A large industrial jet engine is the central focus, suspended in a factory. Three workers in dark uniforms are inspecting it. The scene is lit with dramatic blue and white spotlights, creating a high-tech atmosphere. The engine's fan is prominent on the left, and the workers are on the right, looking at the engine's components.

# Welcome to the UK's Midlands Engine

Driving growth  
and innovation

**MIDLANDS  
ENGINE**

# Why UK?



## Large economy

ranked 5th in the world, with GDP growth (purchasing power parity) of 3.9% CAGR between 2016 and 2020



## Low corporation tax

of 19%. This is low in relation to other comparable nations



## Ease of doing business

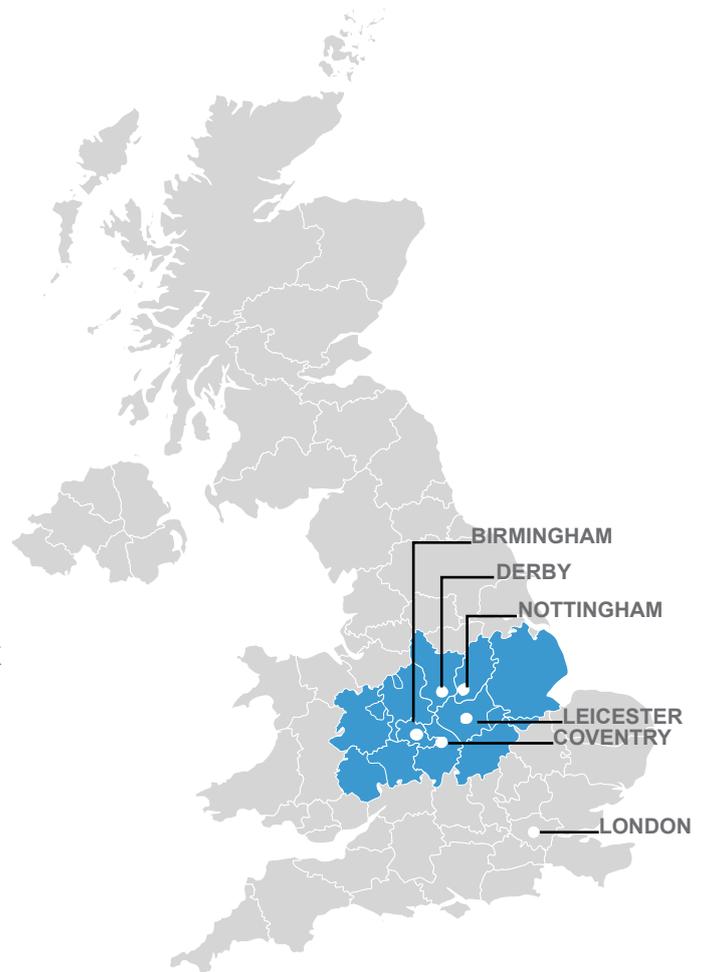
in the UK is ranked 7th globally by the World Bank



## The best universities

produce an educated, skilled workforce and a strong research and development capability. Six of the Top 30 highest ranking global universities are located in the UK

The UK government is committed to supporting businesses who wish to trade with and invest in the UK. We have a robust economy that is prepared for Brexit and high ambitions for future trade relationships worldwide.



# What is the Midlands Engine?



## A partnership focused on driving economic growth

Local government, enterprise partnerships, universities and businesses have come together to form the Midlands Engine and drive economic growth in the central region of the UK



## Largest regional economy outside London

A UK region with a £207bn economy. Over 800,000 large and small businesses are based here, including world-renowned companies in transport innovation, clean energy, advanced manufacturing, healthcare and food technologies



## A population of over 10 million

The region is home to over 15% of UK residents and a skilled, young workforce with 20-24 years olds our largest demographic



## Centrally positioned at the heart of the transport network

Our cities, including Birmingham, Nottingham, Leicester, Coventry and Derby can all be reached from London within two hours. We are also the crossroads of UK's road and rail networks with access to over 90% of the country's population within four hours. We are well connected internationally through Birmingham Airport (almost 13m passengers per year), East Midlands Airport (350,000 tonnes of cargo per year – the UK's busiest pure cargo airport) and Immingham, the UK's largest seaport by tonnage (55 million tonnes annually)



## Home to high-performing universities

We have 20 universities who provide cutting-edge research and a rich talent pool for industry with over 100,000 graduates per year. Our universities have nearly twice the UK average of TEF Gold rated universities for teaching excellence



## A region with rich heritage

The birthplace of the industrial steam engine, the first fully mechanised factory and the greatest writer in the English language – William Shakespeare

# Midlands Engine: at the heart of the UK's growth

The Midlands is home to cutting edge research facilities and world-renowned brands in multiple future-focused sectors.



## New Energy & Energy Saving

**Clean Energy** Our Energy Systems Catapult Centre is a market leader in energy efficiency research and system integration improvements, whilst our Energy Research Accelerator focuses on tackling challenges such as environmental impact. The region is home to global energy businesses including Alstom, Cummins, EON, General Electric, National Grid and Rolls-Royce.

**Battery Tech** The £80m UK Battery Industrialisation Centre helps companies of all sizes to rapidly develop manufacturing capabilities for their battery technologies to get them to market quickly. As well as supporting the battery supply chain to scale up, the centre attracts global manufacturers and suppliers to invest in the UK.



## Next Generation Transport

**New Energy Vehicles** World renowned automotive companies such as Jaguar Land Rover (JLR), Aston Martin, Morgan, JCB, Geely and Changan are based in the Midlands - most of whom are investing in electric and hybrid car design and manufacturing. Our Advanced Propulsion Centre at the University of Warwick is a global leader in bringing low carbon propulsion solutions to market.

**Automotive Parts** The UK's automotive industry is highly concentrated in the Midlands. We are home to the UK's National Automotive Innovation Campus which brings together minds from JLR and Warwick Manufacturing Group to develop new parts and technologies.

**Aerospace Equipment** We are the largest aerospace hub in the UK – home to Rolls-Royce and GKN. Over 70 companies are currently contributing to the Airbus A380.



## Biopharmaceuticals & Medical Technology

**Medical Devices** The Midlands is home to 29% of medical technologies businesses in the UK, including Smiths Medical Group, Fisher Scientific and Binding Site. We bring innovative technological insights from other industries to medicine – e.g. the 'RAPID' project at Birmingham Children's Hospital, which uses Formula 1 technology to measure real-time vital signs in children.

**Biopharmaceuticals** We bring together the best academic minds with businesses such as Novartis, 3M and Walgreens Boots Alliance, to develop new treatments. Our life sciences sector employs nearly 600,000 and in Biocity we have Europe's largest life sciences incubator.



## Food Processing & Innovation

**Food Processing Efficiency** Employment in the food industry has recently increased by 9% in the Midlands, due to the strong performance of our major manufacturers, including Muller, Mondelez, Pepsico, Arla and Weetabix, as well as many fast growing, high quality, fresh food producers.

**Agriculture Technology & Equipment** The region has leading research centres such as the Harper Adams University and the Warwick Crop Centre, which is internationally renowned for its work on sustainable agriculture.



## Advanced Manufacturing, Engineering and Digital Connectivity

**New Materials** Our research assets include several Centres in Innovative Manufacturing. Our University Technology Centres, sponsored by Rolls-Royce, combine academic and business R&D.

**5G** The Worcestershire 5G consortium ensures the Midlands and UK are world leaders in digital connectivity. A new testbed is accelerating the deployment of next generation digital infrastructure, driving forward new business opportunities.

The Midlands is at the heart of UK **Advanced Engineering**, home to a global cluster of aerospace, automotive and rail companies. Aston Martin Lagonda, BMW, Bombardier, JLR, GKN, JCB, Rolls-Royce, Siemens and Toyota UK are just some of the OEMs here designing and manufacturing the transport solutions of today and tomorrow.



## High Quality Consumer Goods

**Trade Opportunities** The Midlands is home to iconic British brands such as fashion powerhouse Paul Smith and heritage porcelain manufacturers Wedgwood and Royal Crown Derby. 80% of Norton Motorcycles production is exported. These high quality products with the sought after 'Made in Britain' label, are desirable to consumers across the globe.



## UK Infrastructure

**Investment Opportunities** There are opportunities to invest in UK transport, energy and utilities infrastructure, with strong and reliable returns for investors. Projects such as the £55bn High Speed 2 rail project will improve capacity, efficiency and connectivity across the Midlands – e.g. HS2 will reduce the journey time between London and Birmingham to just 49 minutes.



## How do I pursue opportunities with you?

There is a wealth of attractive opportunities for international trade partnerships and investment in the Midlands. We are home to over 14% of the UK's high-growth businesses, with more FDI projects in the last five years than any other region outside London. A high quality of life attracts people to live, work, study and invest here, with the Midlands boasting five areas of Outstanding Natural Beauty, the UK's oldest National Park, the National Forest, 60 historic houses, 2 UNESCO World Heritage sites and a thriving culture of sport, music and the arts. Birmingham will host the 2022 Commonwealth Games, Coventry is UK City of Culture 2021 and 2020 marks the 400th anniversary of the Mayflower Pilgrims crossing to the New World. For further information, please visit our website, where you can download a full copy of our investment portfolio from our trade and investment pages, or contact us:



[www.midlandsengine.org](http://www.midlandsengine.org)



[info@midlandsengine.org](mailto:info@midlandsengine.org)

Alternatively, if you are interested in exploring specific investment opportunities or partnering with us to innovate in the industries highlighted in this brochure, please contact:

### Opportunities for partnering

#### **Dr Mick Carling**

Head of Partnerships, Midlands,  
Department for International Trade  
[michael.carling@trade.gov.uk](mailto:michael.carling@trade.gov.uk)

### Opportunities for investment

#### **Karen Ball**

Midlands Engine Investment Hub,  
Department for International Trade  
[karen.ball@trade.gsi.gov.uk](mailto:karen.ball@trade.gsi.gov.uk)