

The East of England offers a unique blend of peaceful countryside and lively urban locations

The East of England

a powerful proposition for investment

The East of England is one of the fastest growing regions in the UK, encompassing the six counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. More than 1900 foreign-owned companies are already established in the region.

The East of England is recognised as one of the most important technology centres in the world, with an unrivalled record of research, development and innovation. The region's expenditure on R&D is the highest in the UK. It is this dynamic environment, with a unique mix of university research groups, new start-ups and major multi-nationals working in close collaboration, that continues to attract companies to the region.

The East of England is home to seven world-class universities with the University of Cambridge at the heart of research activities. University College London and Loughborough University have also chosen to set up bases here.

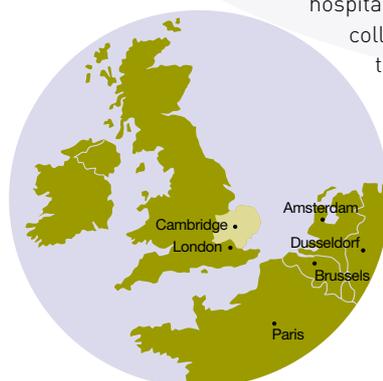
In economic terms, the region is a huge success story, contributing £86 billion towards the entire UK GVA (almost 10% of the total). This is from a region that covers only 90 miles by 80 miles. Of its 5.4 million population, 82% are economically active.

The region offers excellent distribution networks, with an advanced system of roads and railways giving unique market access to the UK heartland and main markets of Europe, via six international airports and ten seaports, all within easy reach. Three international airports are actually located within the region: **London Stansted**, **London Luton** and **Norwich**, with **London Heathrow**, **London Gatwick** and **London City** within one to two hours' drive. The seaports in the region all face mainland Europe and include Felixstowe, the largest container port in the UK.

The East of England also provides first class quality of life. In terms of choice of housing and locations, there are dynamic cities and picturesque villages with a wide choice of all types of homes, from thatched cottages to modern executive developments. Healthcare facilities are also excellent, including Addenbrooke's Hospital in Cambridge and the UK's largest PFI-financed hospital in Norwich. The region is home to outstanding schools, colleges and universities with many at the top of national league tables. A broad range of recreational opportunities is also available including leading sports and cultural venues.

The East of England offers:

- **World-class expertise with R&D expenditure three times the national average;**
- **Excellence in further and higher education;**
- **A well-established manufacturing base;**
- **Clusters of leading-edge high-technology businesses working in partnerships and close networks;**
- **One of the largest concentrations of new and growing businesses in the country;**
- **Fast access to London, without the associated costs of a capital city.**



EI is the official international business support agency for the East of England. We provide a wide range of free, professional and confidential services to businesses wishing to set up or expand their presence in the UK. We also support East of England businesses seeking to develop new markets around the world.

The East of England

a powerful proposition for investment



Millbrook Proving Ground
in Bedfordshire

Each county in the region has its own character to attract successful businesses.

Bedfordshire

Bedfordshire, strategically located just 30 miles from London and with excellent links to major markets and the rest of the UK, is the premier location for companies to base their logistics operations. With access to major motorways running through the county, 94% of the UK's GDP and 89% of the population are within four hours' drive of Luton.

Amazon.co.uk, Asda-Walmart and **MSAS-Excel** are just some of the companies with distribution hubs in the area.

Bedfordshire is also home to the world-renowned automotive research cluster encompassing **Cranfield University, Nissan's European Technology Centre** and **General Motors' research centre** at the **Millbrook Proving Ground**. Further building on the county's advanced engineering skills base, the area has significant manufacturing capabilities.

Pharmaceuticals are also represented in Bedfordshire with both **AstraZeneca** and **Huntleigh Healthcare** located in Luton.

The county is home to **Astea, BAE Systems, Broadcast Systems Software EDS, easyJet, Folens, Lindstrom** and **Ondeo Degremont**.



Cambridgeshire

Cambridgeshire has achieved global recognition in high-tech and knowledge-based industries.

The **University of Cambridge** is known for its unique scientific heritage – from the discovery of DNA to more recent advances in the Human Genome Project at the **Sanger Centre**. More than 20% of the world's Nobel Prize winners in medicine and chemistry have conducted groundbreaking work in the region.

World-leading institutions conducting state-of-the-art research have led to many examples of successful collaboration between academia and industry, notably **The Medical Research Council (MRC), The Babraham Institute, The Wellcome Trust** and **The European Bioinformatics Institute (EBI)**.

In fact, this success together with the Cambridge reputation for intellectual capital and potential for enterprise has spurred the unique alliance between the University of Cambridge and Massachusetts Institute of Technology to form **CMI**.

Leading-edge technology companies are also well represented in the Cambridge area. These include **Trigenix, Accelrys, Antenova, Cambridge Consultants, Convergys, Epsom Cambridge Lab, Conexant, Incyte, Intel, Molecular Simulations, Plextek, Phillips, Toshiba Research Europe Limited (TREL)** and **TTP Com**. **Microsoft Research** established the company's first research laboratory outside the US in Cambridge, investing over £80 million in recent years.

Elsewhere in the county, Greater Peterborough is home to a thriving environmental services cluster which includes companies such as **Peter Brotherhood Ltd**, which works towards the efficient conversion and use of energy all over the globe. The food and drink sector is also strong with **Geest** choosing to locate its head office in the city.



3G Technology is
being developed in
the Cambridge area

St John's College
Cambridge



Silvaco's new purpose-built technology centre

Essex

Essex enjoys a strategic location north-east of London, with an extensive coastline which includes the major ports of **Harwich** and **Tilbury**. With the introduction of **The Thames Gateway Partnership** as a major initiative to link London, the South East and Europe, the county is poised to become a centre of excellence for manufacturing and R&D, as well as an international transport interchange and prime location for business and financial services.

The **University of Essex** is leading Europe in research in optoelectronics and photonics. In association with **Nortel** in Harlow there are more than 1500 researchers working in this field. Harlow is also home to **Raytheon Systems Limited**, which designs, develops and manufactures a wide range of advanced electronic products and systems and is a Tier One supplier to the UK Ministry of Defence.

Pharmaceutical giants **GlaxoSmithKline** and **Merck Sharp & Dohme** have both chosen to locate substantial research and development centres in the county.

Automotive expertise is a key strength in Essex. **Ford's Dunton Technical Centre** is the UK's most advanced and largest automotive design and engineering facility accommodating over 5,000 engineers, designers and support staff. **Visteon**, the world's second largest automotive component manufacturer, has also chosen Essex for its new headquarters, investing in a 14-acre site in Basildon.

Hertfordshire

Hertfordshire is adjacent to Greater London on the north side and encompasses key routes between London and the major cities of the Midlands and the North, allowing companies located here to benefit from proximity to London without the associated cost. A large number of multinational companies already have a base within the county: **Dow Agrosciences Ltd**, **Openware**, **3Com**, **Sara Lee**, **Du Pont**, **Kodak**, **T-Mobile**, **Anritsu**, **Hamamatsu Photonics** and **Lockheed Martin**, as well as several major British multi-national companies, including **Tesco** and **Dixons Group plc**.

Like Essex, Hertfordshire is favoured by the first names in pharmaceuticals. **GlaxoSmithKline** has multiple facilities in Hertfordshire at Stevenage, Ware and Welwyn Garden City and **Merck Sharp & Dohme** has its UK headquarters in Hoddesdon.

Hertfordshire is renowned for its thriving film and media business, with **Elstree Film Studios** where the original Star Wars trilogy, Superman and the Indiana Jones trilogies were made and **Leavesden Studios**, the location for several blockbuster movies including Goldeneye and the recent Harry Potter films.

The **University of Hertfordshire** enjoys links with Elstree's film heritage and offers a range of undergraduate media courses including Digital Animation and Software Systems for the Arts and Media, together with research groups focusing on related subjects such as photography, digital modelling and video.

“Quality of life is something that everyone talks about in the East of England and it's an important factor.”



Lotus Engineering is based in Norfolk

Norfolk

Norfolk is home to the **Norwich Research Park**, Europe's largest concentration of research activity in food and health, exploiting the biology of plants and micro-organisms to enable high added-value products to be developed by agriculture, bio processing, food, healthcare, pharmaceutical, chemical and biotechnology industries.

Among the many high profile organisations on the Park are **The John Innes Centre**, an international plant and microbial science institute and a recognised centre dedicated to research and **The Sainsbury Laboratory** which has rapidly established a global reputation in the field of molecular plant pathology and genetics.

Norfolk is also seeing a rapidly developing cluster of innovative multi-media organisations alongside the world's third largest software company **Adobe** which has located its European systems engineering division in Norwich.

Academic institutions in the county provide a rich source of talent to feed these industries. UEA hosts undergraduate and postgraduate courses in computer graphics, imaging and multimedia, as well as groups engaged in research into imaging, graphics and vision. **Norwich School of Art and Design** offers a specialist degree in Games Art and Design to support the games software industry.

The energy sector in Norfolk, and indeed the East of England, is developing at a rapid pace. Although North Sea oil and gas have been the cornerstone of the economy in Norfolk and the Waveney area of Suffolk, the thriving offshore industry is now complemented by renewable energy initiatives such as wind farms, solar energy projects and biomass energy plants. Scroby Sands, near Great Yarmouth was the first major offshore wind farm in the UK.



Renewable energy is a key growth sector

East of England International
2 Quayside
Cambridge CB5 8AB
United Kingdom

T: +44 (0)1223 450450
F: +44 (0)1223 450451
E: info@eeia.com

in the USA
East of England International
111 N. Market St, Suite 641
San Jose, CA 95113, USA

T: +1 408 351 3397
F: +1 408 351 3393
E: usoffice@eeia.com

Suffolk

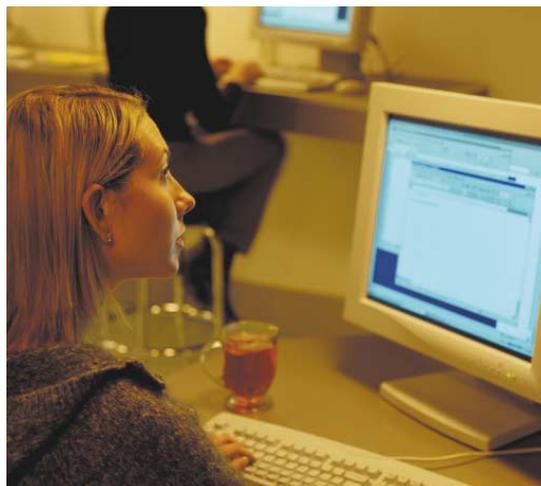
Suffolk is home to **Felixstowe**, the UK's largest container port and a significant employer of 2700 staff. In recent years, it has also become the location for businesses carrying out state-of-the-art research.

Adastral Park in Ipswich is one of the world's foremost technology parks, specialising in communications research. **BT Exact's** research and development HQ, the **Cambridge-MIT Institute (CMI)**, the **Centre for Integrated Photonics** and **NVP Brightstar** are co-located alongside industry leaders such as **Siemens, Cisco Systems, Pirelli, Juniper Networks** and **Fujitsu**.

Ipswich is building on this through the launch of the IP City brand aimed at encouraging new innovative technology companies.

Elsewhere in Suffolk, **Genzyme**, one of the world's top five biotech companies, has made substantial investments totalling £55 million in its Haverhill manufacturing site.

Other major companies with a significant presence in Suffolk include **SLP, AXA, Churchill, Copella Fruits (PepsiCo), Willis, British Sugar** and **Sanyo**.



East of England: an exceptional skills base