Invest in
Manchester Partnership

Top 10 Global Destination for FDI

IBM Global Location Trends 2016
Manchester: A Greater Future

Greater Manchester is ambitious. It always has and always will be.

Looking beyond the boundaries of possibilities is in our DNA: from the industrial revolution through to devolution. It is this drive, vision, can-do attitude and spirit of collaboration that has enabled us to create one of Europe’s most inspiring, connected business environments and a place in which to invest, do business, live and visit.

Today, our vision for the region is no less ambitious and it is focused on growth, reform and providing an environment in which businesses and residents can thrive.

We want to build upon the momentum gained over the years, securing more investment, creating more jobs and positioning Greater Manchester as one of Europe’s top five foreign direct investment (FDI) locations.

__Number One City in Europe for FDI Strategy__

FDI’s Large European City of the Future, 2016/17

---

Making Manchester a Magnet for Business

Greater Manchester is one of the most successful cities in Europe. We want it to become one of the most successful cities in the world. Our expertise in science and innovation, creative and digital tech, advanced manufacturing, financial and professional services and academic research and development put the region in a great position to be the investment destination of choice.

It’s an exciting time for Greater Manchester. With devolution and the Northern Powerhouse garnering significant national and international coverage and the region playing a pivotal role in both, there’s no better time to reassert Manchester’s global significance and attract even higher value investment projects.

The region is the most popular location for FDI outside of London and one of the most popular in Europe. Research has revealed that Greater Manchester created more FDI employment over the last 10 years than the cities of Stockholm, Copenhagen, Amsterdam, Helsinki and Dusseldorf.

It is anticipated that levels of job creation in Manchester could outpace top international cities such as Berlin, Tokyo and Paris from 2015-2020 providing real opportunity for MIDAS to create even greater value for the region and for the UK over the next few years.

The Challenge

With the changing public sector funding landscape it is critical for the region to work in partnership. Over the past five years MIDAS’ budgets have reduced significantly despite the organisation seeking alternative income such as ERDF. Given the uncertainty of European funding moving forward, the time is right to look at an alternative sustainable model that involves the private sector.

The positive step is for the organisation to adopt a partnership model, similar to those employed by investment promotions agencies across the world including London, Birmingham, Berlin and Amsterdam.

With the help of our partners, we can actualise the region’s ambitions and deliver success.

---

1 FDI Performance Measure and Benchmarking 2013, Mickledore
2 Beyond the City 2015, Oxford Economics
MIDAS: Delivering Success for GM

MIDAS is the award-winning inward investment agency, which has helped hundreds of businesses to locate and expand within Greater Manchester.

We do this by undertaking targeted lead generation campaigns that promote the region’s key sectors to national and international markets. Using a strong research base we determine both the companies targeted and the development of the propositions by which we market the region.

Widely regarded as one of the most effective inward investment teams in the world by the OECD, MIDAS has a reputation for understanding business needs and helping to remove barriers for companies looking to invest or expand in Manchester. It is this reputation that has led to the organisation being ranked as the most efficient inward investment agency of its European peers. Companies who have direct contact with MIDAS are more likely to ultimately invest in GM than those who come via a third party.

However, this is a time where we need to continue to invest in city promotion, against a backdrop of BREXIT and economic uncertainty which is why MIDAS wants to work with the private sector to maintain this momentum and continue to drive growth.

Widely regarded as one of the most effective inward investment teams in the world by the OECD, MIDAS has a reputation for understanding business needs and helping to remove barriers for companies looking to invest or expand in Manchester. It is this reputation that has led to the organisation being ranked as the most efficient inward investment agency of its European peers. Companies who have direct contact with MIDAS are more likely to ultimately invest in GM than those who come via a third party.

Did you know?

- MIDAS is the official investment partner of the Department for International Trade, formerly UKTI, who have offices located in 140 locations across the world. This gives us access to global companies who are looking to invest in the UK.

- Led the development of GM India Desk with full-time presence in Manchester and Bangalore which will lead to increased investment from this emerging market.

- Supported the Chinese State Visit, organising a conference and in-visit for over 45 Chinese property and infrastructure investors. There is an ongoing programme of engagement with a large number of potential Chinese investors.

**Over the past 12 months MIDAS has**

- 63% of projects in 2015/16 were FDI
- Over 400 projects in pipeline potential to create/safeguard 30,000 jobs
- 4,650 jobs created/safeguarded in 2015/2016
- 63% of projects in 2015/16 were FDI
- Over 400 projects in pipeline potential to create/safeguard 30,000 jobs
- 4,650 jobs created/safeguarded in 2015/2016

- £1.45 billion contributed to GM’s economy
- No. 1 region for FDI (outside of London)
- 30:1 for every £1 in funding MIDAS delivers £1 net additional GVA

400 JOBS

230 JOBS

200 JOBS

600 JOBS

800 JOBS

32,000 SQ FT

80,000 SQ FT

50,000 SQ FT

200 JOBS

700 JOBS

140 JOBS

MIDAS has also worked with
Stronger Together

The MIDAS Manchester Partnership will enable the region to build on its success, deliver more investment, create more jobs and firmly cement region’s reputation as one of Europe’s leading FDI destinations.

Whilst the uncertain economic climate presents a challenge, the next five years will provide an exciting opportunity to deliver on the ambitions of Greater Manchester and we want you to be part of this journey as a strategic partner.

The aims of the MIDAS Manchester Partnership are to:
• To grow the international impact of the inward investment function to increase Greater Manchester’s investment pipeline
• To extend the global business marketing of Greater Manchester in order to drive more investor interest
• To strengthen research, data and market analysis capabilities to drive a forensic sales approach and increase conversion
• To increase high-value and capital investment in Greater Manchester

Collaborative Approach
As well achieving the region’s ambitions, we will help you achieve your goals and objectives through a closer relationship and more collaborative approach. As a strategic partner, you will get the opportunity to:

Shape the Future
• Take a strategic role and help to shape future plans and inward investment strategies by inputting into our propositions
• Attend a bi-annual stakeholder dinner with MIDAS’ Chair and Executive to discuss strategy and operational delivery (Oct & Feb TBC)
• Opportunity to access key influencers through introductions via your dedicated MIDAS representative

Gain Insight
• Access to MIDAS market analysis and commissioned reports
• Quarterly intelligence report featuring pipeline opportunities
• Have exclusive, full sight of our programme of activity including campaigns, sales missions and events
• Receive quarterly partner update providing progress on activity and achievements

Access New Business Opportunities
• Quarterly meeting with MIDAS representative to discuss opportunities and activity
• Opportunity to develop and co-invest in specific sector activity
• Opportunity to host minimum of 2 site visits per year (where relevant)
• Targeted business engagement through introductions via your MIDAS representative

Reach New Audiences
• Promotion in Greater Manchester’s soft-landing scheme, Hello Manchester (where relevant)
• Dedicated partner page on investinmanchester.com for 12 months
• Opportunity to be included in our case studies used in promotional activity (where relevant)
• Inclusion in relevant international marketing and communications campaigns
• Enhanced presence and opportunity to communicate your news and developments across MIDAS digital and press activity
• Access to Manchester investment toolkit – including destination presentations, videos and selected images

Reporting & Evaluation
To demonstrate your ROI, we will:
• Measure against targets – quarterly
• Provide quarterly progress reports
• Make adjustments according to performance and to ensure success

This new way of working will allow us to become more joined up as TEAM MANCHESTER with a shared goal and vision. We look forward to this journey with you.

Become a Partner
To find out more and discuss specific opportunities contact:

Tim Newns
Chief Executive
tim.newns@midas.org.uk
+44 (0)161 237 4448

Daniel Storer
Business Development Director
daniel.storer@midas.org.uk
+44 (0)161 237 4439

Please note: in order for MIDAS to retain neutrality, there will be no preferential distribution of investment leads or referrals, which will continue to be handled in the fair and equitable way that they have been traditionally.
“Qiagen considered numerous European locations when looking to open our Global Centre of Excellence for Innovative Diagnostics, but the compelling case for Manchester put forward by MIDAS made our decision easy. MIDAS supported not only the growth of the company locally but also the internal business case I have made for the further expansion of the Manchester site.”

“To be quite honest, this wouldn’t have happened without the help from MIDAS.”

Allan Brown, General Manager, Qiagen