

Attracting FDI

Sustaining Competitiveness – the West Midlands
economy in a global contest

6th July 2012

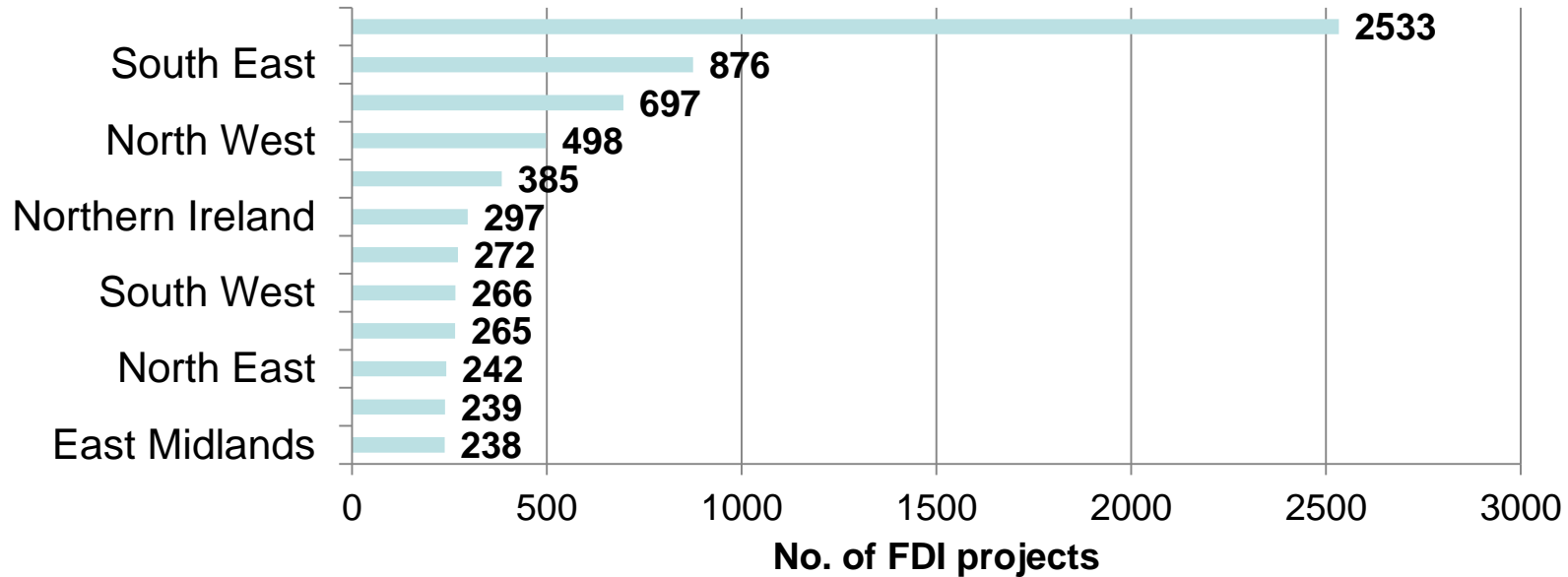
Glenn Barklie
Head of Location Benchmarking
fDi Intelligence
Financial Times Ltd

Overcoming imperfect information

- Track record in the industry
- Economic characteristics (cost v quality)
- Key advantages
- Facilitation

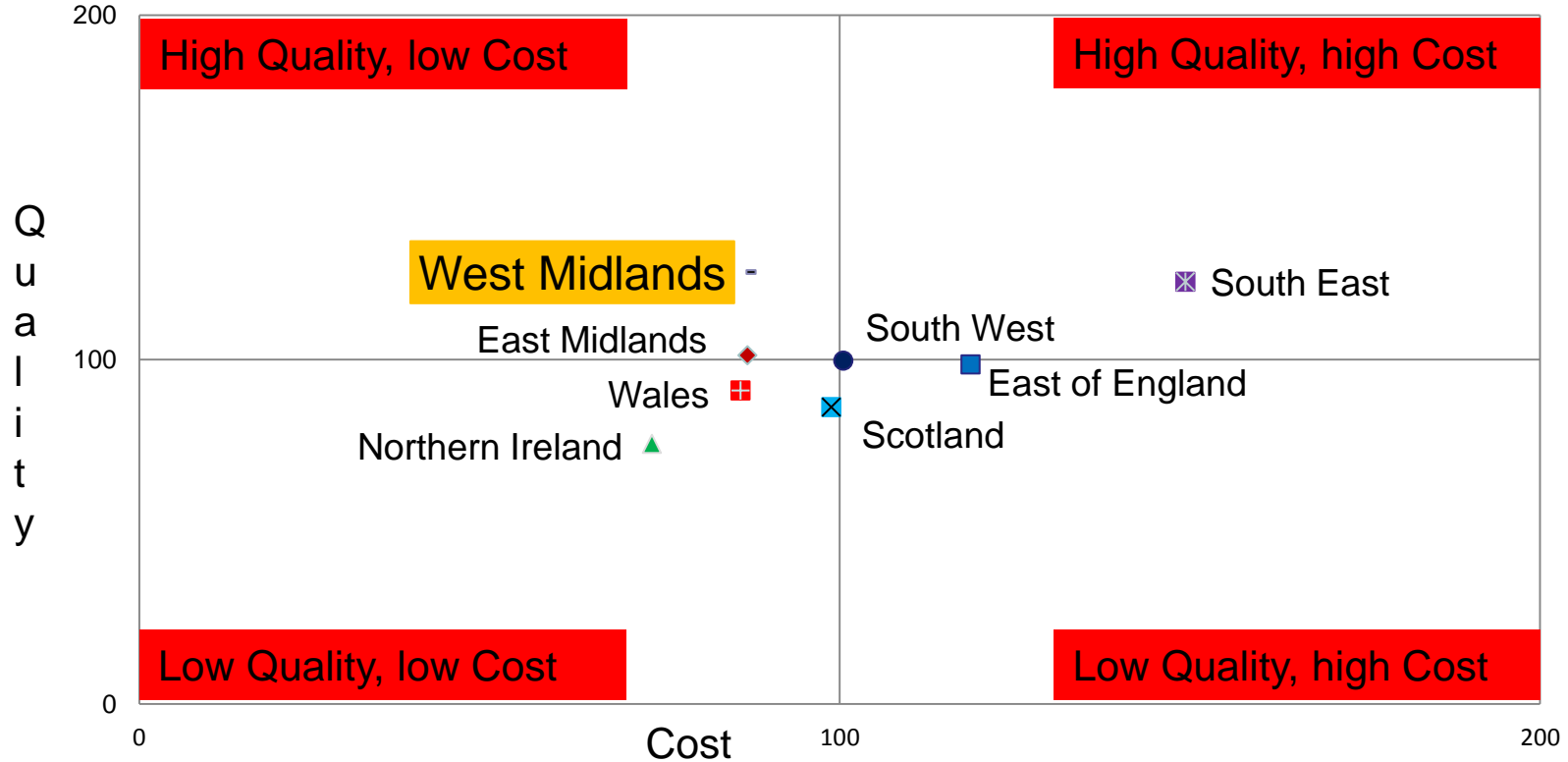
Based on: Harding and Javorick, 'Roll out the red carpet and they will come: Investment promotion and FDI inflows', Columbia FDI Perspectives, No. 72, June 18, 2012

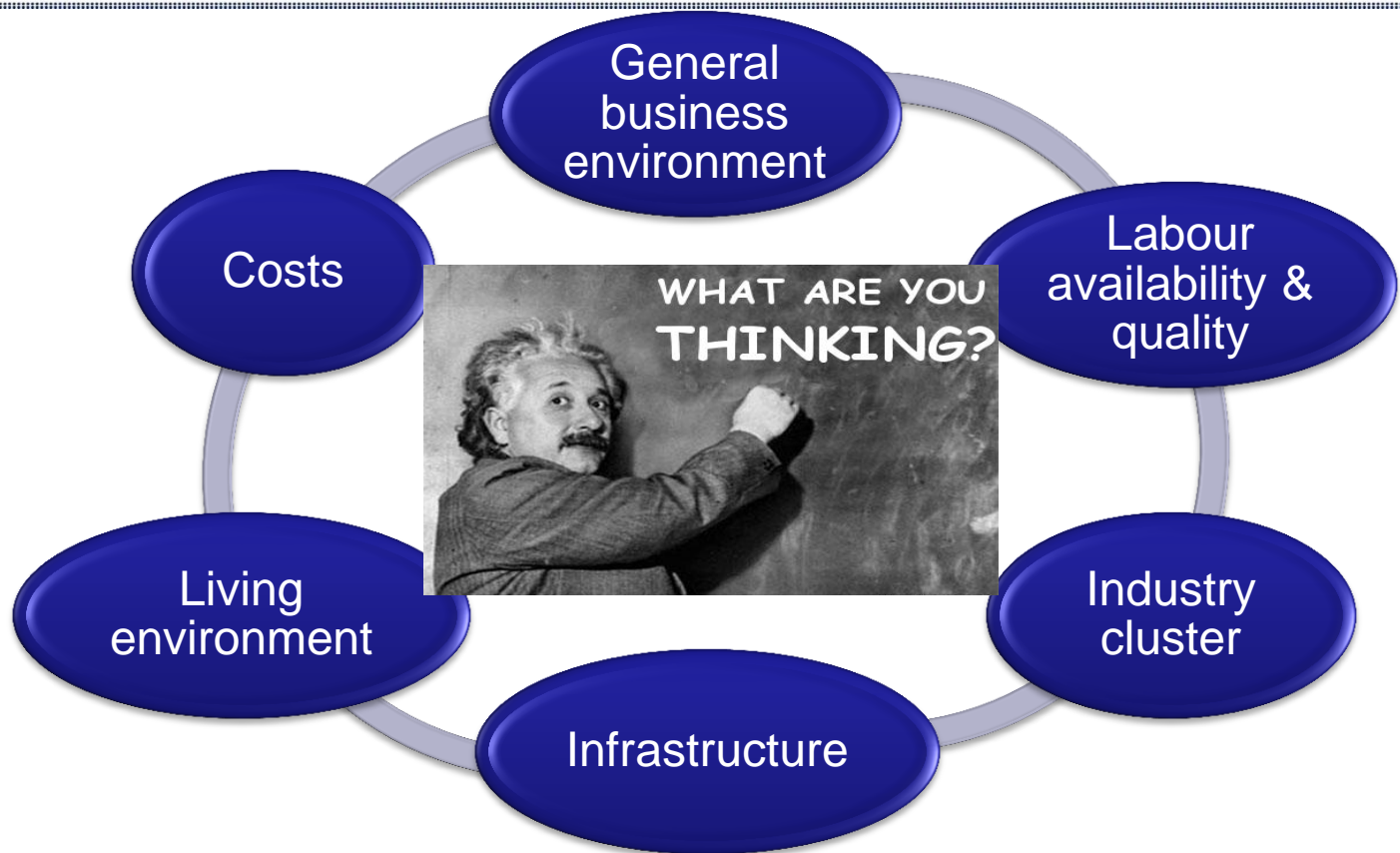
WM accounts for 6% of UK Regional FDI



Sector	No. Projects	Avg Capex (£, Mn)	Avg Jobs	Companies	
Industrial Machinery, Equipment & tools	40	4	37	36	
Software & IT services	30	7	63	27	↑
Financial Services	29	20	28	22	
Transportation	23	44	121	23	↑
Automotive OEM	19	63	216	12	↑
Automotive Components	17	8	95	16	
Business Services	17	7	68	17	
Hotels & Tourism	15	51	99	8	↑
Electronic Components	15	5	22	13	
Plastics	14	11	41	13	

Automotive OEM manufacturing plant: Quality/Cost matrix





Investment promotion

- Understand the market
- How investors perceive your location
- How investors should perceive your location
- Marketing materials
- Enquiry handling
- Devotion