SCOTLAND’S
FINANCIAL SERVICES EXPERTISE
Welcome to Scotland

We’re a small country that makes a big impact on the global financial services landscape.

You’ll find us progressive and pioneering. We fully support the many local and global businesses that choose to locate, operate and grow here.

Our warmth and generosity is renowned around the world. Our driving determination is behind everything we do. We offer the perfect place for you to succeed.

Whether you are establishing or expanding your business, you’ll be part of Scotland’s continuing financial services success story.

What you need to know

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10 REASONS WHY SCOTLAND IS A GOOD FIT FOR YOUR BUSINESS

1. Benefit from our expertise
   Over 2,185 financial services businesses benefit from being in Scotland
   With over 300 years of expertise in financial services, we know how to help businesses succeed. That’s why Scotland is a key location for the global financial services market. If you choose to establish or expand in Scotland, you’ll be joining a thriving network of businesses.

2. Access to talented people
   Over 160,000 employed in financial and professional services and 290,000 active students
   Scotland has a well-educated, highly skilled and adaptable workforce. We have some of the most business-friendly labour market regulations in Europe. Staff stay loyal, with low attrition rates compared with other global financial centres. Access to high-calibre graduates is unequalled. Scotland’s 19 universities represent the highest concentration in Europe.

3. Low set-up and living costs
   Property and salary costs up to 40% less than London
   Scotland offers low set-up business operating costs. A range of government bodies offer financial support. We have great transport links and one of the lowest corporate tax rates in Europe.

4. Strong track record of innovation
   Ranked higher than any G8 nation for numbers of academic citations
   We’re building on a long history of financial services innovation with our rapidly expanding fintech, cyber security and data science activities. Scotland’s collaboration between universities and businesses helps commercialise research, reducing the costs for you to take advantage of cutting-edge innovation.

5. Thriving professional services community
   Over 3,650 professional services firms support financial services in Scotland
   Many of the leading legal, accountancy and consultancy firms are here. They work together with Scotland’s specialist professional bodies in their commitment to delivering success of the financial services sector. It’s a well-respected, connected and established community.

6. Inspiring culture, incredible landscapes
   Award winning destination and quality of life
   Scotland has spectacular scenery, a vibrant culture and world-famous heritage. It also has a thriving arts scene, all kinds of sports and outdoor pursuits and of course, golf. Quite simply, Scotland offers a fantastic quality of life. And it’s all right on your doorstep.

7. Inclusive and diverse workforce
   Over 270 UK firms have signed the Women in Finance Charter
   Our focus on the inclusive growth of Scotland’s economy provides a strong foundation and active support for employers to meet their goals. Helping you access the diverse range of skills required for success in a changing financial services workforce. Scotland is well-placed for the workforce of the future.

8. Strategy for future success
   Five-year plan supports continued growth in financial services
   Our five-year plan for the financial services sector provides a strong set of initiatives to strengthen our industry and help grow the Scottish economy. The plan was written by the industry, for the industry in 2017 and progress is being made. Join our connected community and help drive forward our ambitious strategy.

9. With you every step of the way
   Scottish Development International supported 126 inward investment projects, creating or safeguarding 8,516 jobs in 2017/18
   Whether you’re considering further growth in Scotland, outsourcing, launching a new company, or expanding your global footprint, we’ll help you achieve your goals. You can rely on our expertise and knowledge as an extension to your team.

10. Why Scotland?
    We’d love to welcome you
    With so many compelling reasons to consider investing in Scotland we think the choice is clear. If you’d like more information about how we can support you, see page 32 or visit www.sdi.co.uk
What makes Scotland so attractive for investment?

There are so many attractive reasons to invest in Scotland. Start with our comprehensive business ecosystem that can support your success. Add to this the broad range of companies, industry bodies, thought leaders and customers in Scotland who are shaping our success. Their strong local, UK and international connections increase our influence on the global finance services sector. Which in short continues to make Scotland a compelling location for business.

Paul Lewis, Managing Director, Scottish Development International

“Scotland has had to deliver three consecutive record years to retain its ranking and consolidate its position as the UK’s most attractive Foreign Direct Investment destination outside London. To compete, locations increasingly have to offer not only strong business fundamentals such as skilled labour and the right business environment; they also need to demonstrate where they are internationally competitive and what sets them apart from the competition. This has been the approach Scotland has taken to inward investment. Becoming more focused and targeting our resources on those areas of opportunity where we see more likelihood of success. So it is encouraging to see these efforts starting to pay off, particularly in areas like R&D investment and in digital FDI.”
A wide range of global financial companies regard Scotland as the perfect location. They offer many different services and are supported by a strong community of professional advisors and suppliers. Everything you need to prosper is already here and easy to reach, with plenty of potential locations all well connected to the central hubs of Edinburgh and Glasgow.

**Strength in depth: Five areas of Scotland’s strength**

1. **Banking**
   - 44,000 people are employed in Scotland (11% of UK total)
   
   Scotland’s banking services have been in demand since the 17th century. You only have to think of Bank of Scotland (part of Lloyds Banking Group) and Royal Bank of Scotland, both headquartered in Edinburgh. Major international banks also have a wide range of functions in Scotland including Barclays, JP Morgan, Morgan Stanley, Cit; State Street and Santander. And it’s not just the long-established banks that choose Scotland. New challengers Sainsbury’s Bank, Tesco Bank and Virgin Money have all chosen to base their headquarters here.

2. **Insurance and Long-Term Savings**
   - 23,000 people are employed in Scotland (7% of UK total)

   General insurance, life assurance and pension services in Scotland date back to the 1700s. Major insurance groups choose Scotland for their headquarters or have substantial operations here. These include Scottish Widows (part of Lloyds Banking Group), Phoenix Group, AEGON UK, Royal London, Prudential and Aviva.

3. **Asset Management**
   - 7,500 people are directly employed in Scotland (20% of UK total)

   Scotland is a renowned centre of excellence in asset and wealth management. Almost £1 trillion of assets are estimated to be managed from Scotland. Edinburgh is recognised as one of Europe’s leading centres for equity fund management, thanks to companies such as Baillie Gifford, Standard Life Aberdeen, Bank of Scotland (part of Lloyds Banking Group) and Royal Bank of Scotland, both headquartered in Edinburgh. Major international banks also have a wide range of functions in Scotland including Barclays, JP Morgan, Morgan Stanley, Cit; State Street and Santander. And it’s not just the long-established banks that choose Scotland. New challengers Sainsbury’s Bank, Tesco Bank and Virgin Money have all chosen to base their headquarters here.

4. **Asset Servicing**
   - Six asset servicing businesses employ over 3,000 people in Scotland

   Six of the world’s largest asset servicing companies (by assets under administration) operate in Scotland: BNY Mellon, BNP Paribas Securities Services, Cit; JP Morgan, HSBC and State Street. They carry out essential work for fund managers, from collecting dividends and performing corporate actions, to completing other vital aspects of trade administration.

5. **Financial services expertise based in Scotland**
   - A further 75,000 people are employed across our wider professional services community

   As a world-leading financial services location, Scotland has a broad choice of professional services firms based here. Most of the world’s large professional services firms have offices in Scotland. Your personal and business legal requirements can be met through the range of skills and experience from Scottish, UK and international law firms, all offering significant financial sector expertise. In addition we have breadth of expertise and talent working across risk and compliance in Scotland.

### Success story: HSBC benefits from our expertise

HSBC chose Scotland for its UK global risk and compliance Centre of Excellence. The bank recognised three key benefits of locating the centre in Scotland:

- **Global reputation in banking and finance**
- **Access to a deep and growing pool of financial and technical talent**
- **Good transport connections to HSBC’s other global locations in London, India, North America, and the Far East**

The centre opened at Edinburgh Park in February 2016. It now employs hundreds of highly qualified staff and is on track to grow towards the new building’s capacity of 400 staff. In June 2017, HSBC announced a further expansion programme, creating 500 new roles and increasing the bank’s Scottish headcount to 4,500.

“**The successful establishment of our global risk function demonstrates that Scotland has the talent we need and HSBC is a place that talented people want to work. HSBC has a clear role to play in supporting the growth of the Scottish economy.**”

Alison McGregor, Chief Executive, HSBC in Scotland

“When it comes to managing financial risk and compliance, Edinburgh, with its long history as a banking and financial centre has a global reputation for excellence. Our new base also gives us access to a top pool of talent, a pool that is being fed by Scottish universities offering dedicated degrees in risk management.”

Paul Kelly, HSBC’s Group Head of Policy and Oversight for systems, data, and transaction processing risks
JOIN OR EXPAND IN SCOTLAND

YOU’LL BE IN GREAT COMPANY

A SELECTION OF FINANCIAL SERVICES COMPANIES BASED IN SCOTLAND

1. **EDINBURGH**
   - 7 INVESTMENT MANAGEMENT
   - ABERDEEN STANDARD INVESTMENTS
   - AEGON UK
   - AVALOQ
   - BANK OF SCOTLAND
   - BARCLAYS
   - BLACK HORS
   - BLACKROCK
   - BAILLIE GIFFORD
   - BMO GLOBAL
   - BNY MELLON
   - BREWIN DOLPHIN
   - CITI
   - DEUTSCHE BANK PRIVATE WEALTH
   - FIRST STATE INVESTMENTS
   - FNZ
   - FRANKLIN TEMPLETON INVESTMENTS
   - HSBC
   - JANUS HENDERSON
   - INTELLIGENT FINANCE
   - JARDINE LLOYD THOMPSON
   - JP MORGAN
   - JULIUS BAER
   - KAMES CAPITAL
   - KENNOX ASSET MANAGEMENT
   - KLEINWORT BENSON
   - LLOYDS BANKING GROUP
   - MARTIN CURRIE
   - MOODY’S
   - OLD MUTUAL GLOBAL INVESTORS
   - PHOENIX GROUP
   - ROYAL BANK OF SCOTLAND
   - ROYAL LONDON GROUP
   - SAIBSURY’S BANK
   - SCOTTISH EQUITABLE
   - SCOTTISH WIDOWS
   - STANDARD LIFE ABERDEEN
   - STATE STREET
   - SYZ ASSET MANAGEMENT
   - TESCO BANK
   - UBS WEALTH MANAGEMENT
   - VIRGIN MONEY
   - WALTER SCOTT

2. **ABERDEEN**
   - ABERDEEN STANDARD INVESTMENTS
   - BANK OF SCOTLAND

3. **STIRLING**
   - DST SYSTEMS
   - PRUDENTIAL

4. **KILMARNOCK**
   - CLYDESDALE BANK

5. **CLYDEBANK**
   - CLYDESDALE BANK

6. **FIFE**
   - FIS GLOBAL
   - LLOYDS BANKING GROUP
   - NATIONWIDE BUILDING SOCIETY
   - SAIBSURY’S BANK

7. **GREENOCK**
   - CIGNA
   - RBS MORTGAGES

8. **LANARKSHIRE**
   - HSBC/FIRST DIRECT

9. **DUNDEE**
   - ALLIANCE TRUST
   - BNP PARIBAS
   - BREWIN DOLPHIN

10. **PERTH**
    - AVIVA

11. **GLASGOW**
    - AIG EUROPE
    - ALLIANZ
    - AON
    - AVIVA
    - AXA
    - BANK OF CHINA
    - BANK OF SCOTLAND
    - BARCLAYS
    - BNP PARIBAS
    - CIGNA
    - CHUBB
    - CLYDESDALE BANK
    - DEUTSCHE BANK
    - DIRECT LINE INSURANCE
    - ESURE
    - GENPACT
    - HISCOX PLC
    - HSBC
    - JP MORGAN
    - LLOYDS BANKING GROUP
    - MARSH
    - MORGAN STANLEY
    - PHOENIX GROUP
    - ROYAL BANK OF SCOTLAND
    - RSA
    - SANTANDER
    - STATE BANK OF INDIA
    - TESCO BANK
    - TRAVELERS
    - TSB
    - ZURICH
REASON 2
ACCESS TO OUR TALENTED PEOPLE

Our high-quality workforce

Scotland offers a deep pool of financial services skills, with more than 161,000 people employed in the sector. We have a proven track record of businesses establishing new operations quickly and effectively.

<table>
<thead>
<tr>
<th>Banking</th>
<th>Insurance</th>
<th>Fund Management</th>
<th>Other Financial Services</th>
<th>Accountancy</th>
<th>Management Consultancy</th>
<th>Legal Services</th>
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<td>3,385</td>
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<td>175</td>
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<td>6,000</td>
<td>4,500</td>
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<td>23,000</td>
<td>5,000</td>
<td>14,000</td>
<td>21,000</td>
<td>27,000</td>
<td>27,000</td>
</tr>
</tbody>
</table>

Our world-renowned universities

As well as experienced professionals, Scotland’s higher education sector is one of the best in the world. It is home to five of the world’s top 20 universities and a total of 12 in the world’s top five per cent of universities. Our sector has pioneered developments in teaching including an ‘enhancement-led’ approach that made students a key partner in the quality of their education. Our members excel at blue-skies research, with every institution in Scotland developing some research judged to be ‘world class’ with ‘outstanding impact’. They are actively working to translate this research into businesses, the public and third sectors where it will be of benefit to others.

Currently, about 290,000* students study in Scotland’s higher education institutions, which includes universities and further education colleges. The Scottish Government fully supports education. It recognises that an educated workforce is essential to future economic prosperity. As a result, students from Scotland and the rest of the European Union (excluding the rest of the UK) are entitled to have their tuition fees paid by the Student Awards Agency for Scotland.

Apprenticeships shaping futures

Skills Development Scotland (SDS) is the national skills body supporting people and businesses in Scotland to develop and apply their skills. Already more than 15,000 employers support more than 27,000** new apprenticeship places in Scotland each year. Modern Apprenticeships are supporting more young people into financial services careers, with a 43% increase in the number of financial services apprenticeships in the past five years.

Skills investment plans developed by SDS are in place for both the Financial Services and ICT & Digital Technologies sectors. Firms such as Lloyds Banking Group, CGI, Standard Life Aberdeen, Barclays and Morgan Stanley benefit from these plans.

SUCCESS STORY: BARCLAYS INVESTS FOR GROWTH IN GLASGOW

Barclays’ plans to develop a new campus at Buchanan Wharf, Glasgow, will provide a state-of-the-art workplace for the bank’s functions, technology and operations teams. It’s expected the campus will accommodate up to 2,500 additional roles, doubling Barclays’ current workforce in Scotland and making it one of Glasgow’s biggest commercial employers. Close collaboration with Scottish Enterprise, which has agreed a funding grant of £12.75m, and Glasgow City Council, has been instrumental in turning the initial proposal into a viable scheme.

“The Glasgow campus, alongside others in Whippany, New Jersey, and Pune, India, is part of a global strategy to create world-class facilities for our functions, technology and operations teams. This new campus at Buchanan Wharf is a flagship project for the bank, which builds on Barclays’ long history in Scotland and clearly demonstrates our commitment to supporting the UK economy.”

“Barclays is proud to be a strong contributor to the local community. We continue to hire local people and students to work on campus and across the wider business and are investing in the region’s economic growth.”

Andrew Telfer, Joint Senior Partner, Baillie Gifford

SUCCESS STORY: EDINBURGH’S THE PERFECT BASE FOR BAILLIE GIFFORD

Baillie Gifford manages money on behalf of some of the world’s largest institutional investors, including 11 of the 20 biggest pension funds. Founded in 1908, the majority of Baillie Gifford’s 1,000+ staff are based in Edinburgh and the firm has a high staff retention rate.

The firm’s staff work in a wide range of roles including investment management, client servicing, accounting, legal, compliance and information systems. Baillie Gifford recruits from universities locally, nationally and internationally, and its workforce is drawn from more than 30 different nationalities.

“Edinburgh has a very strong reputation around the world in finance – particularly as an astute investment location – and that has helped us to win business and also attract people to come and work for us. It’s such a vibrant cultural city with a high quality of life.”

Paul Compton, Chief Operating Officer, Barclays

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Andrew Telfer, Joint Senior Partner, Baillie Gifford
Scotland’s financial services expertise

COST EFFECTIVE LOCATION

REASON 3
LOW SET-UP AND LIVING COSTS

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 be a major priority. As well as being more cost effective than other leading financial centres for locating businesses, Scotland has plenty of other impressive numbers that can support your decision-making.

Scotland makes financial sense

Over 2,300(17) international companies and growing

Whether you’re an early stage company or a large multinational, our focus on future growth makes setting up in Scotland highly attractive.

Operational cost savings of up to 30-40%20

Scotland is an extremely cost-effective location for property, staff and cost of living compared with other leading financial centres. (Scotland compared to London).

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.

Attractive for foreign direct investment

We are the top location in the UK outside London for foreign direct investment and first in attracting UK research and development FDI.

7 ways our financial support could help you

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

1. 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.

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

Scottish Development International (SDI) advises on eligible training costs that could be part-funded by Scottish Enterprise.

3. Do you have a project that aims to develop new products and services, or to introduce a significant improvement to existing products?

Scottish Enterprise’s innovation specialists advise and discuss potential innovation, or establish new businesses.

4. Do you plan to recruit employees from disadvantaged groups?

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

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

Skills Development Scotland, our national skills body, provides support for staff training, funding, recruitment and modern apprenticeships.

6. Are you an SME looking to access growth capital?

The Scottish Investment Bank encourages investment in smaller and medium-sized enterprises (SMEs) in Scotland. It works with both Scottish-based SMEs and UK and international investors to stimulate deal flow in Scotland.

7. Do you need assistance to implement more efficient and sustainable processes?

Scottish Enterprise specialist sustainability development support is available to established businesses seeking to:

- Minimise environmental risk
- Reduce the cost of energy, water, waste handling, transport and packaging
- Improve environmental management or measure carbon footprint.

SUCCESS STORY:
COMPUTERSHARE EXPANDS IN SCOTLAND

Computershare is a global leader in financial services and data management, working with around 16,000 global clients and their 125 million customers.

They already have an established operation in Scotland providing relationship management and registry services to around 150 listed companies in Scotland and beyond. By expanding in Edinburgh, Computershare continue to benefit from the talent and strength of financial services expertise available.

The new Edinburgh centre will provide day-to-day technical services for the company’s 16,000 staff.

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“Computershare expands in Scotland

“In a truly international capital city Edinburgh has a bright future and is a natural home for a global company. As a growing business we need the skills and hard work we see on offer in this city.

“The Centre of Excellence will also be supported by a £2 million grant from our partners, Scottish Enterprise.

“We are grateful to the Scottish Government, Scottish Enterprise and Scottish Development International for helping us with our plans and are looking forward to our continued partnership.”

Stuart Irving, Global President and Chief Executive, Computershare

We’re well connected for doing business with excellent links to global financial centres

Scotland is an ideal location for financial services businesses. We have close ties to London and major global markets and our strong local and international transport links help businesses connect.

We’re also well advanced with digital connectivity. This shrinks the effective distances for doing business, while making it easy to access the strong talent pool in Scotland.

ROAD AND RAIL

Scotland offers a modern and comprehensive road network with considerably less traffic densities than other parts of the UK. The journey takes less than an hour.

84 average number of trains between Edinburgh and London each weekday. The fastest journey is 4 hours 17 minutes.

400 bus services operate daily throughout Scotland. Including fast and frequent inter city services across the country.

AIR

Major and low-cost airlines operate from Scotland, servicing a range of international, European and domestic destinations.

130 more than 130 flights from Scotland to London each weekday.

5 international airports: Glasgow, Aberdeen, Edinburgh, Dundee and Inverness, providing connections to European financial centres such as Bruxelles, Dublin, Paris, Geneva, Frankfurt, Zurich, Amsterdam and Stockholm.

150 destinations serviced by 35 carriers including the UK, Europe, North America and global destinations such as Dubai, Istanbul, Chicago, New York, Qatar and Beijing.

10 miles is the average distance from our key airports to the nearest city. Edinburgh benefits from a tram network linking the key business park, city centre and airport on the same route.
REASON 4

A STRONG TRACK RECORD OF INNOVATION

The bedrock of Scotland’s international reputation in financial services are the bright ideas on which success is built. Smart, profitable ideas flow from the broad mix of multinational firms based here, and from the diverse technology community that supports them.

Our tech community is a hotbed of innovation that attracts investment. Right now, over 100 financial services companies are developing and buying solutions from technology providers. A dynamic cluster of over 3,500 digital economy firms in Scotland operates alongside well-connected supply chains, and has access to a deep pool of capability.

There’s never been a better time to find out how your business can benefit from our innovative spirit.

World-leading fintech

We are rapidly becoming a global leader in fintech. Scotland is well ahead in its ambition to achieve a top five place in the Global Fintech Hub Federation by 2020.

Our focus in this area is led by Fintech Scotland. This exciting initiative focuses on creating, developing and nurturing our fintech landscape. It partners with universities, start-ups, large innovative financial firms, investors, public organisations, incubators, accelerators and passionate individuals.

Growing fintech through innovation, collaboration and inclusion

Stephen Inglis, Chief Executive, Fintech Scotland

Establishing Fintech Scotland has created a competitive edge. We are a strategic enabler, creating local and global connections. We have an ambitious plan to become one of the world’s five leading fintech hubs by 2020 underpinned by being the data capital of Europe.

Scotland is in a strong position to reach these goals. We have a rich financial services heritage and a track record of entrepreneurial tech and fintech start-ups. We have real strength in data science, an adaptive skills base from our world-renowned universities and financial services business. We also have a very supportive public sector, which is easy to underestimate.

When it comes to innovation, we think big and act small. As Scotland is more of a village compared to other financial services centres, it’s easier to navigate and easier to collaborate, but we have all the components and expertise required to capitalise on the emerging opportunities created by the rapid advances of technology and the changing business and customer needs.

We have a collaborative fintech economy where large financial services firms are more open to collaborating with small fintech start-ups. And this is where the real magic happens. I truly believe that the fusion of financial services and technology can deliver the economic benefits of inclusive growth and productivity, and the social benefits of employment opportunities and better consumer outcomes.

A key focus for our Fintech Scotland team is to bring together a number of key drivers for the sector to build a thriving fintech economy to benefit all. Join our inclusive community and be part of the future of fintech in Scotland and globally.
“Collaboration between firms with centuries of experience and nimble start-ups is essential to unlocking Scotland’s fintech potential. At Royal Bank of Scotland, we believe in entrepreneurs and we’re leading the way in supporting the app makers and risk takers to start, scale and succeed. Our free Entrepreneur Accelerator hub in Edinburgh is one of 12 in the UK which have together supported hundreds of businesses and created more than 2,000 jobs since 2012. I’m proud to be part of Scotland’s fintech community, which is ultimately creating better lives for customers.”

Louise Smith, Royal Bank of Scotland Head of Design and HM Treasury FinTech Envoy for Scotland

### Key tech companies in Scotland

**Amazon**

**Sky**

**Skyscanner**

**Capgemini**

**Secureworks**

**Fanduel**

**IBM**

**Atos**

**Sas**

**Sopra Steria**

**HP**

**CGI**

**Oracle**

**Cirrus Logic**

### Fintech companies in Scotland

**ZoneFox**

Cyber-security firm focussed on software to combat the growing issue of insider threats to businesses including those in financial services.

**MoneyDashboard**

A free online personal financial management service providing users with the ability to view all of their online financial accounts in one place.

**encompass**

A visual analytics platform for commercial search data to support regulatory compliance (KYC).

**WALLET SERVICES**

Aims to simplify BlockChain technology by providing a highly scalable, validated, trusted ‘Platform-as-a-Service’.

**CASTLIGHT**

They aggregate consumers transactional and credit data to provide real-time, affordability and financial capability analysis.

**nucleus**

Founded in Edinburgh in 2006, Nucleus is an adviser owned and driven wrap platform and now manages over £14bn in assets.

**float**

Online cash management and forecasting tool that helps businesses keep on top of their cash flow.

**freeagent**

Online identity verification, proofing and strong authentication service.

**LendingTree**

A fast growing peer-to-peer lending platform.

**Ingenico**

The company’s European Technology Centre is the largest technology employer in Scotland. Their work includes strategic technology initiatives, big data, mobile solutions, electronic payments, machine learning, cyber security and enterprise cloud development.

**Avaloq**

Since arriving in Edinburgh in 2011, the Swiss firm has continued to grow its R&D centre to complement its development teams in Zurich. The team in Edinburgh plays a key role in the development of banking solutions.

**NCR**

Operates an R&D Centre of Excellence, including the development of the next generation of ATMs. NCR also has an office in Edinburgh that has grown from a start-up into an integral part of the global operation.

**Royal Bank of Scotland**

Royal Bank of Scotland have launched a specialist fintech hub at their Gogarburn headquarters. This is a centre of excellence for the burgeoning fintech sector. The specialist hub brings together industry leaders and networks and marries them with the Royal Bank Accelerator’s tried and tested approach to build, grow and scale businesses.

**BlackRock**

The Edinburgh office is involved in finance, human resources, portfolio and risk analytics, client operations, investment operations, portfolio operations, technology, and portfolio management. They are involved in supporting almost all operational and technological activities required of a modern, global investment solutions firm.

**Barclays**

Barclays launched its first Eagle Lab in Edinburgh providing a new space for businesses and communities to learn about innovative technologies and boost digital skills. This provides workforces with the necessary skills to embrace the opportunities of digital technology.

### Companies with technology centres in Scotland

**J.P. Morgan**

The company’s European Technology Centre is the largest technology employer in Scotland. Their work includes strategic technology initiatives, big data, mobile solutions, electronic payments, machine learning, cyber security and enterprise cloud development.

**Morgan Stanley**

In 2000, they started their Glasgow office with just six employees. Since then, the office has grown making it their third largest location in Europe after London and Budapest and fifth largest globally. Functions include finance, operations, fund services, HR, payroll & legal and compliance as well technology.

**BlackRock**

The Edinburgh office is involved in finance, human resources, portfolio and risk analytics, client operations, investment operations, portfolio operations, technology, and portfolio management. They are involved in supporting almost all operational and technological activities required of a modern, global investment solutions firm.

**ingenico**

The Ingenico Northern Europe site in Fife carries out payments terminal software R&D for the wider group. They also have an in-house warranty and repair centre; handling requests to refurbish over 30,000 units per month. Security and innovation is vital for Ingenico and they invest heavily in these areas.

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SUCCESS STORY: J.P.MORGAN’S CUTTING EDGE TECHNOLOGY HUB

J.P. Morgan is one of the UK’s largest financial institutions. Its size allows the firm to develop systems internally that cover everything from mobile to back-office accounting and big data solutions. J.P. Morgan’s Glasgow Technology Centre is one of its two strategic technology hubs in Europe.

The centre’s work is diverse and split between internal and client-related projects, such as automatic statements and tracking and reporting systems. The environment at the centre is often an eye opener for visitors, who don’t expect a bank to be operating at the cutting edge of technology.

“The primary reason we invested in Scotland is talent. In Glasgow, we can tap into talent from the universities across central Scotland including, Glasgow, Strathclyde, and Edinburgh, among others. The support that we’ve had from the government and Scottish Enterprise has also been very strong.”

Stephen Flaherty, Managing Director, J.P. Morgan

Cyber security
Scotland aims to be a global leader in cyber security. Initiatives currently underway bring together government, education and industry. For example, our high schools offer cyber security qualifications and the issue of ethical hacking is taught in classrooms.

Cyber security is taught and researched in many Scottish universities, including:
- Edinburgh Napier University has excellent collaborative connections with industry and a large number of cyber security graduates. Their MSc in Advanced Security and Digital Forensics is GCHQ accredited.
- Abertay University in Dundee was the first university in the world to offer an ethical hacking degree.

SUCCESS STORY: THE DATA LAB DEVELOPS POTENTIAL AND TALENT FOR THE FUTURE

The Data Lab is an innovation centre funded by the Scottish Funding Council since 2014 to help Scotland achieve economic and social benefit from leveraging data science. The potential benefit of data to Scotland is colossal and since its inception the Data Lab has enabled a significant change in the way industry and public sector organisations collaborate with academia to exploit world class research and development across Scotland’s universities through collaborative projects, skills and talent development and community building. The Data Lab has become the place to bring key data-related questions and to access support to develop impactful solutions. Implicitly, The Data Lab is the catalyst for engagement and the critical interface between industry, academia and government, making connections, enabling collaboration, introducing new talent and pulling it all together as a trusted and independent advisor.

To date, The Data Lab has engaged over 700 organisations covering a wide range of sectors and domains, including fintech, and funded over 65 projects predicting over £100m increase in GVA to the Scottish economy and over 250 new jobs. We have trained and upskilled over 1,000 people through our skill programmes.

“The Data Lab relies on collaboration to deliver success and is the only organisation of its kind in Scotland, supporting and incubating innovation in data across the public, private and university sector. We are developing the potential and talent for the future. Our work matters because we add value to the relationships between the industry’s partners, facilitating engagement, investment and impact.”

Gillian Docherty, CEO, The Data Lab

Fintech achieves scale and rapid growth in Scotland

Scotland has a fantastic financial services heritage, and this has served as a great foundation on which to build our reputation as a leading fintech hub. To develop this idea further, the FinTech Scotland initiative was created in 2017 and has served as essential to the Scottish Government, the financial services sector and the University of Edinburgh work together to ensure Scotland seizes the opportunities fintech has to offer. Formalising a joint approach under the FinTech Scotland banner has been an important step, bringing together the energy and expertise start-ups need to flourish as well as encouraging more established financial services to modernise and continue to develop. A lot of effort is being carried out on all sides to make sure we succeed in making Scotland a top five global fintech centre by 2020.

Nucleus was founded 12 years ago, and over that time we have grown to be a successful online platform business managing over £5bn in assets with around 200 staff. Our successful listing earlier this year on the London Stock Exchange’s Alternative Investment Market is testament to all that we’ve achieved to date, and represents a significant milestone as we continue to evolve our business.

The success of firms like Skyscanner and FanDuel means we are competing with some big names to attract Scotland’s top tech talent. We have achieved our scale and pace of growth all from our Edinburgh base, proving the likes of London and the South West are far from the only places where fintech firms can thrive and succeed.
Choosing a world-leading financial services location for your business is the first step. Making sure your business is supported by all the professional services skills you need is another essential consideration. You’ll be re-assured that Scotland offers a broad choice of professional services firms and industry bodies.

We have a well-established and highly regarded professional services sector based on close working relationships with financial services businesses. It’s a well-connected community that ensures existing and new entrants can quickly find the services they need. The best part about this is you don’t need to leave Scotland as we have all the expertise right here.

Plenty of choice for advice

You can call on a network of specialist advisers who are familiar with everything from business basics to complex, large-scale projects. Most of the world’s large professional services firms have offices in Scotland.

Scotland has a long and proud heritage in the field of accountancy and is home to the oldest professional body of accountants in the world: The Institute of Chartered Accountants in Scotland. The Institute of Accountancy and is home to the oldest professional body of accountants in the world: Scotland has a long and proud heritage in the field of accountancy and is home to the oldest professional body of accountants in the world: The Institute of Chartered Accountants in Scotland (ICAS), which was created by Royal Charter in 1854.

There is a breadth of Scottish, UK and international law firms in both Edinburgh and Glasgow, offering significant financial sector expertise ‘on the ground’. Scotland is the second largest legal jurisdiction in the UK. The strength of the nearly 1,200 solicitor firms based in Scotland is demonstrated by their expertise and reputation across UK law, financial services and the application of EU and international trade regulations.

Over 11,750 solicitors practise in Scotland, including 9,800 working in-house and a further 880 practising Scottish law in England and Wales. Your personal and business legal requirements can be met by a wide range of skill sets and experience. Scotland’s schools of law train about 1,000 graduates annually, covering Scottish and English law.

Accountancy and legal advisors include:

• Addleshaw Goddard
• Brodies
• Burness Paull
• Clyde & Co
• CMS
• Deloitte
• Dentons
• Dickson Winto
• DLA Piper
• DWF
• EY
• Grant Thornton
• Harper MacLeod
• KPMG
• Ledingham Chalmers
• MacRoberts
• Morton Fraser
• Pinsent Masons
• PwC
• Shepherd & Wedderburn
• Thompsons

Our extensive range of expertise includes:

• Accountability and reporting
• Alternative dispute resolution
• Alternative Investment Market (AIM)
• Audit & assurance
• Banking – finance
• Corporate, commercial and financial services
• Corporate tax
• Debt recovery, insolvency, bankruptcy
• Employment
• Energy, utilities and transport
• EU/international
• Funds
• Insurance
• Joint ventures
• Media, IT and intellectual property
• Mergers and acquisitions
• Pensions
• Private equity
• Public finance initiative
• Regulation and compliance
• SME business advice
• Unit trusts

World-class professional services support

Lorna Jack, CA Chief Executive, Law Society of Scotland

Any organisation choosing to locate in Scotland will be extremely well served by our financial and legal sectors. As a qualified chartered accountant and chief executive of the Law Society of Scotland, the professional body for Scottish solicitors, I’m fortunate to be able to take a broad view of the professional services available to support businesses in Scotland.

The legal sector sits at the heart of the Scottish economy. In addition to being a major employer itself, providing for more than 20,000 quality jobs and contributing more than £1.5 billion each year to the Scottish economy, it supports other important sectors on which Scotland’s economic success depends – oil and gas, financial services, bioscience, food and drink and more.

SUCCESS STORY: YOUNG PROFESSIONALS THRIVE IN SCOTLAND

Scotland’s business culture thrives on the empowerment of young professionals, and the Chartered Accountant qualification was a cornerstone in building the professional and ethical skills I needed to succeed. I completed my CA studies while training on the graduate scheme of a Big 4 accountancy firm in Edinburgh and shortly after finishing, I moved to Sydney, Australia on secondment. I hadn’t appreciated the international renown of both Scottish financial services and the CA qualification, but this was soon made apparent to me. Both are routinely considered the ultimate benchmark in rigour and expertise.

After returning to Edinburgh, I continued my career in the finance team of Tesco Bank and played a key role in developing our own graduate scheme, specifically the enrolment of our graduates in the CA study programme. Offering this route to our graduates ensures we recruit from the highest calibre of applicants. It provides them with world-renowned professional training and confidently empowers them to bring the best of themselves to Tesco Bank and our customers. Obtaining the CA qualification remains a great source of pride and self-confidence as I build my career in financial services in Scotland.

Stephen McCabe CA, Decision Support Manager, Tesco Bank

Our professional services industries have the pick of highly qualified graduates and we work hard to ensure that we continue to attract talented individuals. We currently have over 11,700 practising solicitor members who are part of a thriving legal services sector. There are almost 1,200 law firms in Scotland, ranging from global, multi-million-pound businesses to a network of smaller practices on the high streets providing a wide range of legal services for individuals and businesses in towns and cities across the country. In-house solicitors working in the public sector, help to deliver on national and local government priorities, while those in the private sector advise some of Scotland’s largest and most important employers to grow and succeed.

At the Law Society, our overarching objective is to lead legal excellence, strive to excel and to be a world-class professional body. We set and uphold standards and support our members to ensure the provision of excellent legal services and which instil confidence in Scotland’s legal profession.
A WEALTH OF PROFESSIONAL BODIES
These professional, trade and public organisations all actively support the financial services sector:

**ABI**
The voice of the UK’s world leading insurance and long-term savings industry.

**Chartered Banker**
The world’s oldest banking institute, promoting industry-wide standards through education and training.

**CISI**
Has centres of excellence at Edinburgh University and Glasgow Caledonian University.

**ScotlandIS**
The trade body for software, telecoms and IT in Scotland represents members from small businesses to global corporations.

**ICAS**
The world’s first professional body for accountants, with nearly 22,000 members worldwide.

A well-connected ecosystem
Scotland’s past is the future for your business. The ecosystem we have today has been created over 300 years making it the most complete financial services cluster in the UK after London. The breadth and depth of our expertise is world-class. We’re proud of our heritage, our innovation, our ambition. Join our community and share our success.
REASON 6
INSPIRING CULTURE, INCREDIBLE LANDSCAPES

Scotland is world-famous for its spectacular scenery and vibrant culture, including the world-renowned Fringe and International Festival adding to its rich heritage. From pristine beaches to ancient castles, exciting cultural attractions and a wide range of sporting and outdoor pursuits, Scotland has it all.

Scotland is a progressive nation, offering a fantastic quality of life built on dynamism, creativity and the fabulous warmth of its people.

When it comes to LGBTI rights, Scotland is now one of the most progressive countries in the world. We live up to our reputation as a country that welcomes all nationalities and embraces different cultures.

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VIEWPOINT

Scotland on the world stage

Fergus Linehan, Festival Director, Edinburgh International Festival

Edinburgh is the world’s leading festival city. This position was driven by the foundation of the International Festival; to build bridges between people around the world, bringing global audiences and artists to Edinburgh every August for incredible experiences across the performing arts in dance, opera, music and theatre.

Part of what we do now is as relevant as it was at our foundation; harnessing the Festival’s reach, reputation and impact in ways which bring wider benefits to Edinburgh, Scotland and beyond.

The International Festival has a truly global reputation and for over 70 years we have been changing the cultural landscape of Scotland, but we haven’t been doing it alone. We are part of the intellectual furnace that is Edinburgh; engaging with business, government, charities, and the education, tourism, technology and finance sectors.

Scotland’s financial services community has been a great supporter of the International Festival with the likes of Aberdeen Standard Investments, Baillie Gifford and Virgin Money supporting the 2018 edition. What we share with these organisations are values of excellence, ideas and collaboration, all on the world’s stage. This support is greatly appreciated and enables us to welcome performers and visitors from all corners of the globe every year and is a driver to wider international collaboration and investment.

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SUCCESS STORY: HOW THE RIGHT LOCATION DRIVES SUCCESS FOR BLACKROCK

Since locating in Edinburgh in 1998, BlackRock’s operation here has gone from strength to strength. Today, it employs over 700 people in the city and is very successful at both attracting and retaining staff.

Operations run from the firm’s Edinburgh office include finance and human resources, portfolio and risk analytics, client operations, investment operations, portfolio operations, technology and portfolio management.

BlackRock is just one of many asset management firms benefiting from being based in Edinburgh. A striking factor about the city’s asset-management industry is its close-knit, collaborative nature. BlackRock has worked with Scottish Enterprise on a number of levels, from discussing changing business needs as the world evolves, to ensuring Scotland provides the most useful skills for the future.

“As a location, Edinburgh almost always surpasses expectations. I believe that the quality of life here, combined with the varied career opportunities on offer here at BlackRock, has given us the power to attract and retain good people. Edinburgh is an important part of our global operations.”

Ian Cowan, Managing Director, BlackRock

“Standard Life Aberdeen is a global company proud to have our headquarters and majority of operations in Scotland. Steeped in history, culture and great beauty, Scotland also has the ingredients of any successful economy: a skilled talent pool, good connectivity and high quality of life. It is important we take every opportunity to remind the world what the vast majority of our colleagues based here already know – that Scotland is a great place to live, work, invest and visit.”

Keith Skeoch, Co-Chief Executive, Standard Life Aberdeen
Focused on success

The Government’s actions, by play in meeting the vision and, moving forward, they will be used as a framework to guide and deliver the progress within Scotland’s labour market.

To achieve their vision they have a strategic framework of five outcomes that are used to measure and ensure the progress within Scotland’s workforce. The Scottish Government’s Economic Strategy focuses on how the labour market, and wider social and economic policies, interact to drive competitiveness and tackling inequality.

Finding the best talent

In order to find and recruit the very best people, diversity in all its forms will matter more than ever from gender, generation, ethnicity, sexuality, religion and disability to people with a broader range of skills, experience and industry backgrounds.

We understand that businesses need to be confident they are making the best choices when they invest in their expansion. Our focus on the inclusive growth of Scotland’s workforce provides a strong foundation and active support for employers to meet their goals. The Scottish Government’s Economic Strategy focuses on how the labour market, and wider social and economic policies, interact to drive inclusive growth and promote employment opportunities.

We know that creating a fairer society is not just a desirable goal in itself, but is essential to the sustained, long-term prosperity of the Scottish economy and to your business.

How Scotland supports diversity

Focused on Scotland’s economic strategy

The Scottish Government’s Economic Strategy is focused on the complementary goals of boosting competitiveness and tackling inequality. To achieve their vision they have a strategic framework of five outcomes that are used to measure and ensure the progress within Scotland’s labour market.

- A skilled, productive and engaged workforce capable of meeting the needs of employers.
- Equality of opportunity to access work and to progress to ensure everyone is able to maximise their potential.
- Fulfilling, secure and well-paid jobs, where employees’ contributions are encouraged, respected and valued.
- Low unemployment and high employment.
- An economy that supports a sustainable working population and that can retain and attract new talent, to meet our wider economic and social ambitions.

These outcomes do not sit in isolation, they are interdependent and they all have an important role to play in meeting the vision and, moving forward, they will be used as a framework to guide and deliver the Government’s actions.

Reason 7

Inclusive and diverse workforce

Our labour market is the beating heart of Scotland’s economy. Its strong performance is central to our prosperity and this is clearly evident in our thriving financial services sector.

We recognise that the workforce needed for success is changing across financial services. In the future, data scientists will be just as sought after as research analysts. There’ll be a far more diverse range of skills required, as well as more innovative and agile mindsets. Firms will need to find new ways of attracting, motivating and retaining these highly skilled specialists.

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Supporting women in finance

Established in 1980, Women in Banking and Finance, is a UK-wide not-for-profit women’s network with branches in Edinburgh and Glasgow, dedicated to increasing opportunity for individual members to network, learn and advise each other at every stage of their career.

WBF aims to improve diversity in banking and finance and is a firm supporter of the Women in Finance Charter, which challenges firms to create a public action plan to make a difference for gender parity in banking and finance today. The Charter was launched by HM Treasury in 2016 and 270 UK firms have since signed it, covering 760,000 financial services employees.

WBF’s programme of events is closely aligned to the aims of individual and corporate members. The WBF Mentoring and Networking programmes run alongside the Personal Excellence Programme which delivers industry workshops on in-demand topics, such as team-leadership and resilience in the workplace, while the Women on Boards stream is directed at those women who want to gain the skills needed to move into the boardroom.

www.wibf.org.uk

Supporting young professionals

SFE Young Professionals was established by Scottish Financial Enterprise to offer new opportunities and career development for the next generation. Launched in 2016 by young people working in financial services, it now has over 300 people engaged in the network.

SFE Young Professionals aims to create opportunities for career development, events to develop industry knowledge, promote the industry to the next generation and encourage innovation by giving a voice to young people.

SUCCESS STORY: TOLERANT AND WELCOMING WORKPLACES

Royal Bank of Scotland has paved the way in banking since it was established in Edinburgh in 1727. From the world’s first overdraft, and the first house purchase loan by a UK bank, to the first fully-fledged internet banking service, the bank has a proud tradition of innovation.

Today, with one in five people and one in three businesses banking with Royal Bank across Scotland, the bank plays a central role in the Scottish economy. Royal Bank is committed to serving the communities and putting the interests of customer first.

“Scotland has a long-held reputation for being a tolerant and welcoming place to live and work and our thriving financial services sector, in particular, is dependent on attracting as wide a range of talent as possible.

“As a business, we are working really hard to create a bank that reflects the diversity of our colleagues, our customers and the communities we serve. This is why we will create a workplace that is inclusive for everyone and create products and services that meet all our customers’ needs. For us, that’s a business imperative. We want everyone to feel welcome at the Royal Bank for Scotland.”

Marjorie Strachan
Head of Inclusion, Royal Bank of Scotland

Diversity and inclusion vitals for growth and development of financial services

Catherine Burnet, CA
Senior Partner Scotland, KPMG

At KPMG we are at the core of our business and it is our responsibility to create an environment that gives every colleague an opportunity to thrive. We believe that being an inclusive and diverse employer is not just an integral part of the success of our people and our firm but that this is also vital for the growth and development of the financial services sector more broadly in Scotland.

Our Inclusion and Diversity team work collaboratively with external networks such as Race for Opportunity, Stonewall, Business Disability Forum and Working Families, to share best practice and ultimately help one another on the journey towards achieving equality in the workplace.

KPMG are signatories to HM Treasury’s Women in Finance Charter. We fully support this charter and publicised our own targets to the market in October 2014.

We have invested in our graduate apprenticeship schemes, as well as mentoring schemes, role model initiatives, and celebrating our successes. Across our offices, we celebrated International Women’s Day to discuss, debate and drive action plans around topical areas such as gender pay gap, social mobility, mentoring and intersectionality.

Here at KPMG we believe that making these conversations part of everyday working will attract talent and create opportunities for all which will strengthen the Scottish financial services community.
REASON 8
OUR STRATEGY FOR FUTURE SUCCESS

We believe Scotland is one of the best places in the world for doing business. We intend to stay ahead by helping new and expanding businesses in our financial services sector to flourish.

Strategic vision to 2022

The Scottish Financial Services Strategy(22) was written by the industry, for the industry to strengthen our position as a global financial services centre of excellence and help grow the economy. It is an action plan for future success and is being driven forward by Scottish Financial Enterprise, the industry’s representative body in Scotland with support of their member firms.

Scotland is an internationally reputable European and global financial centre, with a rich financial heritage dating back to the 17th Century. The diversity of our ecosystem in Scotland has ensured that, throughout a decade of change, it remains a competitive location for financial services businesses.

But we can’t be complacent. A new wave of opportunities and new drivers of change alongside emerging risks means we must continue to be innovative, proactive and work collaboratively.

The Strategy marks a new coordinated approach and has the backing of both the Scottish and UK Governments. And we’re pleased to report that progress is being made on all strategic fronts.

STRENGTHEN SCOTLAND’S POSITION AS A GLOBAL FINANCIAL SERVICES CENTRE OF EXCELLENCE

ECO-SYSTEM FOR SUCCESS

| New framework for sector engagement | Promote and manage the ecosystem and Scotland’s financial services |
| Create a new method of engagement between members of the sector, as well as key stakeholders and other relevant parties. | Identify and promote the attributes that will make Scotland an attractive place for financial services, for new and existing participants. |
| | Collaborate for innovation |
| | Build and attract future skills and talent |
| | Recognise the value of cooperation within the sector to find solutions to challenges facing the industry and wider society. |
| | Ensure Scotland has access to the skills and talent to ensure the continued success of financial services. |
| | Act as constructive participants in Scottish society, providing a positive impact through collaboration between industry and government. |

Scottish Financial Enterprise: the industry’s voice

Scottish Financial Enterprise represents our financial services sector. Their members include global organisations headquartered in Scotland to small, locally based support companies and fintech start-ups. They represent our diverse financial community and create networking and knowledge sharing opportunities.

SFE members are the cornerstone of the industry in Scotland, which employs 161,000 people. Members work collaboratively and drive forward innovations to help grow the sector and the Scottish economy. Membership is by company and entitled all employees to attend SFE events.

“Customers, rightly, expect their experience to be focused on their needs, not on those of the provider. At the same time the industry needs to reduce costs and manage complex risks more effectively, while operating an ever-changing local and global regulatory landscape. In Scotland, we have a long history of championing innovation, through our vibrant and established financial services community. Combine this with our first-class universities leading the way in data science, analytics and risk, and Scotland is well placed to help financial services businesses succeed. SFE provides the supporting partnerships across governments, academia, businesses and professional advisory companies to help Scotland and its financial services community to stay ahead.”

Graeme Jones, Chief Executive, Scottish Financial Enterprise

SFE’s key aims are to:

1. Influence government, regulators and other policymakers in Scotland, Westminster and Brussels to ensure an internationally competitive business environment in Scotland.

2. Raise awareness, understanding and support for the Scottish financial services industry among politicians, the media and the wider community.

3. Support debate, innovation and promote sharing knowledge, experience and insights.

Strategic vision for our future

As the Chairman of SFE’s High Level Strategy Group I’m proud of the collaborative approach across our industry, education and government in developing its potential. As the largest financial services centre in the United Kingdom outside of London, it is this partnership and ecosystem, with accessibility at its heart, that makes Scotland a competitive and compelling location to start, grow and change businesses. By working together, our industry can achieve our vision of strengthening Scotland’s position as a global financial services centre of excellence.
If you’re planning to either establish or expand operations in Scotland, then we’re here to help you.

We support the needs of both local and global financial services businesses. The Scottish Government’s specialist agencies, Scottish Enterprise and Scottish Development International, work with domestic and overseas companies and organisations to achieve mutually beneficial investment in Scotland.

We aim to grow Scotland’s economy by encouraging inward investment, and by helping Scottish-based companies to expand internationally.

Scottish Development International can help businesses located both in and outside Scotland with specialist support.

Contact our Head of Financial and Business Services
Sharon Hamilton
Head of Financial and Business Services
Scottish Development International
Tel: +44 (0)141 468 6125
Email: sharon.hamilton@scotent.co.uk

Scottish Development International
With over 40 offices in 20 countries across the world, we have a truly global presence.

To find your nearest location visit
sdi.co.uk/locations
Tel: +44 (0)141 228 2828
Email: investment@scotent.co.uk

Find out more about Scotland

Millions of people from all over the world choose to visit, live, study, work and invest in Scotland. To help us achieve new successes, the Scottish Government, VisitScotland, Scottish Development International and Universities Scotland have come together to tell our real story.

It’s a story about being bold, positive, progressive, pioneering and inclusive.

Our campaign message to the world is Scotland Is Now.

If you’re thinking about establishing or expanding your business here, the Scotland Is Now website is a great starting point. Visit scotland.org where you’ll find everything you need to know about living and working here.

You’ll be able to get a taste for Scotland’s food and drink, events and festivals, and much more – including our weather (which might surprise you).

www.scotland.org

Reason 9
We’re with you every step of the way

Your checklist of business support

- Planning and fact-finding visits to Scotland
- Hosted site visits
- Getting you connected to our community
- Information, ideas and advice
- Employment permits and visas
- Property solutions
- Funding programmes and incentives
- Public relations and media support
- Account management support as an extension of your team

The Department of International Trade secures UK and global prosperity by promoting and financing international trade and investment, and championing free trade.

Grow your business in the UK

There are obvious advantages to bringing your business to the UK. We offer an established, business-friendly environment, economic stability and commercial security, all of which continue to attract the very best talent from around the world.

You’ll also find the most established and respected financial and legal systems in the world, right on your doorstep.

The UK Government is serious about driving future growth and the UK’s Department for International Trade helps thousands of foreign companies establish and grow in the UK. Our investor service team is located in UK embassies, consulates and high commissions in cities around the world.

To request further information, please visit: invest.great.gov.uk/contact

Invest in Great Britain

They can support with:

- Market research
- How to build your business network
- Recruitment advice
- Guidance on setting up in the UK from tax to visas
- Helping select the best UK site
- Ongoing government support after your business is established in the UK
- Access to global trade missions

www.invest.great.gov.uk

Fraser Clark,
Specialist, Financial and Business Services, Scottish Development International

SDI’s Financial and Business Services team has a combined experience of 110 years in inward investment. In the past three years, SDI has assisted with 326 inward investment projects, creating a planned 13,000 jobs across Scotland. A large number of these jobs were in financial and business services and in technology and advanced engineering, reflecting the large proportion of inward investment into these two sectors.

We have in-depth knowledge of the Scottish landscape and networks that we will utilise to support you and your project.

Many of us have also previously worked in and drawn upon our experience of the financial services sector.

After 14 years working in investment banking in London I returned home to Scotland for a different work/life balance.

At SDI I can utilise my knowledge of financial services to support companies to evaluate Scotland as a location for their business. Our job is to assist you through the entire inward investment process.

Key parts of my role include sharing our knowledge of Scotland’s financial services sector, providing cost information, collaborating with key partners, advising on potential financial assistance and ensuring your establishment and growth phases are supported.

I particularly enjoy organising fact-finding visits to Scotland and creating an itinerary fully tailored to your needs. Typically this could include property visits, discussing financial assistance and making introductions to key partners, such as recruitment agencies and universities.

We can also arrange visits to companies with established operations in Scotland.

We will remain in contact with you as you grow your business and nothing gives us more satisfaction than seeing the creation of new jobs in Scotland.
REASON 10
WHY SCOTLAND?

Whether you are establishing or expanding your financial services business, Scotland is the right choice. It stands to reason.

SCOTLAND IS...

- rich in centuries of financial services expertise that can drive your business forward
- home to highly talented people with the skills you need
- a cost effective, global financial heartland for locating your business
- the best place in the world for people to live and work
- leading the way in technology innovation for you to tap into
- ready with the professional support you may need
- focused on nurturing a diverse and inclusive workforce that benefits business
- strongly committed to the future of the financial services sector
- with you every step of the way

...SUPPORTING BUSINESSES LIKE YOURS.

WHAT ARE YOU WAITING FOR?