



**WEST  
MIDLANDS**  
GROWTH COMPANY



# THE GLOBAL GROWTH PROGRAMME 2024

# GLOBAL GROWTH PROGRAMME



Building on the success of the Pilot launched during the Commonwealth Games.



**35** International tech businesses landed at Innovation Birmingham

**515** jobs created (Target 300)

# GLOBAL GROWTH PROGRAMME 2024



Boosting the West Midlands as a destination for International tech businesses.

Accessing the whole region

## 5 Landing Hubs



Designed for the needs of target customers

## Four Tech Sectors



Access to the whole WM Ecosystem

## 3 Layers of support



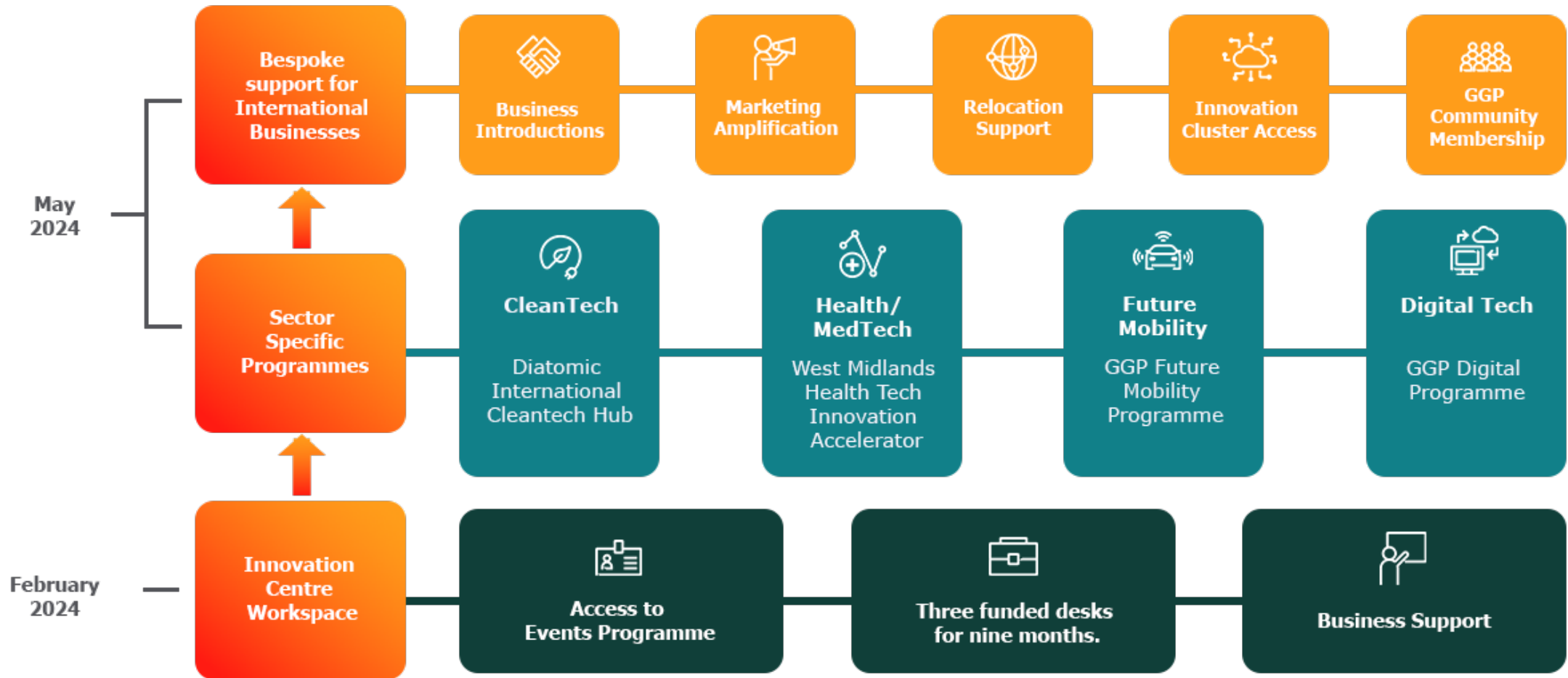
**40** New tech businesses landing across the West Midlands in 2024/5

**400** High value jobs to be created

# PROGRAMME STRUCTURE



9-month rolling programme with three layers of support.



# JOINING THE PROGRAMME



For High Growth Tech Businesses and Corporates seeking to Innovate.

## Pre-requisites



**Foreign owned Tech/  
Science Business**

- Subsidiary of foreign owned business
- UK Business with at least 10% of foreign ownership



**Ready to set-up in the UK**

- UK Entity set-up
- Clear UK proposition and market entry plan
- Clear need to establish a UK base
- VISAs secured



**Commitment to the  
West Midlands**

- A WM office address (registered or trading)
- 3 people operating in WM during the programme
- Plan to recruit >10 people within 3 years

## Selection Criteria

**1**

**Business's fit  
with the  
West Midlands**

**2**

**Business impact  
for the  
West Midlands**

**3**

**Strength of  
business and  
entry plan**

Businesses will be carefully selected based on their fit with the West Midlands.

# PROGRAMME TIMELINE



**February  
2024**



- **Soft Launch**
- **Landing Hubs open**
- **Applications open**

**May  
2024**



- **Full Launch**
- **Sector Specific Programme access**
- **Bespoke International Support**

**March  
2025**



- **Applications Close**

**December  
2025**



- **Programme Ends**

# ATTRACTING BUSINESSES TO THE PROGRAMME



The programme is open to businesses from across the globe.

## India

Hyderabad, Bangalore



## USA

Mid-West focus



## Commonwealth



## Europe



Proactive in-country activity will be prioritised in markets where WMGC has presence and existing traction

# HOW TO APPLY



Apply through the WMGC website.





# ONGOING SUPPORT DURING AND AFTER THE PROGRAMME



## Start



Each business meets with the Delivery Partner and WMGC at the start of the programme to agree an Action Plan of support



## During



Each business meets with the Delivery Partner monthly and with WMGC quarterly to review and update progress against the Action Plan



## After



Businesses will have access to regular events and other activities for past and present members of the programme

# APPLICATIONS ARE NOW OPEN



**WEST  
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**GLOBAL  
GROWTH  
PROGRAMME**  
Establish your business in the heart of the UK

**WEST  
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GROWTH COMPANY**  
Invest in the West Midlands

**STATE-OF-THE-ART  
INVESTMENT  
SUPPORT**

**Contents**

01	State-of-the-art investment support
03	The ultimate "soft-landing" in the UK
07	The centre of the UK's fastest growing technology sector
09	A springboard to success
13	How your business can apply

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5G TEST BED

**THE UK'S LEADING  
REGION FOR  
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DISCOVER HOW INVESTING IN THE WEST  
MIDLANDS CAN HELP ACHIEVE YOUR  
INTERNATIONAL BUSINESS AMBITIONS.  
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BIRMINGHAM-2022/GLOBAL-GROWTH](https://investwestmidlands.com/birmingham-2022/global-growth)

Scan here for more information



# FREQUENTLY ASKED QUESTIONS



Question	Answer
<b>When does the programme start and end?</b>	Applications open from early Feb (date to be confirmed) and close end March 2025. Companies will be able to land in the 5 Landing Hubs and receive support there from Feb24, but the full proposition will not be available until May24.
<b>What are the main components of the programme?</b>	There are 3 layers to the programme:  1) Sponsored Deskspace for up to 3 employees for 9 months in one of 5 Innovation Centres across the region with full access to business support there  (2) access to sector-based support including relevant parts of the £33M WM Innovation Accelerator  (3) Access to bespoke support for international businesses coming in to the region.
<b>What types of businesses are we targeting?</b>	Tech and science businesses within four sectors: Future Mobility, Health Tech/Med Tech, Clean Tech and Digital Tech.

# FREQUENTLY ASKED QUESTIONS



Question	Answer
<b>What maturity of businesses are we targeting?</b>	While the programme is open to early-stage businesses, we are prioritising businesses with product looking to set up and scale their operations in the UK. We are also looking to attract corporates looking to establish innovation/R&D units in the West Midlands
<b>What are the main components of the programme?</b>	The workspace and associated support is fully sponsored by WMGC. Businesses may qualify for additional programmes and sponsored support from our partners.
<b>How do business apply?</b>	They complete an expression of interest form on the GGP webpage.

# FREQUENTLY ASKED QUESTIONS



Question	Answer
<b>What happens at the end of the programme?</b>	Businesses remain part of the GGP Community with regular events and activities to bring the diaspora network together to provide on going peer-peer support and access to other support programmes in the region.
<b>How many businesses will be supported?</b>	At least 40 businesses are planned to be supported on the programme.
<b>How will you select businesses for the programme?</b>	Given the comprehensive package we are offering, we have a tight selection process for this programme. We will prioritise high quality internationally owned tech businesses with a clear plan to expand into the UK and have a strong fit with what the WM has to offer. Businesses will need to have secured the appropriate VISAs etc. and make a commitment to having a presence in the region before they can join the programme.



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# THANK YOU

**Contact:**

Jamie Clyde, Strategic Advisor – Global Growth Programme  
[jamie.clyde@wmgrowth.com](mailto:jamie.clyde@wmgrowth.com)

[www.investwestmidlands.com](http://www.investwestmidlands.com)

