

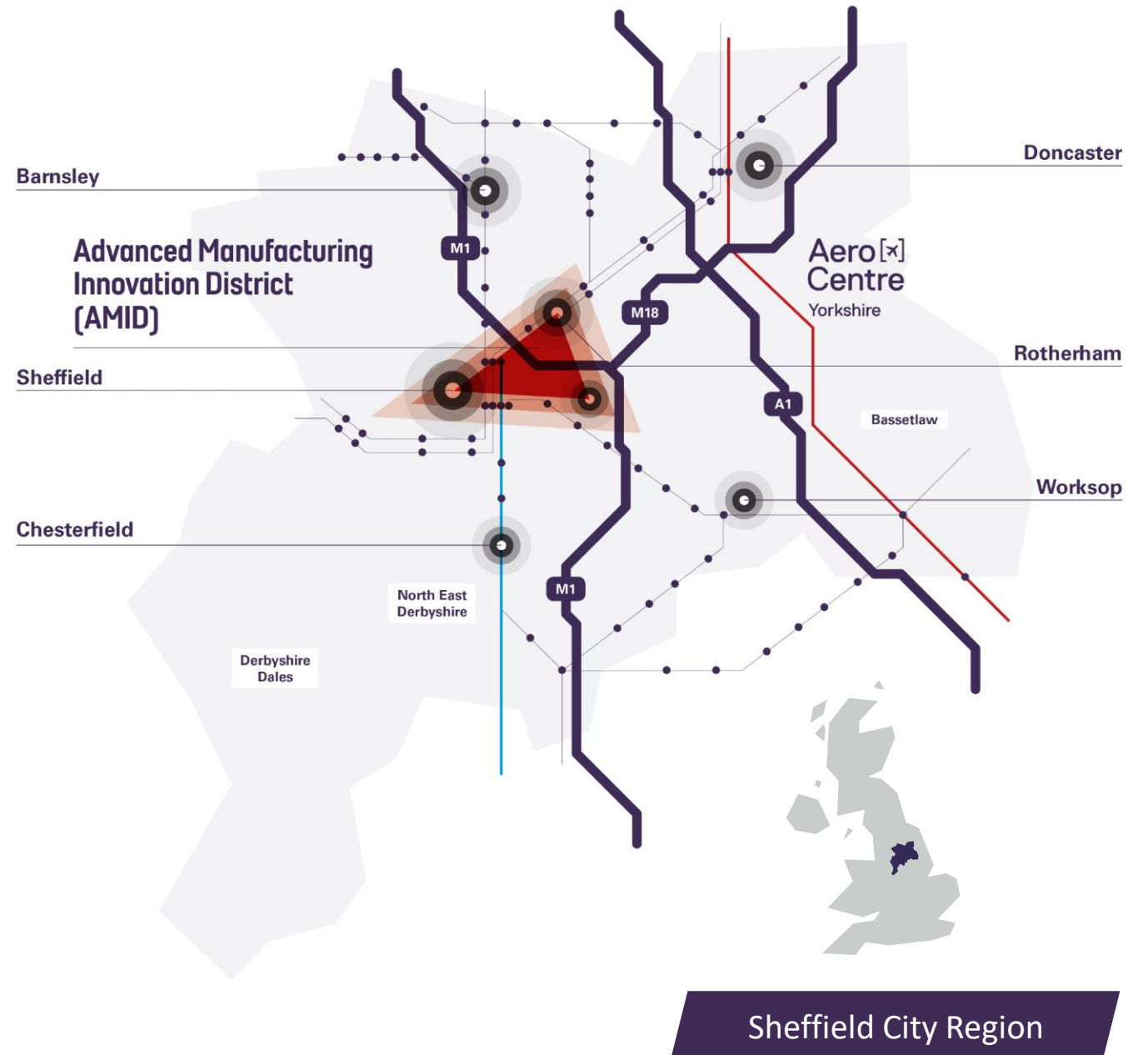
INTERNATIONAL INWARD INVESTMENT

PRESENTED BY RACHEL CLARK

Sheffield
City Region

AGENDA

- Background to inward investment approach in the SCR
- International markets activity
- Scale up and Account Management activity
- Northern Powerhouse strategy for Inward Investment
- The SCR Inward Investment pipeline
- Overview of challenges and opportunities



BACKGROUND TO INWARD INVESTMENT APPROACH IN THE SCR

- History of the inward investment team within the SCR
- Reactive inward investment partnership programme
- Developed a more sophisticated approach
- A more refined approach emerging to meet the developing SEP requirements



INTERNATIONAL MARKETS

- Breakdown of the approach and evidence to support the markets pro-actively engaging with:
 - SCR India programme
 - SCR China programme
 - U.S.A
 - Europe



SCALE UP & ACCOUNT MANAGEMENT

- **Key account management programme**
- Pilot programme funded by the Department of International Trade to work with foreign owned companies who have been identified as having scale up potential. Extended for a further 12 months due to the success
- **Scale Up**
- Small pilot with 10 companies to identify the scale up potential SCR businesses have with a level of public sector support spearheaded by the LEP chair.
- Various support packages being further developed



NORTHERN POWERHOUSE INWARD INVESTMENT STRATEGY

- Strategy developed in partnership with the NP11 to have a co-ordinated approach on attracting new investment into the North of England and creating opportunities for businesses from the North to trade more overseas, in collaboration with the Department for International Trade
- Co-ordinated approach on attracting institutional investment into the SCR in partnership with the NP11



Connecting the North

INWARD INVESTMENT PIPELINE

- £670 million in the inward investment pipeline
- 2295 jobs potentially to be created, 52% classified as high value
- 14 projects in total

Examples of pipeline projects to be given verbally including:

- Larger scale of investment from companies
- Second expansion programmes
- All projects have cross cutting themes including:
 - Supply chain opportunities
 - Skills development requirements across schools, colleges and universities

CHALLENGES

Availability of sufficient power and suitable sites

Availability of skills

Political landscape – Europe and the USA

Ability to respond in a timely manner

Diminishing incentives

OPPORTUNITIES

- Overseas markets for both trade and investment opportunities
- OEM attraction linked to research and development work
- Clean Energy – Small modular reactors/Nuclear reactors, Battery technologies, Hydrogen power
- Advanced manufacturing and engineering – including composites, new materials and light-weighting technologies
- Digital
- Productivity improvements using smart robotics and automation
- Logistics – automation, robotics, big data
- Health and Wellbeing