

SCOTLAND: THE PERFECT PLACE TO PLAY



#SCOTLANDISNOW

The Perfect Place To Play

WELCOME TO SCOTLAND

FÀILTE GU ALBA

The small country making a big impact on the global games landscape.

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

From engineering to invention, textiles to architecture, Scotland is renowned for good design, creativity and ingenuity. So it comes as no surprise that when Scottish developers took interest in the rapidly developing world of video games, they soon changed the landscape forever.

For the last two decades, Scotland has been at the vanguard of video gaming innovation, with some of the best-selling video games of all time emerging from Scotland, such as Grand Theft Auto (GTA), Crackdown, Lemmings and, more recently, Angry Birds Stella POP.

These global successes have been borne out of a vibrant and connected games environment. Come to Scotland and you'll be connected to a culture of innovation and creativity through our academic institutions such as Abertay University, the Glasgow School of Art and award-winning digital skills academy CodeClan, which have an outstanding record of industry collaboration.

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. You'll benefit from competitive labour costs and we'll work with you to meet your business and workforce needs. And, with 16 of our 19 universities offering games-related courses, you can take advantage of a steady stream of tech-savvy graduates with relevant qualifications.

Beyond the office, 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.

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.



DID YOU KNOW?

Scotland is one of the **top developer locations in the world** and has a reputation for being pioneering, award-winning and, quite literally, game changing.

We've created some of the **world's best-selling video games**, including Grand Theft Auto, Red Dead Redemption, Halo: The Master Chief Collection, Lemmings, Angry Birds Action and Minecraft's console edition.

Scotland is home to one of **the largest centres of games development in the UK**, employing over 1500 developers and another 3000 people indirectly.

The UK's first ever **Centre for Excellence in Computer Games Education** is at Abertay University in Dundee, ranked **1st in Europe** for video games degrees for the fifth year in a row by the Princetown Review.

Dundee is the birthplace of Scotland's gaming industry and is a global gaming hub, boasting world-class tech firms and a vibrant, fast-growing gaming community.

Scotland is investing in gaming innovation. InGAME is a £11.5m R&D centre in Dundee which will drive process, technology and product innovation across games and media.

We are future-proofing skills through CodeClan – an industry-led digital skills academy which is ensuring companies have access to the skills they need, both now and in the future.

Scotland attracts global names and talent. The founders of Outplay Entertainment, co-developers of Angry Birds Stella POP, swapped California for Dundee thanks to the allure of Scottish tech talent.

Scotland is a high value location so you can carry out your games development here at a lower cost than many other European and UK locations.

You'll be in good company. Scotland's dynamic and connected gaming cluster boasts global studios and creative innovators including Rockstar North, Axis Studios, 4J Studios, ChilliConnect, deltaDNA, Krotos, Cobra Mobile, No Code and YoYo Games.



THE RIGHT TALENT FOR YOUR BUSINESS

Want to attract and retain the right talent to maintain your competitive edge?
Come in – we've been waiting for you.

Our 2.8m-strong workforce is internationally recognised as one of the best trained, most reliable and cost-competitive labour forces in the world and institutions including the Abertay University and the University of Dundee continue to offer world-leading degree courses.

By choosing Scotland for your games project, you'll find a cohort of ambitious, passionate and globally connected leaders and have access to:



Workforce-ready talent from CodeClan, Scotland's first accredited digital skills academy that runs acclaimed intensive coding courses



21,000 university graduates each year in IT, engineering, maths and sciences



Over 96,000 highly skilled people working in digital technology roles



Highly sought-after graduates from specialist university courses such as Computer Gaming Technology and Glasgow School of Art's Games & Virtual Reality programme



16 universities offering over 175 computer science and gaming-related courses, 5 of which are global top 200 institutions



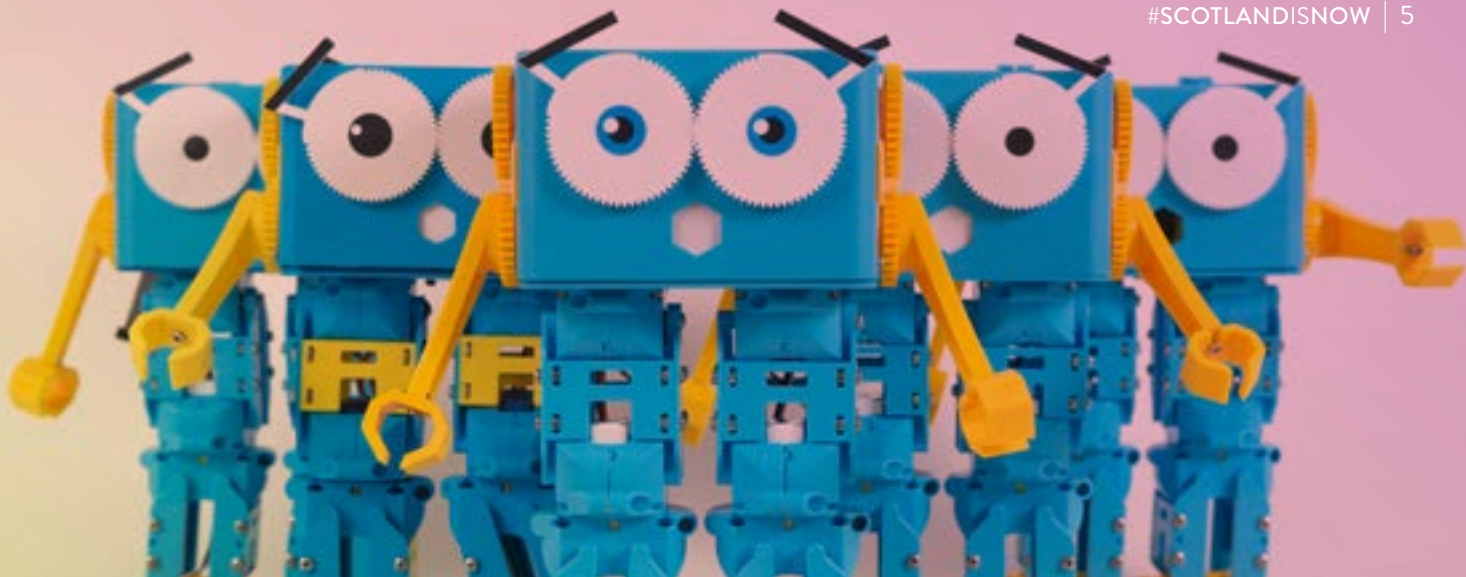
The UK's first Centre for Excellence in Computer Games Education at Abertay University, a founding partner of Sony's PlayStation First programme

When you join the Scottish gaming community, we will listen to your business, giving you the opportunity to influence skills, education and training provision to maximise your human capital.

So, while you focus on growing your business, you can rest assured that Scotland has a talent pool with the skills and experience you need. And, with a highly responsive skills and education system, we will meet your needs both now and in the future.



Skills Development Scotland (SDS) will work with you to ensure that your skills, training and education needs are met as a comprehensive co-ordinated package of support. They will help you to implement clear, structured work-based learning, supporting you to develop the skills you need to achieve and sustain business growth and you can access a range of apprenticeships in subjects such as information security, data science and software development.



TECHNOLOGY EXPERTISE

Scotland has been at the forefront of technology since the industrial revolution, and this continues at pace today. An ability to continually develop new solutions and products through outstanding academic and industry collaboration makes Scotland an ideal business location.

By locating in Scotland, you can access our expertise in:

Video Game Innovation

Scottish companies such as ChilliConnect and deltaDNA excel at developing live ops platforms, monetising and analytics to personalise games to optimise revenue streams and have both now been acquired by Unity Technologies.

Data & AI

The Data Lab, Scotland's innovation centre for data and artificial intelligence (AI), ensures that Scotland's capabilities in AI are maximised, offering games companies access to exciting graphics innovations to enhance the realistic experience of the end user.

Virtual Reality (VR) and Augmented Reality (AR)

VR and AR are core to Scotland's gaming success, with key investments being made in the sector. Project Mobius, a £1m collaboration between the University of Glasgow and Sublime Digital, is building a pioneering VR education platform to transform learning globally, by allowing higher education institutions across the globe to harness the power of learning behaviour data.

Speech Graphics

Scotland is leading the way in developing innovative lip synchronisation, facial expressions and behaviour technology to make characters more lifelike.

Gamification in Healthcare

Scotland's strength in life sciences creates plentiful cross-sectoral opportunities. One example is Konglomerate Games' innovative product – designed in partnership with Microsoft – which turns the daily chore of physiotherapy exercises for children with cystic fibrosis into a series of fun computer games.

EdTech

Many of our companies are using educational gaming to drive innovation. Robotical uses Marty the robot to teach electronics, robotics, coding and more while Skoog Music's assistive technology is bringing coding and music to life for children, parents and teachers.

Microdisplays for VR

Microdisplay technology is driving immersive VR innovation in Scotland, with Forth Dimension Displays designing and manufacturing high-resolution near-to-eye microdisplays for military, medical and virtual reality imagers.

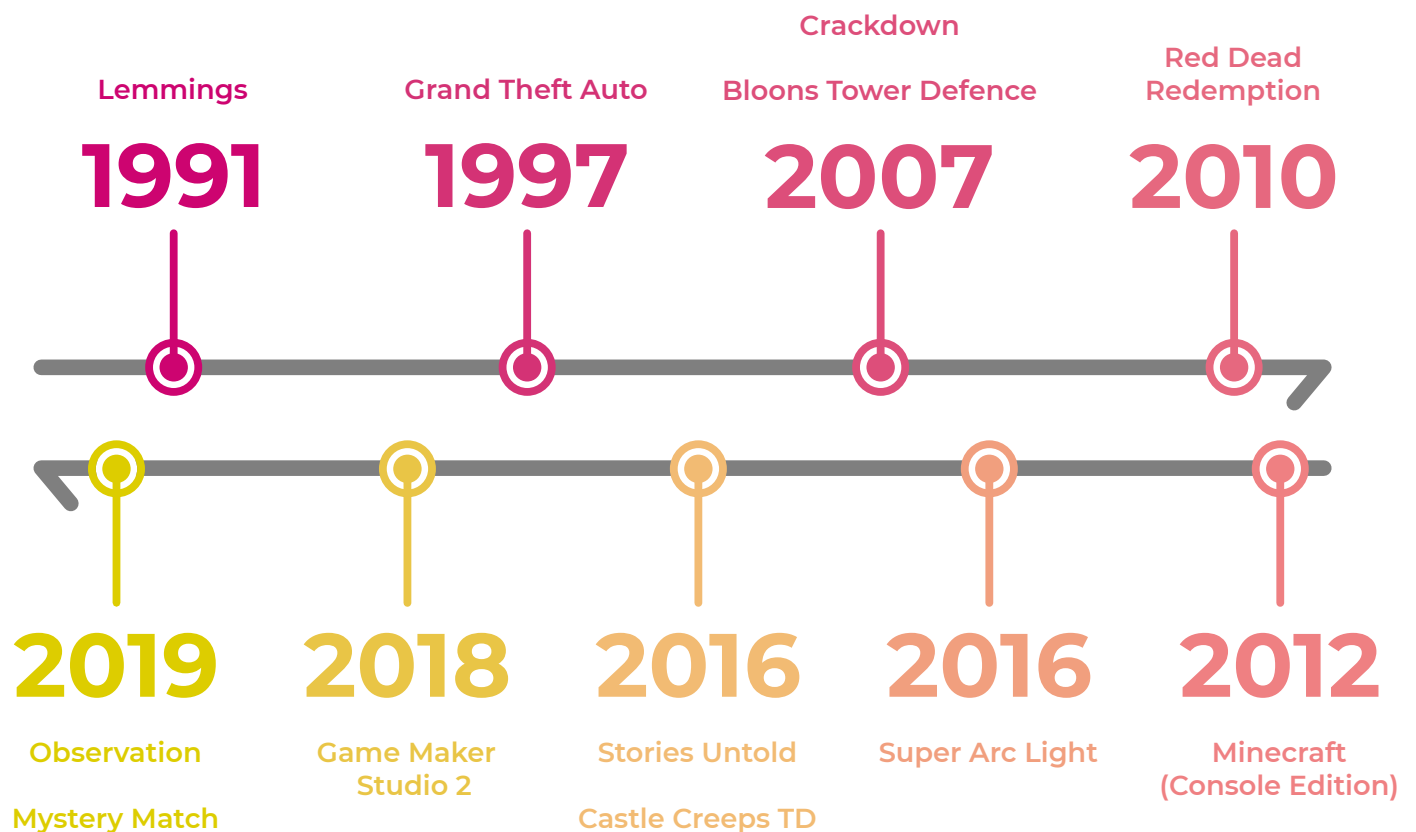


A POWERHOUSE OF INNOVATION AND INVENTION

From the refrigerator and flushing toilet to TV, penicillin and the bionic hand, Scotland has a long tradition of innovation and invention.

The innate Scottish desire to innovate and change the way we work, live and play remains as strong today as it ever has been; our curiosity and entrepreneurial spirit drive a constant thirst to do things differently.

Close collaboration between business, government and education underpins the games sector in Scotland. There are many examples of innovative partnerships drawing on world-leading research and expertise to develop, design and deploy new processes and technologies across the sector.



Centres of Excellence

We're investing in the development of innovation centres and centres of excellence to help businesses do incredible things. We make the connections which result in transformational collaborations between industry and academia, to support businesses through industrial and scientific challenges – creating even greater value for companies like yours. Here are just some of the centres of excellence that could help you grow your gaming business.



Emergent Technology Centre

The centre at Abertay University is home to experimental testbed initiatives for games and cyber security and boasts an extended reality (XR) lab for experimentation with room-scale VR, motion tracking and multi-user augmented projects.

InGAME

Innovation for Games and Media Enterprise

InGAME

A ground-breaking centre driving product, technology and process innovation across the Dundee games cluster, InGAME offers a wealth of R&D opportunities across themes such as usability, data-driven games design and sustainable creativity.



Global Research Innovation Development (GRID) Centre

The centre at Heriot Watt University offers design solutions through its AR, VR and gaming studios. It also houses an Enterprise Hub to support business innovation, promote emerging technology and encourage staff and students to pursue the commercial potential of their creative ideas.



School of Simulation and Visualisation (SimVis)

The Glasgow School of Art explores imaginative and novel uses of advanced 3D digital visualisation and interaction technologies. SimVis has a large portfolio of projects with business and industry in Scotland, the UK and Europe, centred on expertise in real-time 3D visualisation, 3D sound, modelling, motion capture and animation.



The Alan Turing Institute

Pushing boundaries in the pioneering technology, the Alan Turing Institute is making huge leaps in data science and artificial intelligence research.



Bayes Centre

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.



The Data Lab

The Data Lab drives Scotland's ambition to be the global leader in data innovation, enabling a network of over 1500 companies, universities and public sector organisations to collaborate.

A SUPPORTIVE BUSINESS ENVIRONMENT

Invest in Scotland and you'll be connected to a culture of design, creativity and innovation within one of the UK's largest centres of games development.

You'll benefit from close connections to the best academic institutions, both in Scotland and abroad, and enjoy access to dynamic industry clusters and potential partners across a range of experienced studios working on mobile, online, educational and console markets.

You'll be supported by professional and industry bodies which make valuable connections to help you grow your business, and you'll find a full calendar of tech meet ups, hackathons and events throughout Scotland. In addition to support from UK bodies such as the Independent Game Developers' Association (TIGA), the Association for UK Interactive Entertainment (UKIE) and Innovate UK, by locating in Scotland you will also benefit from the expert support of the following Scottish organisations:

- **Creative Scotland** is the national body that funds and supports the development of Scotland's arts, screen and creative industries and acts as a conduit for cross-sector connection and learning.
- **Scottish Game Developers Association** promotes our thriving games development industry and organises regular networking sessions to exchange insights and knowledge.
- **The Scottish Games Network** is a focal point and community for Scotland's rapidly evolving interactive entertainment sector, covering academia, business, culture and consumer issues.
- **The Scottish Animation Network** raises the profile of all animation produced in Scotland, from graduate films to studio production.

“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 Entertainment



WELL CONNECTED GAMING CLUSTERS

You'll discover an array of business locations and incubators perfect for games developers, making Scotland one of the most exciting and cost-effective locations in Europe. With gaming clusters in Dundee, Edinburgh, Glasgow and beyond, you can rest assured that you'll find the right match for your company's requirements and the ideal environment for growth.

DUNDEE is widely recognised as the birthplace of Scotland's gaming industry and is renowned for its expertise in digital media and creative industries. Having gained international recognition as a UNESCO City of Design, Dundee has a solid design pedigree which has drawn many games investors to the area. Property options are varied and include:

- **Building 1 at District 10:** specifically designed for creative companies and constructed out of 37 recycled shipping containers, the distinctive building offers 15 office spaces.
- **Seabraes Zone:** offering dedicated space for companies in digital media and the creative industries, Seabraes is a hub for Dundee's digital community.
- **The Flour Mill:** mixing the traditional with new technology, this unique building – just a short walk from the V&A museum – offers inspiring space in the City of Design.

GLASGOW is home to a large digital technology cluster, employing almost 34,000 people, and has been named the top cultural and creative centre in the UK. Boasting the top ranking in the UK's core cities for both the number of digital tech students and graduates, Glasgow offers the skills and talent your business needs. Key locations for gaming include:

- **Creative Clyde:** a flourishing riverside community for media, technology and creativity-oriented business ventures.
- **The Whisky Bond:** a hive of creativity and productivity across seven floors of studios, offices, co-working and event spaces.
- **Tontine:** high-quality and flexible workspaces for businesses in the enabling technology, advanced design and manufacturing and creative economy sectors.

EDINBURGH enjoys a growing reputation as a global tech hub and was recently named as one of the top UK locations for tech companies by CBRE. The cultural ecosystem within the Scottish capital is also thriving, fuelled by an energetic and connected creative community. Property options for your gaming business include:

- **CodeBase Digital Tech Hub:** the UK's largest technology incubator provides unrivalled community support, networking and access to mentors and venture capitalists.
- **Techcube:** an integral part of Edinburgh's tech start-up success story, Techcube offers a collaborative business hub environment for fledgling companies to grow.
- **WeWork, Edinburgh:** modern offices and co-working facilities in the heart of Edinburgh where you'll benefit from having views of Edinburgh Castle as a backdrop.

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. 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 sites and 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. You can also access a dedicated business advisor, via our Account Management service (subject to eligibility).

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.

CONNECTED TO THE WORLD

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

Beyond our robust and efficient transport network, our advanced and reliable **DIGITAL CONNECTIVITY INFRASTRUCTURE** makes Scotland the strategic location for your business.

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

We will make it quick and easy for your business to settle in Scotland so we will help you to identify premises, academic partners and investment opportunities, recruit staff and access funding for employment creation, R&D and training programmes.

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.

To find out why #SCOTLANDISNOW for your company or to find out more about how you can experience Scotland for yourself, get in touch and we will be happy to help.

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

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<https://www.linkedin.com/company/scottish-development-international>



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www.youtube.com/user/sditv



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