SCOTLAND
THE RIGHT CHOICE FOR
DATA INVESTMENT

#SCOTLANDISNOW
The Small Country Making a Big Splash in the Data World.

Scotland is a growing and dynamic country at the heart of the data revolution. Data is the future and that’s why we’re investing a further £661 million into securing our capital city – Edinburgh – as the Data Capital of Europe. Our ambitious 10-year Data Driven Innovation programme works with private and public sector partners to make Edinburgh and south east Scotland the location of choice for data science, for the benefit of the entire nation.

Beyond the capital, you’ll find excellence in education, a flair for invention and a passion for research. You can be confident that Scotland has a talent pool with the skills to grow your business now and in the future. By setting up in Scotland you can access our highly educated workforce and renowned academic institutions, which have an outstanding record of industry engagement, creating a unique tech hub with a collaborative spirit.

Community is important to Scotland – it’s a place where great minds come together. It’s a place where ambitious indigenous companies co-exist with some of the world’s leading tech giants such as Amazon.

Underpinning this unique community is a supportive public sector and a government that is a strong advocate of using data for the economic and social benefit of citizens, businesses and research organisations.

Beyond the office, Scotland is a land of great natural beauty and our hospitality is world renowned. Our friendly communities combine an exceptional quality of life with low costs of living, making the move to Scotland an attractive option for you and your employees. Our progressive government policies strive to make Scotland a fairer and better place to live and work, for citizens and residents alike.

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

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

WE’RE INNOVATIVE.
Scotland is home to the UK’s top research university in computer science. We also punch above our weight globally in this area, rubbing shoulders with the top 20 research institutions worldwide.

WE’RE CONNECTED.
We have a strong presence in many data-rich sectors offering access to the greatest global opportunities, including space, finance, engineering, energy, technology, health and life sciences.

WE’RE TALENTED.
We have 96,000 people working in roles across digital technologies, within companies that are doing exciting things in data science, e-commerce, software, web development, cyber security, telecommunications and media.

WE’RE FUTURE-PROOF.
We understand the importance of data in advancing our society. That’s why we’re committed to training a further 100,000 people in the application of data.

WE’RE COMPETITIVE.
It’s up to 40% more cost effective to locate to Scotland than other parts of the UK.

WE’RE UNICORNS.
Scotland’s national animal is a mythical horned creature but it’s also home to another kind of unicorn. Skyscanner is a homegrown success story, having gained tech unicorn status when it reached a valuation of $1 billion as a start-up company.
SCOTLAND: THE LAND OF OPPORTUNITY

Our data expertise coupled with a breadth of experience in sectors that offer the greatest global opportunities make Scotland the perfect place to do great things – no matter which space you play in. Here’s a taster of some of our sectors that are unlocking the full potential of data.

SPACE

Now is an exciting time for the new space industry in Scotland. With the planned space port, Scotland will complete the end-to-end capability to design, build and launch. With this ability comes endless possibilities for data analysis – at the heart of Scotland’s success is proven small satellite technology, which has exploded the use of downstream satellite data and its associated applications. From agriculture and marine to construction and humanitarian efforts, Scotland based companies like Spire are using data from space to solve problems closer to home.

HEALTHCARE

Digital healthcare is an emerging and exciting global market which is already an area of exceptional strength for Scotland. Thanks to a well-established National Health Service (NHS) – with extensive digital patient records – and a strong company base with expertise in informatics, Scotland has a world-leading research base that collaborates with industry to create commercial healthcare solutions for the future. Our commitment to making government data accessible, and our ability to analyse vast quantities of data, make Scotland the place to drive opportunities in this space.

ENERGY

Scotland’s energy know-how has been forged by fifty years of oil & gas experience in the North Sea and data is an important by-product of this activity. Looking to the future, more sustainable and less invasive practices will see a massive proliferation of sensors and data – and the technology to unlock its value – will become increasingly valuable. Indigenous companies like Sensor-Works are already using wireless sensors in the energy sectors to enable condition monitoring, lower costs and optimise operational efficiency.

FINTECH

Did you know the Personal Identification Number (PIN) you use with your credit or debit card was invented by a Scot in the 1960s? We have a long history of innovation and today Scotland remains one of Europe’s most important business centres; we offer the perfect blend of technological and financial expertise. Companies such as JP Morgan and Morgan Stanley already have technology operations located here, as well as Barclays Wealth which recently invested in Glasgow with the creation of a new multi-million-pound financial hub which will house its technology team.
THE RIGHT TALENT FOR YOUR BUSINESS

Data is in the driving seat across all sectors. Access to vast amounts of information has opened possibilities for the automation of analysis and decision-making, and Scotland has the talent you need to take advantage. Often the supply of talent cannot keep up with technological change but, in Scotland, we’ve not only acknowledged this problem but we’re committed to solving it. As part of the Data Driven Innovation initiative, the University of Edinburgh and its partners are training a further 100,000 people in the application of data across major sectors, ensuring Scotland has a future-proof workforce ready to face any challenge. What’s more with stunning scenery, cosmopolitan cities and fantastic quality of life, you’ll have no trouble attracting and retaining staff.

96,000
PEOPLE ALREADY MAKE UP OUR STRONG DIGITAL TECH WORKFORCE

100,000
FURTHER DATA EXPERTS ARE BEING TRAINED TO MEET THE DEMAND FOR SKILLS

5700
NEW INFORMATION TECHNOLOGY GRADUATES ARE CREATED EVERY YEAR

No1
HOME TO THE LARGEST SCHOOL OF INFORMATICS IN THE UK

11 UNIVERSITIES ARE COLLABORATING WITH THE DATA LAB TO GROW THE SUPPLY OF DATA SCIENCE EXPERTISE
THE SCHOOL OF INFORMATICS is the largest European centre of its kind with over 450 academic staff and 850 students. Educating undergraduate and postgraduate students via a wide range of courses – including artificial intelligence, cognitive science and computational linguistics – the school is just one of our many talent pools. What’s more, the school produces more world-leading research than any other university in the UK.

DATA LAB is an innovation centre which brings together experts to develop new data science capabilities. With a Scotland-wide presence and skills at its core, the Data Lab has a range of learning programmes to meet the demands of industry. Its MSc programme is a collaboration between 11 universities across Scotland, funding places on post-graduate courses in artificial intelligence, machine learning, fintech, data analytics and more. The programme is unique in placing students in partner companies, enabling industry and academia to solve real-world challenges together.

THE RIGHT TALENT FOR YOUR BUSINESS

From the oldest universities to cutting-edge collaborations, Scotland’s educators work with industry to inform

CODECLAN is Scotland’s accredited skills academy tackling digital skills gaps. With a Scotland-wide presence, CodeClan offers intensive courses in software, web development and data analytics to accelerate Scotland’s skills. For investors, the result is a pipeline of work-ready digital talent and the chance to add transformational skills to your business.

Data Investment
A POWERHOUSE OF INNOVATION AND INVENTION

In Scotland, great ideas are nurtured. Across all industries and technologies, our innovation centres and centres of excellence exist to help businesses do incredible things wherever they’re located. Here’s a flavour of just some of the ways our centres can help you.

**SENSORS, IMAGING AND IOT:** CENSIS helps organisations innovate and overcome technological barriers to achieve business transformation, generate economic growth and reach global markets. Via CENSIS, companies can access skilled staff, state-of-the-art facilities and training and development opportunities.

**OIL & GAS:** Oil & Gas Technology Centre (OGTC) is an industry-led research and knowledge organisation which exists to fund and direct projects that help to unlock the full potential of the UK North Sea, turning ideas into marketable solutions.

**HEALTHCARE:** Digital Health & Care Institute (DHI) creates sustainable economic growth via new products, services and systems in partnership with businesses, academics and healthcare specialists. DHI aims to bring the right people together and provide them with the means to explore solutions to current healthcare challenges.

**HIGH-PERFORMANCE COMPUTING:** EPCC is one of the leading supercomputing centres in Europe and a major provider of training in high performance computing. EPCC provides several solutions for industry including access to high-performance computers, funding opportunities, consultancy services and opportunities for collaboration. EPCC is also an internationally renowned centre of excellence for all aspects of data research.

**URBAN ANALYTICS:** Urban Big Data Centre (UBDC) brings together experts from Scottish universities and other partners to seek solutions in addressing social, economic and environmental challenges facing cities. Businesses can use UBDC's data service for urban applications and analytics and can also benefit from build-capacity programmes by attending training, workshops and events.

**DATA SCIENCE AND ARTIFICIAL INTELLIGENCE:** The Bayes Centre at the University of Edinburgh is a key sector asset, dedicated to advancing digital technology, space and satellites, robotics and autonomous systems. The centre enables both the private and public sectors to enhance their products and services by embracing data science and AI, whether through supporting entrepreneurs and start-up projects or attracting external investments.
SCOTLAND DATA SCIENCE & TECHNOLOGY MEETUP is a 4000 strong group for anyone with an interest in data, bringing together like-minded individuals through a series of regular informal events. You’ll find lively discussion around everything from skills to the latest technological advances.

COLLABORATIVE INNOVATION WITH A COMMUNITY SPIRIT

Community is an important part of Scotland’s data story. Nowhere else in the world will you find a more open and collaborative tech community, where great minds in industry and academia come together to share ideas and tackle industry challenges head on. Here’s a flavour of just some of the events bringing the wider community together.

ENGAGE INVEST EXPLOIT (EIE) is one of the UK’s largest premier technology investor showcase, connecting global investors and businesses to meet Scotland’s most dynamic high growth tech start-ups and scale-ups. EIE is hosted by Informatics Ventures at the University of Edinburgh, which exists to help tech companies scale up through events and training.

TURING FEST is one of Europe’s most exciting cross-functional tech conferences. This annual conference is hosted in Edinburgh and is designed to forge new connections between entrepreneurs, technologists and investors from all over the world.

DATA.SPACE raises awareness of the commercial opportunities that are being created by the accessibility of new space, providing a platform for start-ups, investors and decision-makers to network and discover our tomorrow, today.

DATA FEST shines a light on Scotland’s role in data science and artificial intelligence on the international stage. Hosted by the Data Lab, this programme of events allows you the opportunity to interact with industry, academia and data enthusiasts. What’s more, the Data Talent event brings together aspiring students with employers looking for the ideal candidate.

SCOTLANDIS

For businesses looking to be part of something bigger, there’s ScotlandIS. ScotlandIS represents the digital technology industry in Scotland, from multinationals with a Scottish base to start-ups. The trade body has strong links across industry, helping companies to network and build their supply chains via access to innovative companies. ScotlandIS also gives members a voice, working with government to shape policy on issues affecting the industry, such as connectivity and infrastructure improvements.
We’re home to CodeBase, the UK’s largest tech start-up incubator providing office and co-working spaces for more than 100 of the country’s most promising tech companies. With locations in Edinburgh, Aberdeen and Stirling, the incubators provide affordable and central office space with excellent facilities, meaning businesses can create and innovate without the worry of long-term leases. Beyond property solutions, CodeBase also hosts events and offers mentorship and business support through its partnership with Barclays Ventures and PwC.

SCOTLAND HAS A ROBUST NETWORK OF INCUBATORS AND ACCELERATORS TO NURTURE YOUR FIRST STEPS

Mudano is a London headquartered company that uses artificial intelligence and data science to help large IT projects run more effectively. When choosing a home for the company’s new R&D centre, Scotland ticked all the boxes for Ed Broussard, CEO and co-founder.

TALENT. Mudano could easily access a talent pool that is comparable with the skills found in London and elsewhere in Europe.

COMMUNITY. The company chose Edinburgh as its base as there’s a focused AI and tech community in the city.

QUALITY OF LIFE. For Ed’s young family, the incredible metropolitan city – which is only a 10-minute drive from Scotland’s beautiful countryside – is incomparable.

LOCATION. Edinburgh’s relatively diminutive size meant Mudano could get their message out faster and recruit staff much quicker than they could have in a larger city like London. It’s also an easy commute for Ed between home and Mudano’s London office.

SUPPORT. The Scottish Government and its support agencies were instrumental in making Mudano’s transition easy, fast and impactful.

“There’s really strong talent throughout Scotland and that had a huge impact... We’ve also had investment and support from the Scottish Government and various universities in building data science and technology capabilities. There’s a real, focused tech community in the city that is driving the industry forward. It really feels like Scotland wants entrepreneurship”.

Ed Broussard, CEO, Mudano
THRIVE IN SCOTLAND WITH ONGOING BUSINESS SUPPORT

Connected business support from Scotland’s enterprise agencies will ensure that you are supported before, during and after you locate in Scotland.

Locating to a new area can be a daunting task but we can make it quick and easy for your business to settle in Scotland. Working together, everyone from national government and local authorities to universities and advisors, will make the connections which ensure your investment goes smoothly, so that you can focus on growing your business.

We’ll be with you every step of the way and can assist you with:

PROPERTY SEARCHES AND ADVICE – we can help you find the right office and lab facilities fast, and get help with feasibility studies

FINANCIAL SUPPORT – we can offer a range of attractive incentives, to help you upskill your staff, develop new products and services and access growth capital

CONNECTIONS – we can introduce you to our university and supply-chain contacts, enabling you to access cutting-edge research and exceptional talent

TALENT – we will listen to your business, giving you the opportunity to influence skills, education and training provision to maximise your human capital

PROFESSIONAL ADVICE – we can connect you to expert advice on pressing issues like visas and contracts, to help you get up and running in Scotland.

And the support doesn’t end when you make the move. We are committed to your growth in Scotland, by taking the time to understand your needs now and in the future. We have the tools to take your business to the next level, whether it’s identifying investment, developing your business strategy, upskilling your staff or improving your business processes.
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.

**6 AIRPORTS**
connecting Europe, Middle East and North America

**FAST AND FREQUENT**
rail links to all parts of the UK.

**Daily DIRECT FLIGHTS TO 150 DESTINATIONS**
worldwide

**130 FLIGHTS PER DAY TO LONDON**
with a 1hr flight time

**44 MINS journey time**
BETWEEN GLASGOW AND EDINBURGH
by train

Our **INTERNET OF THINGS NETWORK** has reached almost 100 PER CENT COVERAGE in Glasgow and Edinburgh, offering businesses access to smart technologies

**95.5 PER CENT FIBRE BROADBAND COVERAGE**, including all major cities in Scotland

**100 PER CENT** of Scottish premises will have access to superfast broadband by 2021

Our future-proofed fibre network makes Scotland one of the **BEST-CONNECTED PLACES** anywhere in Europe.
GET IN TOUCH
WE’D LOVE TO WELCOME YOU

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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