

# WHY INVEST IN SCOTLAND?



**#SCOTLAND|SNOW**

Why invest in Scotland?

# WELCOME TO SCOTLAND

## FÀILTE GU ALBA

**WELCOME TO SCOTLAND:** the small country making a big impact on the global landscape.

Scotland is where you will find excellence in education, a flair for invention and a penchant for research. It's a place where great minds connect to produce a dynamic business environment.

You'll find us progressive and pioneering. With a track record of innovation and enterprise, we punch above our weight in industries like finance, engineering, life sciences, technology and energy.

The shining jewel in our crown is our people; by locating in Scotland, you'll access a highly educated, skilled workforce with a strong work ethic and we will work with you to meet your business and workforce needs.

You'll be connected to a culture of research, innovation and creativity through our academic institutions which have an outstanding record of collaboration with industry.

Scotland is a land of great natural beauty and strong heritage and our warmth and generosity are world-renowned. Our friendly communities offer an exceptional quality of life, while progressive government policies strive to make Scotland an even fairer and better place to live and work for everyone.

Our driving determination is the key to our success. We'd love you to join the very many global businesses that choose to locate, operate and grow in Scotland alongside our ambitious local companies.

We're here for you throughout the journey – you will be supported before, during and after you locate in Scotland.

Now is the time to invest in Scotland. So come on in; be part of Scotland's continuing success story.

### SCOTLAND KEY FACTS



**POPULATION** – 5.5 million



**WORKFORCE** – approx. 2.8 million



**CURRENCY** – UK Pound Sterling (£)



**MAIN LANGUAGE** – English



**AVERAGE WEEKLY SALARY** –  
£563 before tax (approx. \$750)

# WHY SCOTLAND? REASONS TO INVEST



## TALENTED WORKFORCE

A well-educated, highly-skilled and adaptable workforce will ensure you get the talent your business needs. World-renowned universities ensure a steady stream of high-quality local graduates for your continued growth, and low staff turnover rates make it easy for you to employ and retain staff. We will listen to your business, giving you the opportunity to influence skills, education and training provision to maximise your human capital.



## INNOVATION POWERHOUSE

Scotland has a long history of engineering and invention and today collaboration between our universities, innovation centres and businesses will help commercialise your research. Our universities produce more spin-outs than anywhere else in the UK, proving that Scotland's researchers are top of the class.



## STRONG, COLLABORATIVE INDUSTRIES

Our dynamic industry clusters and connected supply chains will allow your company to immediately benefit from established and influential industry networks, enjoying the sharing of knowledge, networks, research and best practice from the moment you set-up here.



## LOWER COSTS

By locating in Scotland you will benefit from one of the lowest tax rates in Europe, together with low set-up and operating costs. Property and salary costs are up to 40% less than London.



## CONNECTIVITY

A robust and efficient international transport network and advanced, reliable digital infrastructure makes Scotland the strategic location for your business.



## OUTSTANDING QUALITY OF LIFE

Scotland has beautiful and accessible countryside, cosmopolitan cities and unique history. Excellent schools and healthcare, friendly people, great leisure opportunities and short commutes all contribute to an exceptional quality of life for you and your employees to enjoy.

Why invest in Scotland?

# SCOTLAND IS A RECORD-BREAKING PLACE TO INVEST

Naturally, we think that Scotland is the best place in the world to invest, but don't just take our word for it.

The number of companies choosing Scotland as a location to grow their business continues to increase and our reputation for excellence is flourishing, as evidenced by a host of independent surveys, awards and accolades.

In fact, year on year, the independent EY Attractiveness Survey continues to name Scotland as the most attractive location for FDI in the UK, outside London.

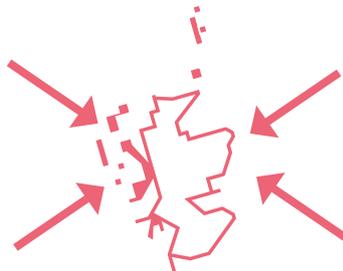
Indeed, Scotland has had an unprecedented run of success, with high foreign direct investment (FDI) project numbers into the country illustrating Scotland's ongoing appeal to global investors.

If you want to know more from the international companies which have chosen to invest in Scotland, we'd be happy to make that connection for you.



Scotland puts in **another great performance** in 2019, with 101 FDI projects secured

(EY Attractiveness Survey 2020)



UK's most attractive 'region' for **investment** (outside London) for the seventh consecutive year

(EY Attractiveness Survey 2020)



Glasgow, Edinburgh and Aberdeen in **top 10 UK cities** for foreign direct investment

(EY Attractiveness Survey 2020)



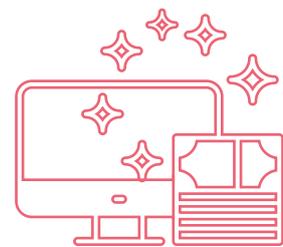
Growth of FDI in Scotland outpaced the UK as whole in 2019

(EY Attractiveness Survey 2020)



Edinburgh – best city in Europe for **tech start-ups**

(2016 European Business Magazine)



Top 10 ranking in the FDI European **Regions of the Future** report 2018/19



# HIGH VALUE LOW RISK LOCATION

## LOWER SET-UP AND LIVING COSTS FOR HIGHER RETURN ON INVESTMENT

You'll have specific objectives, goals and a business case to consider when thinking about where you want to locate or expand. Cost is inevitably going to factor into this. As well as being more cost effective than other leading locations

for locating businesses, Scotland has plenty of other impressive numbers that can support your decision-making.

Scotland makes financial sense.



### ONE OF THE LOWEST TAX RATES IN EUROPE

A great example of how we support business growth is by **lowering corporation tax from 19% to 17% in 2020**



### PROPERTY AND SALARY COSTS UP TO 40% LESS THAN LONDON

Scotland is an extremely **cost-effective location** for property, staff and cost of living compared to London



### LOW RISK LOCATION

Scotland is a **stable, safe and secure location** with strong, transparent government and robust legal institutions with coherent regulatory practices – a safe place for your company to locate

## PROPERTY AND SITES TO SUIT YOUR BUSINESS

Scotland offers a diverse range of property solutions to suit your needs.

From city centre locations and business parks that are within an easy commute of a working community of 2.8 million people, to rural sites, industrial units, large-scale manufacturing plants, port-side hardstanding facilities and development land for new build options, we can help you find the perfect location.

## Commercial Property Costs



Source: Cushman & Wakefield Global Occupier Metrics, May 2020

Why invest in Scotland?

# THE RIGHT TALENT FOR YOUR BUSINESS

## CAN I GET THE PEOPLE I NEED IN SCOTLAND?

Absolutely. Our people are our prize asset. In fact, the quality of our 2.8 million strong workforce is internationally recognised as one of the best trained, most reliable and cost-competitive labour forces in the world. With a world-renowned educational system and a high ratio of graduates per capita, Scotland surpasses most countries of comparable size in Europe.

You can be confident that Scotland has a talent pool with the skills and experience required to grow your business and with a highly responsive skills and education system, we will meet your needs both now and in the future.



### HIGHLY-EDUCATED POPULATION

Over 50% of our working population has further education, ensuring the high-quality talent pool you require.



### STRONG MULTILINGUAL WORKFORCE

Language and communication capabilities are one of our strengths with our strong multilingual workforce speaking 170 languages, allowing you to access the language skills you need.



### COMMITTED TO INCLUSIVE GROWTH

Scotland is committed to creating a fairer society for the benefit of our business base, the economy and for long-term sustainable growth.



### LOW STAFF TURNOVER

Your business operations in Scotland will run smoothly, thanks to notably low staff turnover rates, which will make it easy for you to employ and retain staff.

**“The people of Scotland make up one of the best trained, most reliable and cost-competitive workforces in the world.”**

Robert Glennie, New Galaxy

**“Businesses frequently choose to locate in Scotland simply because of the depth of the talent pool. This is testament to the quality of its universities and graduates, but it’s also about strong networks, technical knowledge of a sector and financial expertise.”**

Michael Watson, Global Head of Pinsent Masons’  
Finance and Projects Group

# ASPIRATIONAL AND HIGHLY EDUCATED

Scotland has been a global leader in education for centuries, having been the first country in the world to provide universal education for both boys and girls. Today, our education system is internationally renowned, thanks to our dynamic mix of academic and vocational qualifications, output of high quality graduates, impressive learning facilities and our world-class research.

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## Did you know?

Scotland has 19 universities and 27 colleges of further education, yielding a steady stream of high quality graduates

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Scotland is home to more world-class universities per capita than almost anywhere else in the world, with four Scottish universities in the Global Top 200

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Our research is changing the world: 86% of Scottish research has been judged to have 'outstanding' or 'very considerable' impact

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Our university research is cited more often than any other country in comparison to its GDP and Scotland ranks third in the world, ahead of all G8 countries, in terms of citations per researcher

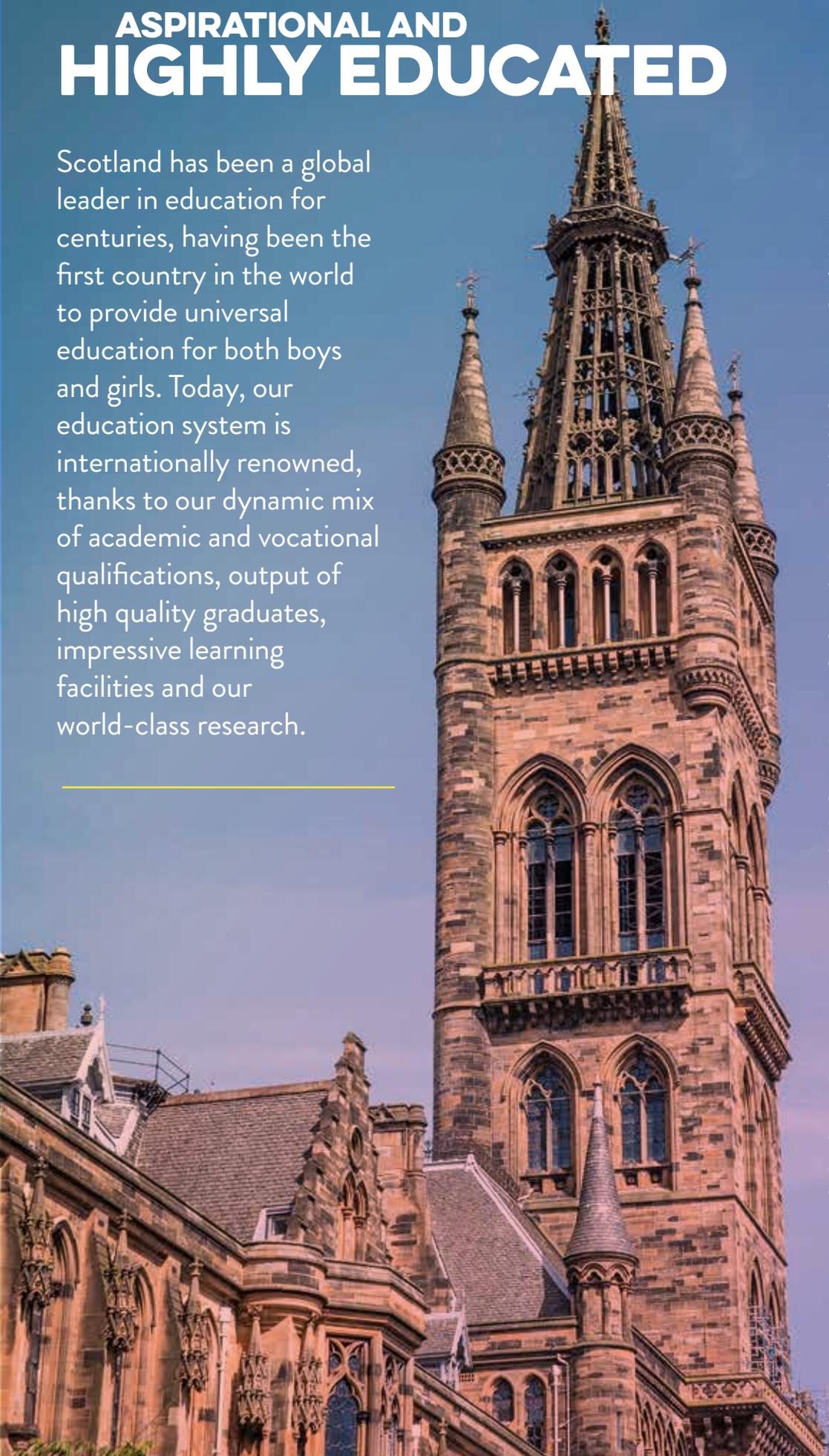
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Scotland has the highest rate of university spin-outs in the UK

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Companies investing in Scotland benefit from high levels of collaboration with academia: 26,000 companies work with our universities every year

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# A POWERHOUSE OF INNOVATION AND INVENTION

Scotland's long tradition of innovation remains as strong today as it ever has been. Smart, profitable ideas flow from the broad mix of multinational firms based here, and from the diverse business, academic and technology communities that support them.

From our education system, through to our workforce training and business leader development, we aim to instil the 'can do' entrepreneurial spirit and creative thinking that underpins all successful business economies.

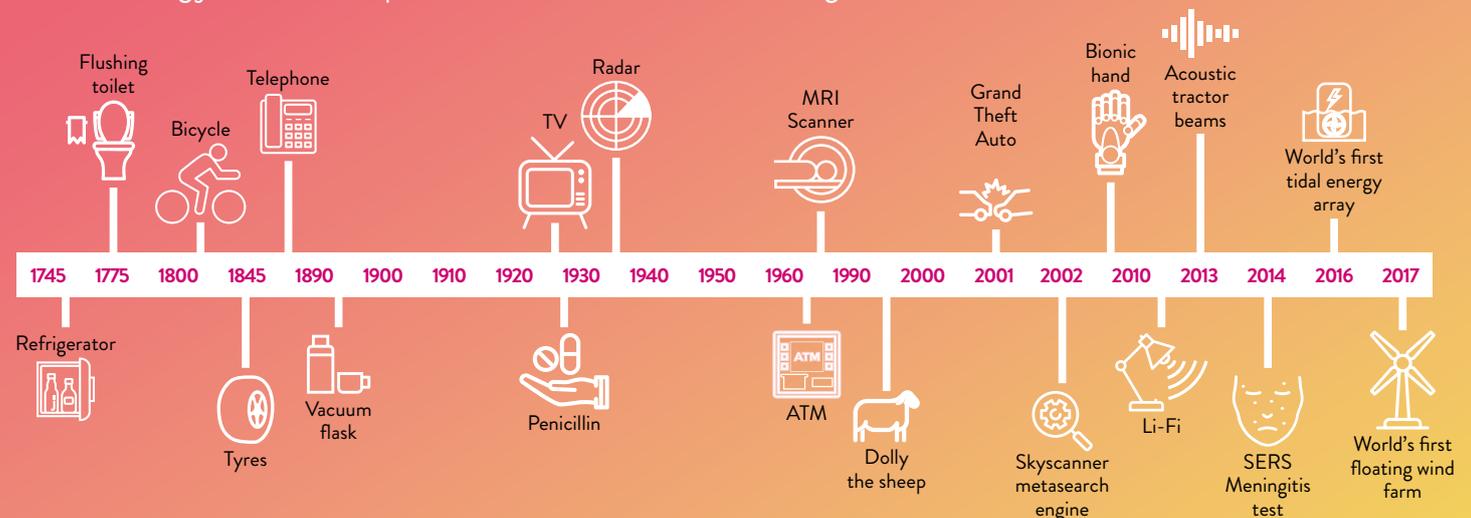
Scotland is full of people and resources that are changing the world everyday. From the tiniest tweak to groundbreaking discoveries, now is the time for innovation.

## JUST SOME OF THE INCREDIBLE INNOVATIONS IN SCOTLAND RIGHT NOW:

- Attis fitness tracker
- Hydrason Intelligent Sonar
- Clydespace Nanosatellite
- Insignia Technologies smart food labels
- Snap40 medical monitor
- Quant IC sensor
- Beningar/Censis space management
- Zonefox cybersecurity
- Nova Innovation Tidal Array
- MiAlgae livestock feed
- Sunamp Heat Battery
- Quikblocks construction blocks
- Celtic Renewables biofuel from whisky waste

## HISTORY OF GREAT INVENTORS

Scotland has an esteemed history of engineering and innovation with television, penicillin and radar being just a few examples of Scottish inventions that changed the world.



## SCOTLAND'S INNOVATION CENTRES

Our world-class innovation centres lead the way, stimulating growth, delivering economic impact and supporting transformational collaboration between universities and industry. If you're thinking business innovation, think Scotland.

Here are just a few examples:



An industry-led research centre to accelerate innovation and collaboration.



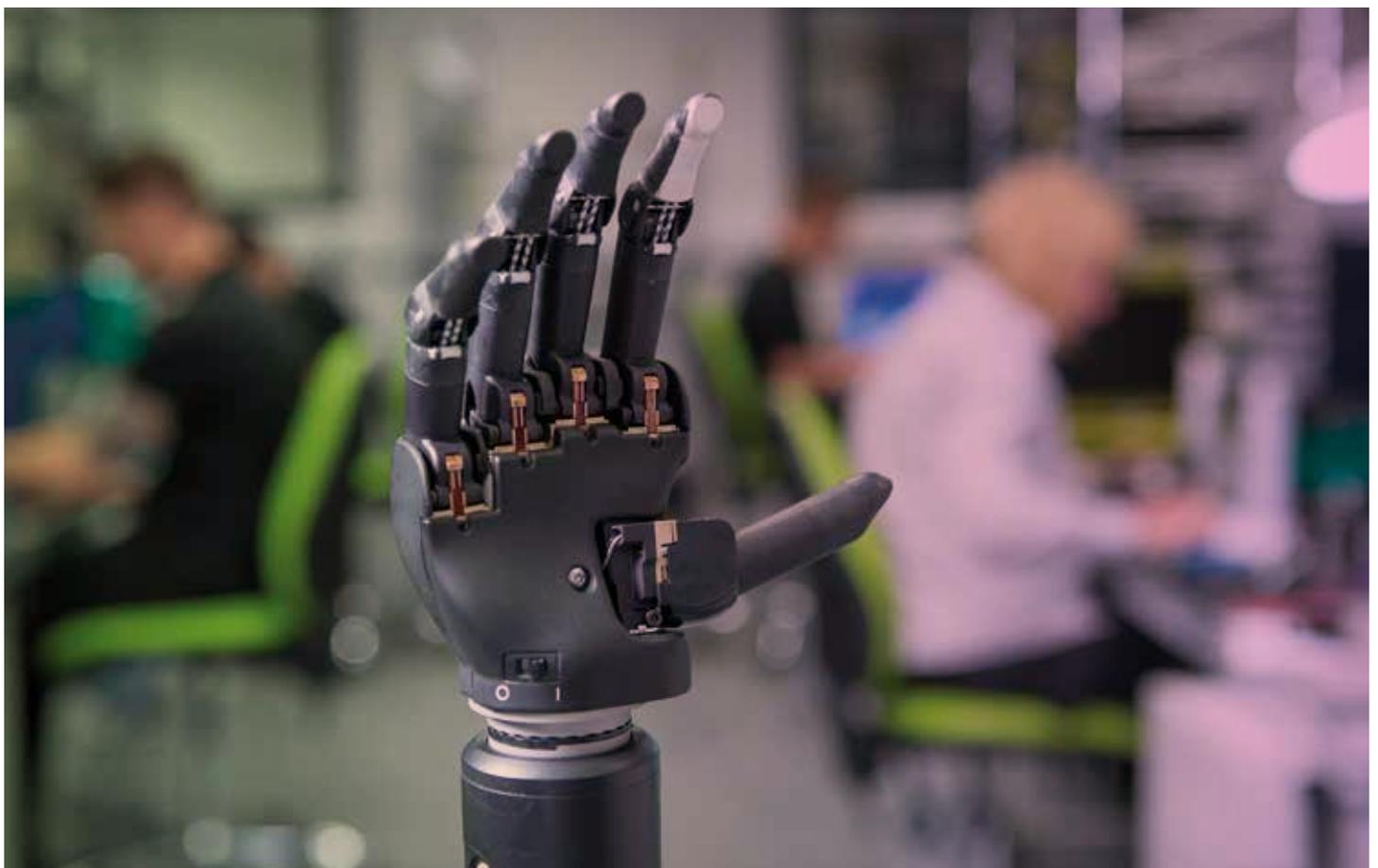
Helps industry across Scotland to capitalise on a growing market opportunity in data science



(Centre for Sensor and Imaging Systems) Market-focused sensor, imaging systems and Internet of Things innovation.



One of the biggest environmental and food science research centres in the UK and the first of its type in Europe, it employs more than 500 scientists and support staff.



# CONNECT WITH THE SUPPORT YOU NEED EVERY STEP OF THE WAY

We've already helped thousands of companies to realise their ambitions in Scotland, so you can be assured of our support before, during and after you locate in Scotland.

We'll connect you to the right people, in the right place and at the right time, to ensure that you get your Scottish operations up and running as quickly and easily as possible.



“The support we’ve received from the Scottish Government, the links with The Data Lab, and our connections with Scottish universities are all essential elements for Previsé’s growth. We are poised to scale up. Quite simply, Scotland has the right ecosystem to nurture a company like Previsé.”

David Brown, co-founder and chief product officer at Previsé

## PROPERTY SEARCHES AND ADVICE

Find the right facilities and get help with feasibility studies and procurement

## ACADEMIC CONNECTIONS

Connect your company to Scottish universities and colleges to access cutting-edge innovation and exceptional talent

## SUPPLY CHAIN DEVELOPMENT

Help identifying the partners and suppliers that can help your business thrive

## LINKS TO INTERMEDIARIES

Connect you to the business professionals who help you set up in Scotland

## TALENT, RECRUITMENT AND SKILLS ADVICE

Help research, identify and recruit the people with the skills and experience you need

## FLEXIBLE WORKFORCE DEVELOPMENT

Provide access to flexible training support and courses available to support staff development needs

## LINKS TO BUSINESS NETWORKS

Connect you to local and global business networks

## ACCOUNT MANAGEMENT

Access a dedicated adviser who will understand your business, help develop your strategy and signpost you to the right support

## FINANCIAL SUPPORT

Provide advice on financial support that may be available to locate or expand your business in Scotland

# FINANCIAL SUPPORT TO GROW YOUR BUSINESS

**A comprehensive range of financial support is potentially available to support the cost of growing your business in Scotland.**

**Are you comparing the cost of setting up a new operation in Scotland with other international locations?**

Regional Selective Assistance (RSA) can support salary costs and capital expenditure in assisted areas of Scotland.

**Do you need to train a new workforce or upskill your existing staff?**

We may be able to part-fund some of your training costs.

**Does your project aim to develop new products, processes and services, or introduce a significant improvement to existing products?**

Research and Development grants may be available to support innovation and research projects, and SMART: SCOTLAND can support technical feasibility studies and R&D projects that have a commercial end point.

**Are you keen to recruit employees from disadvantaged groups?**

You may be eligible for support towards the salaries costs of employing disadvantaged workers.

**Do you plan to recruit apprentices as part of your project?**

Scotland operates different apprenticeship models influenced and developed by business. Investors can engage with apprenticeships ranging from entry level (influencing young people still in school) to experienced employees seeking vocational training to degree level.

**Will you require access to growth capital?**

The Scottish Investment Bank helps smaller and medium-sized enterprises (SMEs) obtain equity funding from UK and international investors in order to stimulate deal flow in Scotland.

**Do you have UK-registered IP?**

Patent Box offers a 10% tax rate on profits from UK-registered IP. Tax relief on qualifying R&D projects may also be available.

**Are you looking to implement more efficient and sustainable processes?**

Specialist sustainability development support is available to established businesses seeking to minimise environmental risk, improve environmental management, measure carbon footprint or reduce the cost of energy, water, waste handling, transport and packaging.



# THRIVE IN SCOTLAND WITH ONGOING BUSINESS SUPPORT

We are here to assist your future growth, not just your initial investment in Scotland.

Our team of experts will take the time to understand your business, help develop your

strategy, connect you to new markets and networks and signpost you to potential financial support and investment sources.

## R&D INNOVATION

- Innovation specialists
- Connections to universities
- Knowledge transfer partnerships
- R&D grant support

## STRATEGY DEVELOPMENT

- Corporate strategy development support
- International strategy development
- Foresighting
- Investment readiness

## INVESTMENT

- Investor readiness support
- Access to finance
- Scottish Investment Bank
- Scottish Venture Fund
- Scottish Loan Fund

## ONGOING BUSINESS DEVELOPMENT

## ORGANISATIONAL DEVELOPMENT

- Management development
- Training support

## BUSINESS IMPROVEMENT

- Environmental support
- Lean management (Scottish Manufacturing Advisory Service)
- Infrastructure/ICT support

## MARKET DEVELOPMENT

- Support to export from the UK and overseas market support
- Market intelligence and research
- Marketing support
- Access to networks and connections
- Financial support and signposting



# STRATEGICALLY LOCATED AND WELL-CONNECTED

## A CONNECTED BASE FOR YOUR COMPANY

Invest in Scotland and you'll be close to some huge markets. Whether you're heading to London, Europe or the rest of the world, Scotland is well-connected for business travel.

Beyond our robust and efficient transport network, our advanced and reliable digital connectivity infrastructure makes Scotland the strategic location for your business.



**5**  
international airports –  
**150**  
destinations worldwide

**Extensive** rail network allows easy inter-city travel and commuting – less than 1 hour's travel time between Glasgow and Edinburgh

**7**  
major deepwater seaports

**Reliable**  
digital infrastructure

**1 hour**  
flight time to London  
**130**  
flights per day

**84**  
trains between Edinburgh and London each weekday

**Frequent** freight and passenger ferry services connect with Northern Europe

**95.5%**  
fibre broadband coverage

**Long haul hubs** – regular direct flights to the Middle East, USA and Canada

**4 hours 17 minutes**  
fastest journey time between Edinburgh and London

**Modern road** and motorway network has less traffic density than other parts of the UK

**100%**  
of Scottish premises will be covered by a 5G network by 2021

Why invest in Scotland?

# ENJOY AN OUTSTANDING QUALITY OF LIFE



## DISCOVER

A UNIQUE AND PROUD 5,000 YEAR HISTORY

COSMOPOLITAN, DYNAMIC, FRIENDLY CITIES

WORLD-FAMOUS ARTS AND MUSIC FESTIVALS

JAW-DROPPING SCENERY

AWESOME MOUNTAINS, ATMOSPHERIC GLENS

THE HOME OF GOLF

TOP CLASS INTERNATIONAL SPORTING EVENTS

ANCIENT MONUMENTS

WHISKY DISTILLERIES GALORE

STUNNING LOCHS, SPRAWLING COASTLINE AND 800 UNIQUE ISLANDS

With beautiful and accessible countryside, cosmopolitan and vibrant cities and a unique history spanning over 5000 years, Scotland is just as alive today as it has ever been. From the ancient clans of the 12th century, each generation has added their own cultural thumbprint, creating a unique and vibrant country.

You and your employees will enjoy an exceptional quality of life here with excellent schools and healthcare, friendly people, great leisure opportunities, short commutes and a lower cost of living compared to London and other major European cities. We live up to our reputation as a country that welcomes all

nationalities and embrace different cultures. It's no wonder more than 50 million people across the globe claim Scottish ancestry!

**Now is the time to explore Scotland.**

### Best place to live in the UK for quality of life

EU Regional Social Progress Index 2016

**Edinburgh ranked second best location worldwide** in Deutsche Bank Global Quality of Life Survey 2017

### Stunning scenery

Voted most beautiful country in the world by Rough Guides 2017

### Inclusive and welcoming

Voted world's most welcoming country (Rough Guides 2017) and ranked 10th out of 272 European regions for tolerance and inclusion (2016 EU Regional Social Progress Index)

# WHAT ARE YOU WAITING FOR? SCOTLAND IS NOW

“Scotland is a phenomenal place to both visit and ultimately to live. We have some of the best universities in the world. There’s no question that Scotland is one of the most connected places in the world.”

Douglas Hare, founder and CEO, Outplay

## 20 REASONS #SCOTLANDISNOW

SCOTLAND DECLARED AS ONE OF THE **TOP COUNTRIES** TO VISIT (LONELY PLANET)



**78%** OF ESTABLISHMENTS WHICH HIRED A **SCOTTISH GRADUATE** FOUND THEM **WELL PREPARED FOR WORK** (SCOTTISH EMPLOYER PERSPECTIVES SURVEY 2019)



**5000 YEARS** OF UNESCO AWARD WINNING HISTORY AND CULTURE



SCOTLAND **FIRST COUNTRY** IN THE WORLD TO PROVIDE **UNIVERSAL EDUCATION** AS EARLY AS THE 17TH CENTURY



**170 LANGUAGES** SPOKEN ACROSS SCOTLAND



**19%** BOOST IN VISITORS TO ATTRACTIONS IN SCOTLAND (ALVA 2018)



### SCOTLAND

HAS THE **HIGHEST NUMBER** OF ACTIVE SPINOUTS IN THE UK (OUTSIDE THE 'GOLDEN TRIANGLE' EPSRC 2019)



**2870**

COMPANIES FROM **OUTSIDE OF SCOTLAND** OPERATE HERE (BUSINESS IN SCOTLAND REPORT - SCOT GOV 2019)



SCOTLAND HAS THE **HIGHEST PERCENTAGE (22%)** OF INTERNATIONAL AND EU STUDENTS IN THE UK

SCOTLAND IS IN THE TOP 5 PLACES TO LIVE IN THE WORLD, **EDINBURGH BOASTS BEST QUALITY OF LIFE** (DEUTSCHE BANK 2019)

SCOTLAND IS THE UK'S **LARGEST FINANCIAL POWERHOUSE** AFTER LONDON

AND THE AWARD GOES TO... **EDINBURGH! TOP UK CITY FOR ECONOMIC GROWTH 2019** (2019 VITALITY INDEX - LAMBERT SMITH-HAMPTON)



**GLASGOW AND EDINBURGH** ARE **LEADING LOCATIONS** FOR TECH COMPANIES (CBRE TECH CITIES REPORT 2019)



SCOTLAND VOTED 'MOST BEAUTIFUL COUNTRY IN THE WORLD' (ROUGH GUIDE 2019)

**4** OF OUR **UNIVERSITIES** IN THE TOP 200 (TIMES HIGHER EDUCATION WORLD UNIVERSITY RANKINGS 2019/20)



**150** DESTINATIONS WORLDWIDE FLYING FROM SCOTLAND'S MAIN AIRPORTS



**3** UNESCO CREATIVE CITIES: **EDINBURGH** (CITY OF LITERATURE) **DUNDEE** (CITY OF DESIGN) **GLASGOW** (CITY OF MUSIC)

SCOTLAND HAS RECEIVED OVER **3000 REFUGEES** AND REMAINS COMMITTED TO WELCOMING REFUGEES **SEEKING SANCTUARY** (SCOT GOV BUDGET 2020/21)



OFFICE COSTS IN SCOTLAND UP TO **40% LOWER** THAN LONDON



#SCOTLANDISNOW

Why invest in Scotland?

# GET IN TOUCH

## WE'D LOVE TO WELCOME YOU

Scottish Development International has more than 30 offices throughout the world, and our global team is dedicated to helping you establish and grow your business in Scotland.

To find out why #SCOTLANDISNOW for your company or to arrange a visit to experience Scotland for yourself, get in touch and we will be happy to arrange this for you.

NOW IS THE TIME TO INVEST IN SCOTLAND.  
WE'D LOVE TO WELCOME YOU.



[www.sdi.co.uk](http://www.sdi.co.uk)



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[www.youtube.com/user/SDItv](http://www.youtube.com/user/SDItv)

