

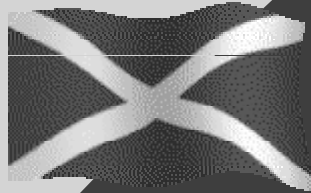
Locate in Scotland

Role of Local Government in Foreign Direct Investment - Scottish Experience

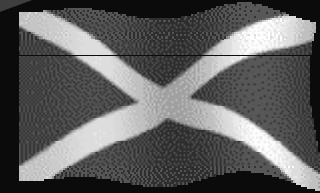
Brian Shaw - Director Asia

LOCATE IN SCOTLAND

Slide 1
AnnRev 2000



Scotland in Profile



Population	5.1m
Area	78,133 sq km
Workforce	2.48m
Unemployment	5.6%
GDP per head	£10,614
Value of exports	£19.2Bn
Universities	13
College	46

LOCATE IN SCOTLAND

The Scottish Experience

Alignment

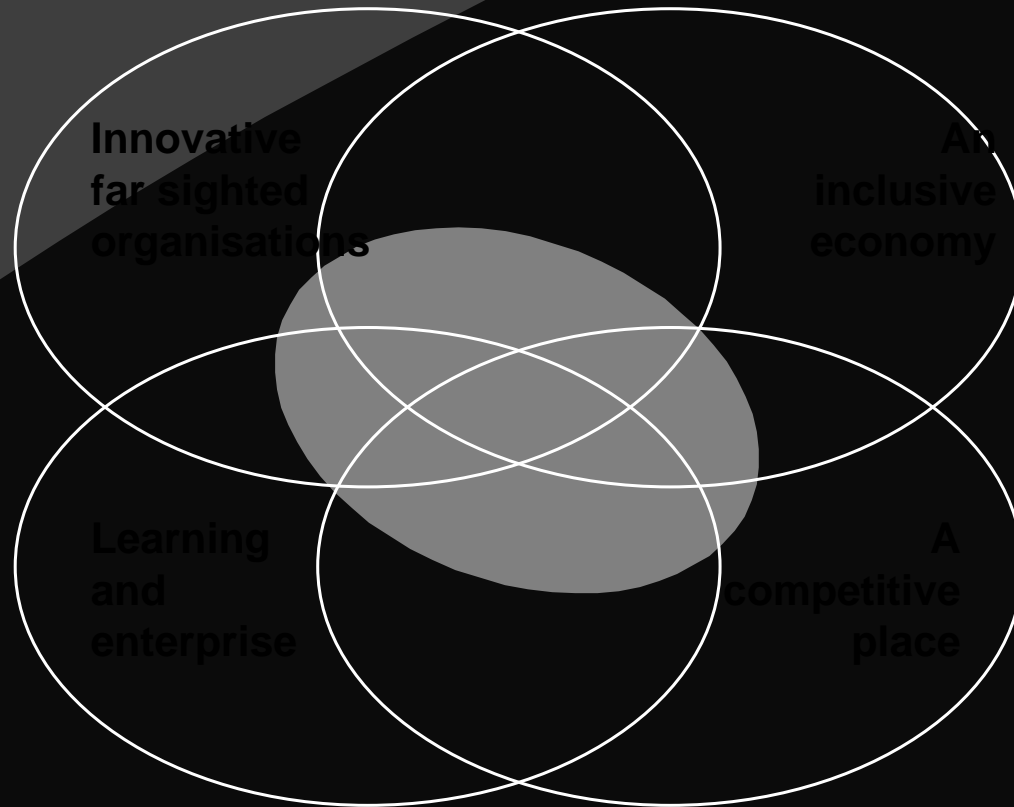
Integration

Delivery

LOCATE IN SCOTLAND

Goals for Scotland

Partners



Partners



= Scottish Enterprise network contribution

LOCATE IN SCOTLAND

SE's Business / The Business Environment

- **Purpose**

“...to help the people of Scotland create and sustain jobs, prosperity and a high quality of life.”

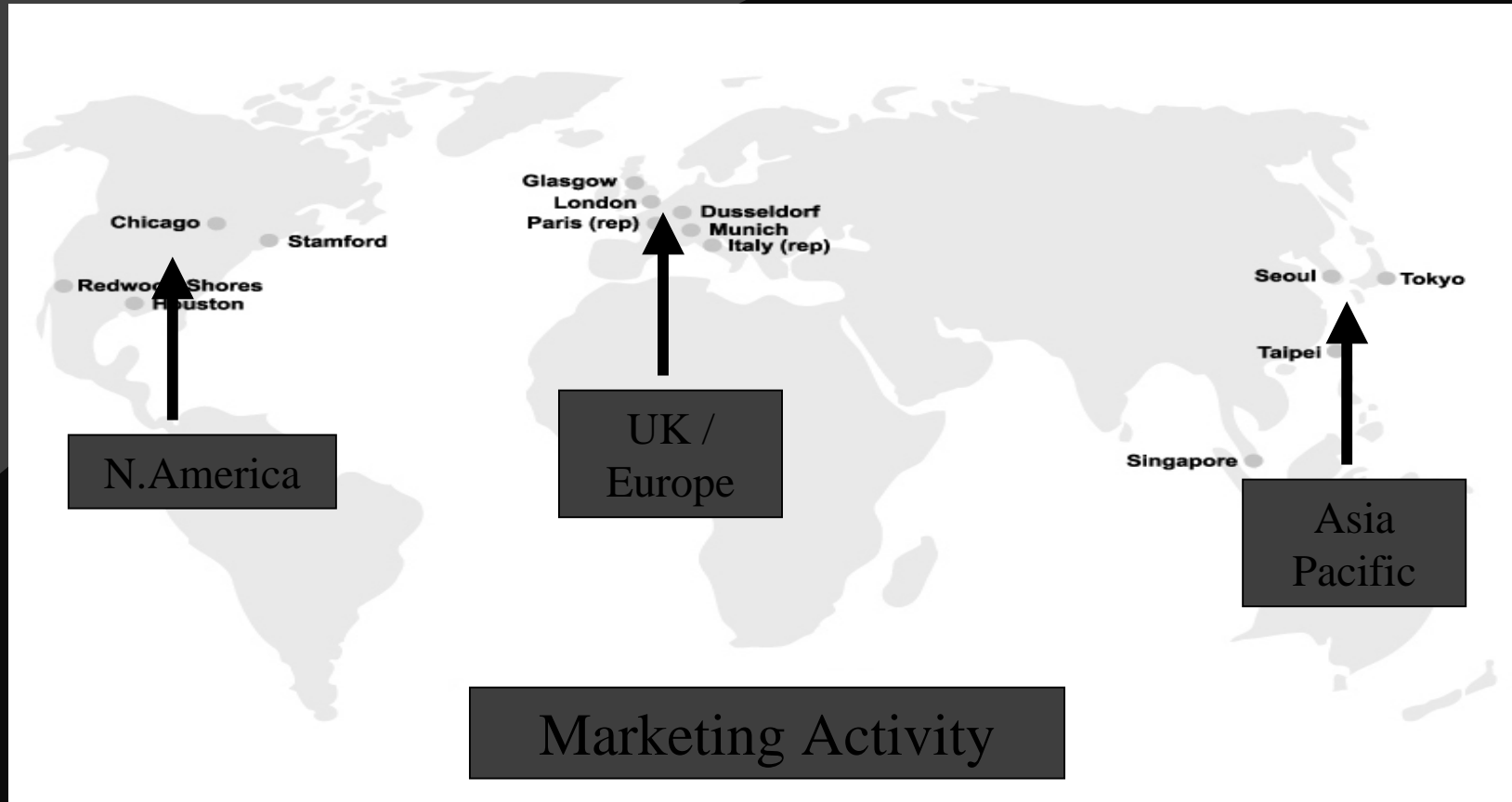
- **LiS contribution**

– Creation and safeguarding of jobs and wealth through inward investment.

Locate in Scotland

- Scottish Executive + Scottish Enterprise
 - joint venture
- Remit
 - inward investment
 - in context
- Scottish Enterprise Strategy

Geographical Coverage



LOCATE IN SCOTLAND

The New Global Competitive Environment

Globalisation
Increased
Knowledge Intensity

Shorter Product Life
Cycles

The Knowledge
Age

Rapidity of Innovation
Development of
Networks

Knowledge
Embedded in
Products

LOCATE IN SCOTLAND

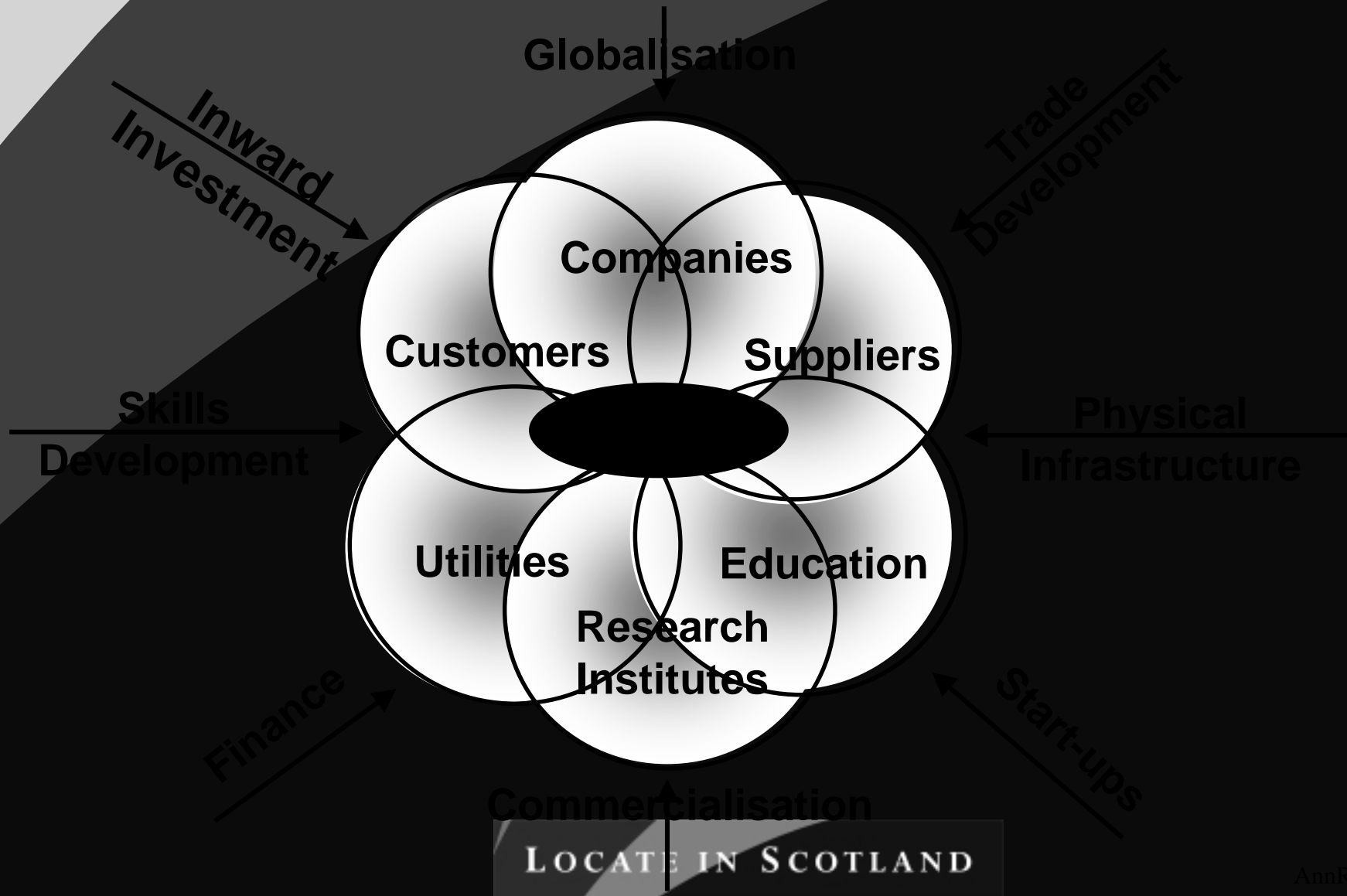
Operating Environment

Key Issues

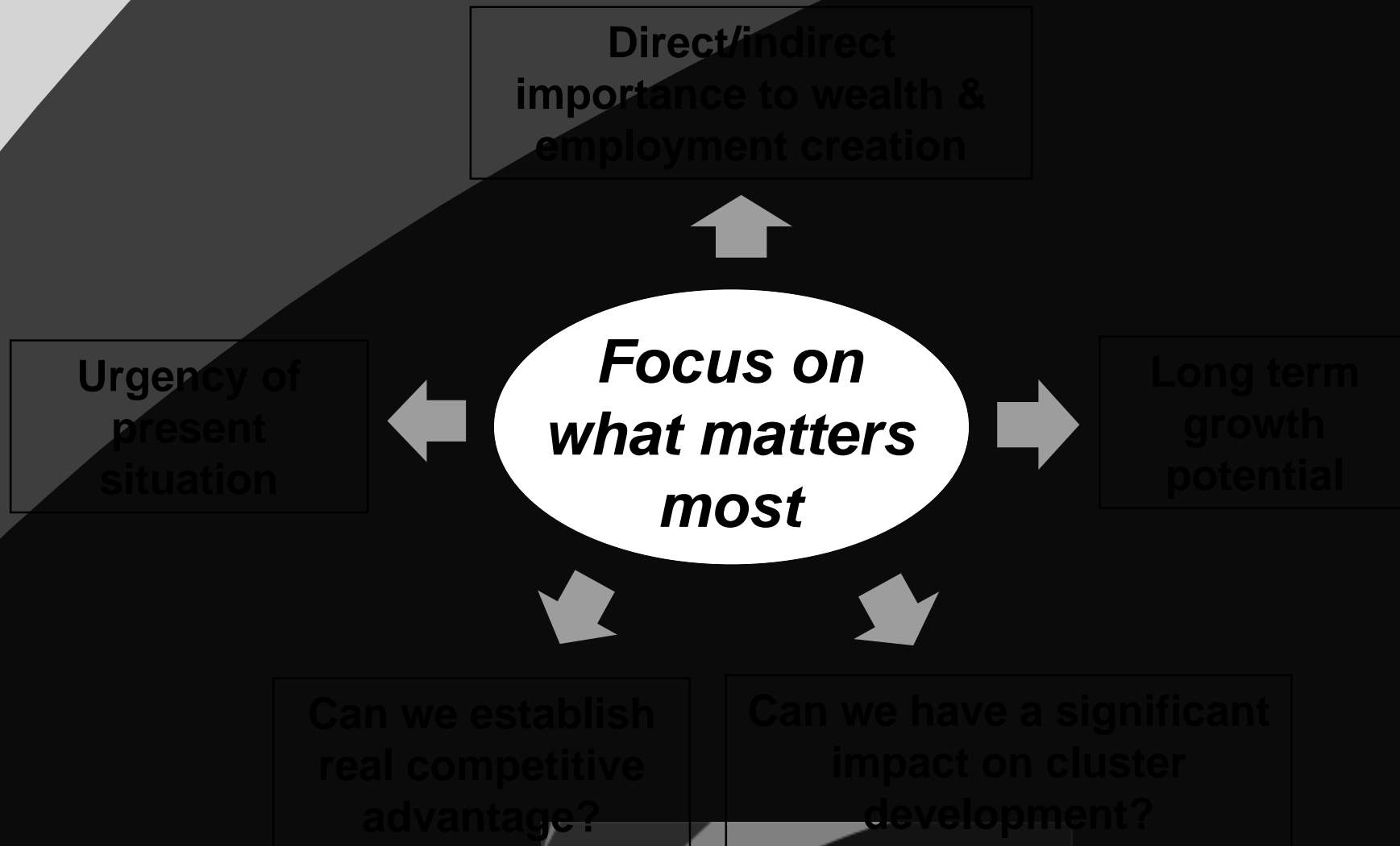
- Globalisation.
- E-commerce.
- Competition.
- “Low” unemployment
- Assisted areas map
- Financial assistance limits
- Policy instruments v. economic goals
 - disconnect ?

Scottish Enterprise

The Cluster Development Approach



Prioritising SE support to Clusters



LOCATE IN SCOTLAND

Delivering “the best of Scotland”



LOCATE IN SCOTLAND

The Process

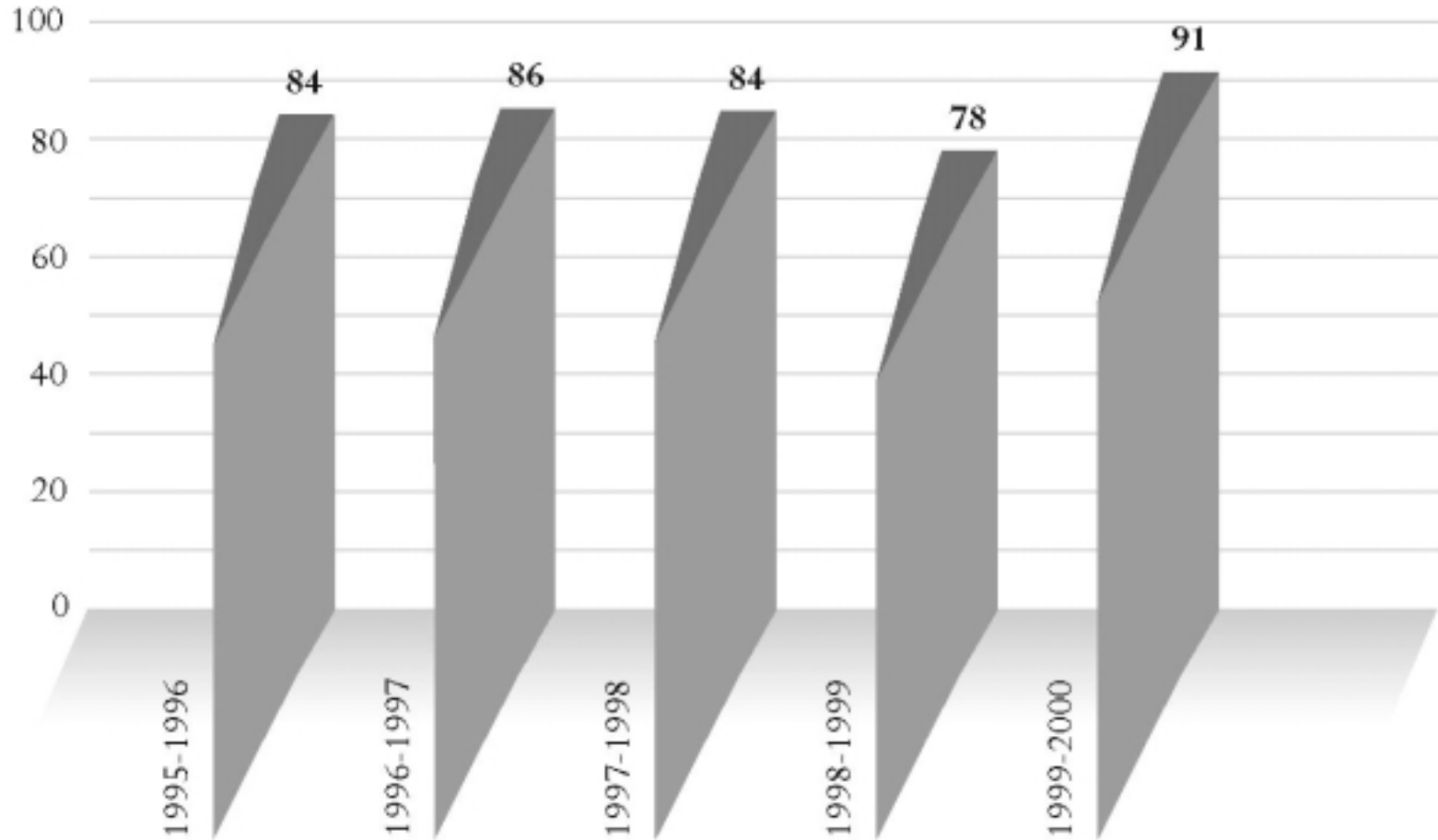
- Scotland's economic development strategy
- Market analysis
- Case identification
- Conversion
 - proposition / visit / assessment / decision
- Implementation
- Investor support
 - performance and development

Strategic Themes

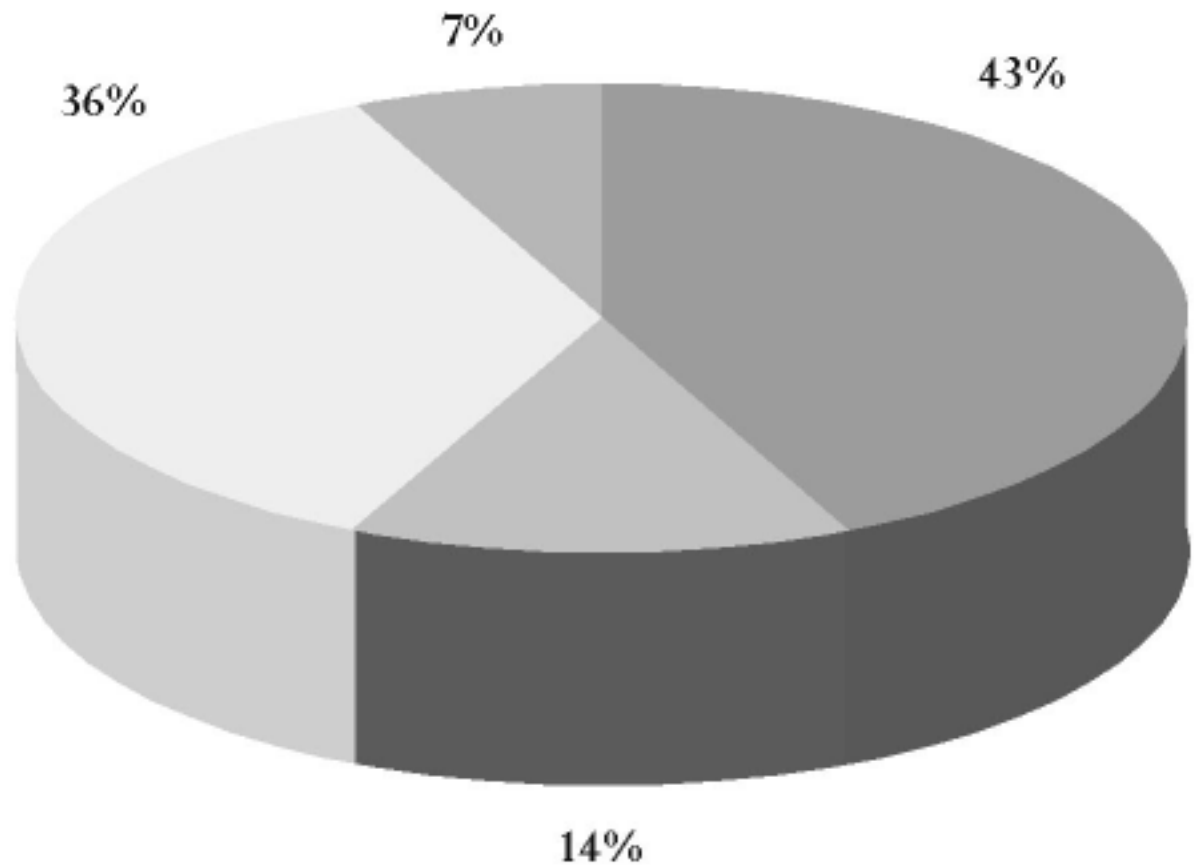
- **Strengthening key clusters**
 - current & emerging
 - targets / material / support
- **Moving Scotland up the value chain**
 - Alba / R,D&D / existing base
- **Inclusion**
 - matching opportunities to needs
- **Rural**
 - rural team / local partnership / early success
 - target sectors / lead generation

SUMMARY OF RESULTS

PROJECTS 1995 - 2000



NUMBER OF PROJECTS BY GEOGRAPHY



Vision

- Strategically aligned
 - SE strategy / wider Government policy / specific contribution of inward investment / pro-active strategy stance
- Operationally integrated
 - with the rest of the SE Network / well connected to external collaborators (lead generation & “delivery of Scotland”)
- Customer orientated
 - understand needs / ensure needs are met / secure decision / assist implementation
- Knowledge centred
 - understand markets / understand Scotland’s capabilities to meet clients’ needs / “Deliver the best of Scotland” / develop and share knowledge

<http://www.lis.org.uk>

LOCATE IN SCOTLAND

Slide 18
AnnRev 2000