

In addition, the BBC plans to develop a new digital innovation unit, the Guerrilla Group, to explore the next-generation of BBC content. The Guerrilla Group will be based at the heart

of the city's creative community at Fazeley Studios, and will act as a source of digital creativity at the BBC and as a catalyst for innovation in Greater Birmingham. The team will work with the BBC's R&D department, Connected Studio, BBC brands and audience members, as well as partnering and collaborating with a range of organisations, start-ups and SMEs. The BBC is working with the Creative City Partnership to provide space for the team alongside some of the city's most dynamic and creative SMEs in Digbeth.



CASE STUDY

DROPLET

Droplet has revolutionised the way people pay online, integrating payment functionality, bespoke marketing messaging and mobile loyalty in one friendly user app. In 2013 the company launched its mobile commerce platform, allowing merchants to turn Droplet into a remote ordering tool for anything from food to car parking. Droplet is currently working on their Customer Loyalty Rewards Programme where customers can be rewarded with points based on their frequency of purchase, localised shopping preferences or even content of merchant feedback.

David Roberts, co-founder of Birmingham Science Park-based business, explains why Birmingham was the ideal place to locate its mobile money app.

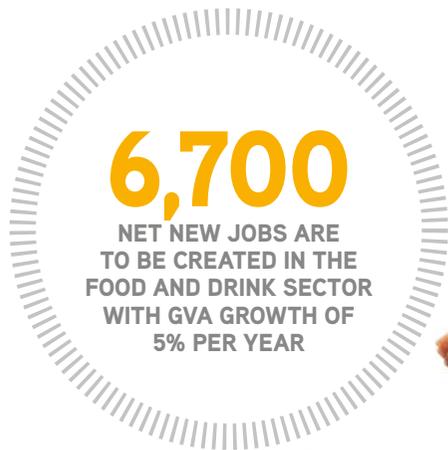
"Without doubt Birmingham was the very best place for us to locate Droplet".

"We were looking for a welcoming city with great connections to a broad range of industry sectors to test and trial our mobile phone payment platform. Birmingham is perfect, high street chains right next door to independents; the city centre; out of town shopping; the blossoming villages of Moseley, Kings Heath, Harborne and Stirchley – they all provide a rich test bed for us."

"We are excited by the future, and will probably consider that locating in Birmingham could be one of the best decisions we have made".

# CASE STUDIES FOOD AND DRINK

Food and drink brands recognised the world over call Greater Birmingham home. Because of its unique geography and first class logistical network, Greater Birmingham has a long history of food and drink production and has built a tried and tested infrastructure.



## CASE STUDY CADBURY

Cadbury's, a multinational confectionery company, was established in Birmingham in 1824 and is now the second largest confectionery brand in the world.

Founded by John Cadbury, who opened a grocers shop in 93 Bull Street, Birmingham, the manufacturing business was subsequently born in 1831 when he decided to start producing on a commercial scale and bought a four storey warehouse in nearby Crooked Lane. His vision was shared by his brother Richard, and they began searching for a very special site for their new factory. Bournville, in Birmingham, was chosen.

The rest, as they say, is history and some of the world's most iconic names in chocolate were and still are produced here, including the Dairy Milk bar. Cadbury became part of Mondelez International family on the 2nd February 2010, and in 2012 a new global R&D centre opened in Bournville, Birmingham as part of a £17 million investment in the UK.

The company chose to stay in the region to take advantage of the wealth of talent and skills available; creating a 'Centre of Excellence' that includes new innovation laboratories, a test plant facility and a collaboration kitchen to put new ideas to the test.

**28,000**  
EMPLOYEES IN THE FOOD AND DRINK INDUSTRY IN THE REGION IN MORE THAN 1,000 COMPANIES

**16%**  
OF ALL SPICES NATIONALLY ARE IMPORTED IN TO GREATER BIRMINGHAM

CASE STUDY

EAST END FOODS

Established in the Greater Birmingham region in 1972, East End Foods Plc has grown into one of the UK's leading Asian food specialists with an annual turnover in excess of £180 million. With the surge of immigration in the 1950's and 1960's, the enterprising Wouhra brothers spotted a gap in the market with the growing demand and lack of availability for ethnic foods. They opened a small store in Wolverhampton in the Black Country stocking raw ingredients and dried goods. As demand grew, they moved to two further sites in the area, before moving to Birmingham in the 1970's, setting up in Highgate, Birmingham, supplying independent retailers, family owned stores and a growing

number of Indian restaurants. After the closure of the old HP Sauce site in 2007 in Aston, Birmingham, East End Foods purchased it and built a new cash and carry facility.

Today with the product range containing over 30,000 lines to over 3,500 retailers regionally and many more nationally, East End Foods not only caters for Greater Birmingham's diverse ethnic population, but is now one of the largest importers of ethnic foods in the UK. It currently operates out of 600,000 sqft of space across 4 depots in Birmingham and the Black Country and is one of the only companies in the UK to process, blend, and grind their products in the UK.

**FIND OUT MORE**  
[businessbirmingham.com/food-and-drink](http://businessbirmingham.com/food-and-drink)

CASE STUDY

CLEONE FOODS

Cleone Foods produce and distribute Jamaican patties under its registered trademark Island Delight branding. In existence since 1989, the company employs 50 people and has a turnover just short of £3 million. The key driver of growth has been winning contracts with supermarkets – Cleone Foods supply the UK's major supermarkets such as Tesco, Sainsbury's, ASDA, Morrison's and Co-Op and supply approximately 70% of all the patties made in the UK. The company is looking to further expand the business over the next 3 years, generating £1 million of additional turnover and looking to recruit an additional 15 people to its team of workers.

"Birmingham is a great location for our business, particularly for transport links. With access to

all major conurbations within two hours, we can deliver anywhere within three hours."

Access to labour is also a major benefit for Cleone Foods as the company is located on a main bus route with train stations at a suitable distance. Local labour is well skilled, with four major universities, and several local and specialist colleges such as the University College Birmingham providing specialist courses in food and drink studies and the National Skills Academy providing excellent candidates across all disciplines.

"Our supply chain is well resourced, with ingredient, packaging and component suppliers all locally based, as well as service providers, and technical and engineering support easily available within the local area."

# CASE STUDIES

## ENVIRONMENTAL TECHNOLOGIES

Greater Birmingham is seeking to become one of the world's leading green cities. Already a leader in renewable energy - from low carbon fuels to waste management and bio-energy to solar photovoltaic - the city is paving the way as a sustainable, future-proof city. An integrated city transport system is taking shape and the region's universities produce world-class research, including bio-energy, hydrogen materials and future power systems.

**ASTON UNIVERSITY  
BIOENERGY RESEARCH GROUP**  
IS ONE OF THE LARGEST  
UNIVERSITY-BASED RESEARCH  
GROUPS IN THERMAL BIOMASS  
CONVERSION IN THE WORLD,  
AND HOME TO THE EUROPEAN  
BIOENERGY RESEARCH  
INSTITUTE (EBRI)

**BIRMINGHAM**  
HAS A COMMITMENT  
TO A 60% REDUCTION  
IN CARBON EMISSIONS  
BY 2026

### CASE STUDY

## ARUP

Arup is a world leading independent firm of designers, planners, engineers, consultants and technical specialists offering a broad range of professional services.

Founded in 1946 with an initial focus on structural engineering, Arup first came to the world's attention with the structural design of the Sydney Opera House, followed by its work on the Centre Pompidou in Paris and also the Birmingham M6 Toll.

Arup delivers solutions for waste to energy facilities and waste management strategies, alongside energy strategies, energy storage, carbon management, renewable energy supply and low carbon technology. The company led on the CABLED project which showcased ultra-low-carbon automotive technology as part of a UK-wide demonstrator programme.

Established in 2001, Arup's campus in Solihull is home to 500 employees. Known as the "Arup Campus", the Solihull, Birmingham office on Blythe Valley Business Park is the result of Arup's commitment to, and investment in, the Greater Birmingham region since 1968. Brought together from a wide range of disciplines, they encourage employees to look beyond their own specialism to achieve their clients' objectives. This unconventional approach to design originates, in part, from its own structure - the firm is owned in trust on behalf of its staff. The result is an independence of spirit that is reflected in their work, in their dedicated pursuit of technical excellence, and the lasting value they create for their clients.



## CASE STUDY VEOLIA

Veolia Environmental Services Birmingham Limited is a project company, set up in 1993 to manage the domestic waste arising from the city of Birmingham, employing 12,000 people across the wide spectrum of environmental services. The company has a 25-year integrated waste management contract with Birmingham City Council, to operate as its strategic partner to deal with waste arisings, maximise recycling and produce Energy Recovery.

In 1996 Veolia Environmental Services Birmingham built a state-of-the-art Energy Recovery Facility in Tyseley, East Birmingham, taking 350,000 tonnes of rubbish each year and converting it into electricity. This energy production is enough to power 41,000 local homes.

Veolia chose Greater Birmingham as a key location because of its University based commitment to world-class research in areas such as bio-energy and future power systems.

Tyseley itself has been designated an Environmental Enterprise District, promoting innovative environmental approaches, and the company's facility here fosters new technologies and academic partnerships.

Veolia also assists Birmingham City Council in continuing to be one of the top-performing local authorities in terms of landfill avoidance and is targeting 40% recycling by 2026.

## CASE STUDY IRED HEATING LTD

iRed Heating Ltd is a designer and manufacturer of infrared heating products for homes and businesses based in the Sandwell area of Greater Birmingham and has gained a substantial European grant to develop both its product range and advances in innovation.

The iRed product range came out of a "mother" company Solar Install (UK) Ltd who had been established in the Sandwell area of Greater Birmingham for five years and is used as a vehicle to launch new technologies.

With access to great transport links, material suppliers and skilled labour, setting up production in the centre of UK manufacturing and home of the industrial revolution was an easy decision.

In its first year of operating, iRed had a dedicated showroom office and a separate production facility, capable of producing 3,000 panels per month, with available extensions adjacent to their site. The company has experienced good growth in a new sector of heating and expect to take its employment up before the end of the year.

iRed Heating Ltd is proud to have developed 'the only viable retro fit answer to fuel poverty' and has a great future ahead in a facility only 300 yards from where James Watt developed his first steam engine.

B U S I N E S S B I R M I N G H A M

# BUSINESS SUPPORT PROGRAMME

## Business Birmingham

Business Birmingham is one of the region's inward investment programmes and the link to establishing or growing a company's presence in Greater Birmingham. We are the access point to Greater Birmingham's business networks and to the numerous benefits from the region's strong enterprise culture. We strive to work with investing companies as a strategic partner to create relevant business solutions. By working as a strategic partner and consultant with local, national and global businesses, we can provide relevant information and a comprehensive package of support services. Through us, companies will have direct access to an extensive network of skills, knowledge and assistance.

## Invest Black Country (IBC)

Invest Black Country is the inward investment organisation for the Dudley, Sandwell, Walsall and Wolverhampton areas, providing strategic leadership and identifying global opportunities to promote investment in and export from the Black Country. Invest Black Country works with businesses that are looking to expand or relocate and demonstrate why being in the Black Country makes business sense. Through Invest Black Country, businesses can access a bespoke range of services from market intelligence, property support and supply chain development to access to finance and innovation opportunities that will help them as they land, grow and thrive in the Black Country.

## Solihull for Success

UK Central offers not only exciting development opportunities, but the long term commitment and support to enable businesses to prosper and grow including project management support, client relationship management and access to business development and networks for new investors.

## Business Catalyst

Most cities and regions will give potential investors an hour with a lawyer, maybe even two. We're a little more ambitious as we understand the support needed to get businesses operating successfully. We are supported by over 100 private sector companies who help to promote the city on a global scale.

Working with some of our partners to go above and beyond basic support, we have formulated a 'market-entry package' with specific subsidised rates that can be tailored to individual needs. Each partner brings different skills and support for a business, but will fall into one of the four categories of people, property, process and profile.

**People** – Local labour pool analysis, bespoke recruitment and apprenticeship solutions

**Property** – Property and incubator space – short-term accommodation and support for future plans

**Process** – Business services including legal advice, project management and other professional services for business establishment

**Profile** – Profile raising opportunities such as PR announcements, sales and marketing workshops and promotional opportunities such as networking events for client interaction

A range of incentives are on offer for businesses including rates relief, simplified planning, digital infrastructure, business support and investment in infrastructure.

## SME Fast Track\*

SME Fast Track is available for small to medium enterprises operating within the region. The programme will offer your company support that will answer the individual needs of your business. This could be through opportunities to attend trade shows, trade missions and events to meet new customers to help grow order books.

SME Fast Track consists of three simple stages, which will have an immediate impact:

### 1. Specialist business advice

We'll begin with a diagnostic session where a business expert will analyse a company's current situation and help focus on tangible and realistic targets for the future.

### 2. High impact workshops

To achieve these targets, workshops will be held across a number of areas, covering marketing and communications, access to new markets, sales techniques and access to finance.

### 3. Opportunities to attend trade shows/trade missions and events

You may get the chance to attend any relevant trade shows/missions and events to meet new customers to help grow your order book.

## Financial Support

There are various business support loans and grants currently available to help businesses set up and thrive in the region. These can range from start-up loans to large scale supply chain development grants, to find out more contact our team using the details opposite.

*\*SME Fast Track is funded through the Investing in the City Region European Regional Development Funded Project and is subject to EU funds being available until September 2015.*

OUR SERVICES ARE INDEPENDENT AND FREE OF CHARGE

# HOW WE CAN HELP

One call to us unlocks direct access to an extensive network of skills, knowledge and assistance resulting in a coordinated, tailored response to your enquiry. Our services are driven entirely by your needs and are both independent and free of charge.



## PLAN

We'll help create a convincing business case for setting up in our region. Our planning support includes:

- Mediating between a business and local or central government (e.g. skills needs, planning and environmental considerations and access to incentives and grants)
- Providing intelligence through up-to-date information, data and research for the specific sector in which a business is active
- Providing familiarisation tours to help make the most of Birmingham's offer
- Relocation and property advice – whether a move to new or expansion of existing premises, we can help. We know the real estate market in the Birmingham area. We'll help with the right connections and first steps in the city
- Legislation and tax advice tailored to a company's situation and requirements
- Funding signposts to the right sources of business and property finance (grants, loans or equity) both government and private provision



## SET-UP

Our set-up support includes:

- Connecting businesses with networks, sector support agencies and media contacts
- Refinement of property planning – distilling down through design and build requirements. We can also find turnkey solutions
- Staffing support through help in attracting the right staff, with the right skills. We help by bringing companies into contact with the right people
- Relocation support for existing staff with help in the transition – providing information on housing, schooling, healthcare and more



## GROW

We are committed to supporting inward investors once they are based in the city.

- Support and continued development of significant inward investing companies
- Keeping companies connected with local and national organisations in Birmingham
- Helping businesses tap into the city's myriad of opportunities

## WANT TO KNOW HOW WE CAN HELP YOUR BUSINESS?

T: +44 (0)121 202 5022

E: [invest@marketingbirmingham.com](mailto:invest@marketingbirmingham.com)

W: [businessbirmingham.com/catalyst](http://businessbirmingham.com/catalyst)

 [business\\_bham](https://twitter.com/business_bham)

 [BusinessBirmingham](https://www.linkedin.com/company/BusinessBirmingham)

 [BusinessBirmingham](https://www.facebook.com/BusinessBirmingham)

Please quote 'Making Business Happen' when you get in touch with us

# LIVING & WORKING IN GREATER BIRMINGHAM

## AFFORDABLE LIVING

Birmingham has been ranked the best regional UK city for quality of life for the third year running by the global Mercer Living Index, with an average house in the region costing as little as one-third of a house in the capital.

## INSPIRING CULTURE

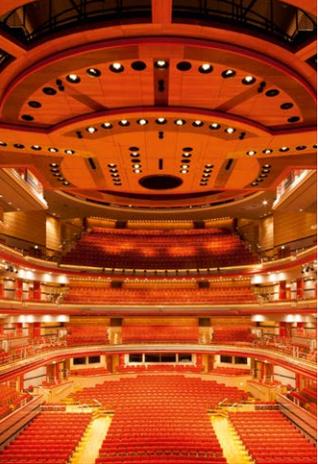
Soak up the culture in one of Europe's most vibrant cities, with more than 500,000 examples of world-class art in one square mile, unique drama, musical flair, diverse dance and performing arts.

## BORN IN BIRMINGHAM

The region has a special place in global history, as the birthplace of the Industrial Revolution. Inventions that emerged from this area – the steam engine and the light bulb – have fundamentally changed the way the world works.

## TOP TALENT

Access to 90% of the entire UK market, the region generates over 320,000 graduates per year, (all within a one-hour drive).



JOIN IN THE CONVERSATION  
#qualityoflife

**SPORTING SUCCESS**  
Greater Birmingham is renowned across the world as a venue for competitive sport, having hosted more world and European championships than any other regional city.



**SHOPPING PARADISE**  
One of the UK's top retail locations. Birmingham City Centre is home to over a 1,000 shops within a one mile radius. The city's historic markets alongside traditional regional market towns offer authentic local produce or visit the world-famous Jewellery Quarter, where 40% of the UK's jewellery output comes from.

**BIRMINGYUM**  
With no less than four Michelin starred restaurants to tempt you, plus a whole quarter of the city devoted to our very own Asian speciality, the Balti, Greater Birmingham is a UK foodie haven and is fuelled by a burgeoning street food scene with the finest food artisans concentrating on food and flavour in a variety of quirky locations.



**Want to know how we can make business happen?**

**Get in touch**

T: +44 (0)121 202 5022

E: [invest@marketingbirmingham.com](mailto:invest@marketingbirmingham.com)

W: [businessbirmingham.com](http://businessbirmingham.com)

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investing  
in **your** future  
European Regional Development Fund  
European Union

