WHY INVEST IN SCOTLAND?
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. 3 million
CURRENCY – UK Pound Sterling (£)
MAIN LANGUAGE – English
AVERAGE WEEKLY SALARY – £563 before tax (approx. $750)
## Why Scotland? Reasons to Invest

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td><strong>Talented Workforce</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Innovation Powerhouse</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Strong, Collaborative Industries</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Lower Costs</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Connectivity</strong></td>
<td>A robust and efficient international transport network and advanced, reliable digital infrastructure makes Scotland the strategic location for your business.</td>
</tr>
<tr>
<td><strong>Outstanding Quality of Life</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>
Why invest in Scotland?

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 2018, with 94 FDI projects secured
(EY Attractiveness Survey 2019)

UK’s most attractive region for investment (outside London)
(EY Attractiveness Survey 2019)

Edinburgh, Glasgow and Aberdeen in top 10 UK cities for foreign direct investment
(EY Attractiveness Survey 2019)

The perception of Scotland as a place to invest more than doubled among global investors in 2018, putting Scotland equal second in the UK
(EY Attractiveness Survey 2019)

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
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 2.5 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

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>£110</td>
</tr>
<tr>
<td>Edinburgh</td>
<td>£35</td>
</tr>
<tr>
<td>Glasgow</td>
<td>£32</td>
</tr>
</tbody>
</table>

Source: Cushman & Wakefield Global Occupier Metrics December 2018
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 3.9 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 Galexy

“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
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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**ASPIRATIONAL AND HIGHLY EDUCATED**

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**Did you know?**

Scotland has 19 universities and 25 colleges of further education, yielding a steady stream of high quality graduates.

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

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

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.

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

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

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.

- World’s first tidal energy array
- World’s first floating wind farm
- SERS Meningitis test
- Li-Fi
- AC-3B sound compression
- Grand Theft Auto
- Bionic hand
- Li-Fi
- Skyscanner metasearch engine
- ATM
- Dolly the sheep
- MRI Scanner
- Grand Theft Auto
- Acoustic tractor beams
- Refrigerator
- Vacuum flask
- Bicycle
- Flushing toilet
- Tyres
- Radar
- TV
- Penicillin
- 1745
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- 2017
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:

**Oil & Gas Innovation Centre**

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

**CENSIS**

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

**The Data Lab**

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

**The James Hutton Institute**

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.
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.

**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

“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 Previse’s growth. We are poised to scale up. Quite simply, Scotland has the right ecosystem to nurture a company like Previse.”

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

ORGANISATIONAL DEVELOPMENT
- Management development
- Training 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

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

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

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

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

- **7 major deepwater seaports**

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

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

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

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

- **95.5% fibre broadband coverage**

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

#SCOTLANDISNOW | 13
ENJOY AN OUTSTANDING QUALITY OF LIFE

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)
“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

WHAT ARE YOU WAITING FOR?
SCOTLAND IS NOW

20 REASONS
#SCOTLANDISNOW

SCOTLAND
LOSTED AS ONE OF THE TOP COUNTRIES TO VISIT (Luxury Travel

84% OF ESTABLISHMENTS WHO HIRE A SCOTTISH GRADUATE RANK THEM WELL PREPARED FOR WORK

5,000 YEARS OF UNESCO AWARD WINNING HISTORY AND CULTURE

20% OF ALL ACTIVE FIRMS LAUNCHED OUT OF UK UNIVERSITIES COME FROM SCOTLAND (PROF DUGGAN, JANUARY 2017)

SCOTLAND IS ONE OF THE TOP PLACES TO LIVE. EDINBURGH BOASTS BEST QUALITY OF LIFE, BEHIND WELLINGTON, NZ

SCOTLAND VOTED ‘MOST BEAUTIFUL COUNTRY IN THE WORLD’ (Travel + Leisure)

OF OUR UNIVERSITIES IN THE TOP 200

SCOTLAND IS THE UK’S LARGEST FINANCIAL POWERHOUSE AFTER LONDON

EDINBURGH NAMED BEST EUROPEAN PLACE TO START A TECH BUSINESS (European Business Magazine)

AND THE AWARD GOES TO...
EDINBURGH! ENTREPRENEURIAL CITY OF THE YEAR (UK IT Data 2016)

EDINBURGH’S NEW INITIATIVE TOWARDS GENDER BALANCE IN THE BOARDROOM BY 2020

SCOTTISH GOVERNMENT'S

50/50

5,135 COMPANIES FROM OUTSIDE OF SCOTLAND OPERATE HERE

170 LANGUAGES SPOKEN ACROSS SCOTLAND

13.9% BOOST IN VISITORS TO SCOTLAND THAN ANY OTHER UK CITY (AITC 2017)

SCOTLAND HAS THE HIGHEST PERCENTAGE OF INTERNATIONAL STUDENTS IN THE UK

150 DESTINATIONS WORLDWIDE RAFFLED 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 2,000 REFUGEES AND REMAINS COMMITTED TO WELCOMING REFUGEES SEEKING SHELTER

OFFICE COSTS IN SCOTLAND UP TO 40% LOWER THAN LONDON

#SCOTLANDISNOW

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

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