



Birmingham & the West Midlands



Welcome to the West Midlands

The West Midlands is a region of three cities: Birmingham, Wolverhampton and Coventry – and 4.7m people.

A diverse region of creators, innovation and opportunities!



The strongest economy outside London – worth **£116bn.**



The region is at the **heart of the UK**, with 90% of the UK's market within a four-hour drive.



Universities & world class institutions produce **59,000 graduates** every year.



Connectivity – **Birmingham Airport** is the **UK's fastest growing airport**, undergoing a £500m upgrade to boost capacity.



Investwm.co.uk



@invest_wm



Why the West Midlands?

A significant Life Science/ Health sector, containing 400 companies, employ 11,000 people and turning-over of £4 billion per annum. The West Midlands has particular strengths in medical technology 7,000 people, representing 8% of total UK Med Tech employment.

The region is at the forefront of world-leading research and development, datasets and an impressive portfolio of clinical trials:

- Clinical trials & 5G health innovation
- System access to support, to grow and develop innovative products & technologies
- Integrate with leading research centres & universities
- Collaborative ecosystem
- Access to highly skilled students & professionals
- A strong industry cluster



Opportunities

West Midlands has the commercial power to develop research and accelerate market access taking innovative patient-centred healthcare solutions from early development to real-life application, driven by usable healthcare data.

- ◆ **Data**
Access a large number of data sets and one of the largest clinical trials portfolios in Europe
- ◆ **Diagnostic**
Validate and test diagnostics solutions from a location internationally recognised for its capabilities in this field
- ◆ **Digital**
Validate your digital health innovation in real-world applications in one of the UK's most vibrant regional start-up ecosystems.
- ◆ **Devices**
Identify patient and industry need in a region that sets the medical devices standards for healthcare



Universities

An internationally recognised academic community, world-class research institutions, and boundless talent. The West Midlands’ universities accelerate discovery, innovation and technological development.

Universities of the West Midlands is a collaboration between the largest five:



Establish in the West Midlands

Network:

- ◆ **West Midlands Health Technologies Cluster**
- ◆ **Medilink Midlands**
- ◆ **Deloitte Health Tech Catalyst**
- ◆ **West Midlands Academic Health Science Network (WMAHSN)**
- ◆ **Innovation Alliance for West Midlands**

Research and Development:

- ◆ **West Midlands 5G** – UK's first multi-city 5G testbed
- ◆ **Universities** – Aston University, Birmingham City University, University of Birmingham, University of Warwick, University of Wolverhampton.
- ◆ **Research Centres** – Health Data Research Hub, Cancer Research UK

Incubators and Accelerators:

- ◆ **BioHub Birmingham** - fully-serviced biomedical incubator and accelerator
- ◆ **DEMAND Hub** – Data-Enabled Medical technologies & Devices Hub
- ◆ **Serendip Digital Health Incubator** – WMAHSN/ Bruntwood SciTech (Innovation Birmingham)
- ◆ **5PRING – 5G Accelerator** – WM5G

Grow on Space:

- ◆ **Science Parks** – Birmingham Research Park, Warwick Science Park, Wolverhampton Science Park
- ◆ **Innovation Birmingham** - Bruntwood SciTech
- ◆ **Life Science Opportunity Zone** - Birmingham Health Innovation Campus - 2023

Case Study: Dignio

Norwegian medical software company Dignio decided to locate its UK headquarters in the West Midlands to be at the centre of the UK's largest medtech cluster.

“We chose to settle in Birmingham first to benefit from its central location in the UK, enabling ease of travel within England. The support from the WMAHSN (West Midlands Academic Health Science Network), which we subsequently benefitted from enormously in ensuring our product was a good fit for the NHS, has been one of the main factors in our decision.

Our team has since grown in response to the demands from the NHS and we continue to expand our presence in the UK.”

Dr Ewa G Truchanowicz, Managing Director

dignio



Investwm.co.uk



@invest_wm



West Midlands
Growth Company

Our work

Our expert teams act as a strategic partner and consultant to investing companies to ensure they have the information they need and a comprehensive package of complimentary support, across all phases of their business plan.

This includes:

- ◆ Information to support business case development for expansion
- ◆ Benchmarking against other potential investment destinations
- ◆ Location & labour cost analysis
- ◆ Conduit to training & recruitment support
- ◆ Information on access to finance
- ◆ Showcase of the commercial real estate available and short listing
- ◆ Introductions to local support partners & programmes
- ◆ Introductions to R&D centres of excellence & academia
- ◆ Brokering introductions into the business community
- ◆ Tailored familiarisation visit programmes
- ◆ PR and communications
- ◆ Investor development programme

We have helped hundreds of companies to relocate to and expand within the West Midlands, working with our partners on projects that deliver tangible growth and employment opportunities for the region.

To see how we have supported organisations with growth into the West Midlands region, please visit: investwm.co.uk



Thank You

Yuen Wai Leung

yuenwai.leung@wmgrowth.com



www.investwm.co.uk

