



RE-IMAGINE YOUR BUSINESS, IN BELFAST

INVESTINBELFAST.COM

INVEST IN
Belfast



Belfast



st

SHOW & TEL

From Game of Thrones[®] to telecoms specialists, cyber security to FinTech, Belfast is home to a dynamic mix of companies and capabilities.

Innovation and hard work have always fuelled Belfast's confident expansion. We get the job done.

Historically, our crafters and grafters, visionaries and artists, entrepreneurs and experts have earned a global reputation for excellence. Now, through our energy, ambition and can-do attitude (as well as a fair dollop of hard work) we've re-imagined ourselves as a flourishing 21st century city worth investing in.

As the capital of Northern Ireland and powerhouse of the local economy, Belfast has benefited from significant investment by both public and private players over the past three decades. Major development projects in the tourism, transport and digital sectors, along with regeneration of infrastructure and urban architecture, has transformed Belfast into an affordable city that offers an excellent quality of life for its residents.

In 2018¹, Northern Ireland was recognised as the happiest region of the UK and that natural positivity is the tangible energy of Belfast's vibrant optimism.

Recognised by The Financial Times as Europe's Most Business Friendly City of its size, Belfast is one of the top strategic business locations in the UK and Ireland. Its excellent reputation as a key business destination has already attracted significant foreign investment and large corporations. International TV and film production companies, medical software and health innovators, cutting-edge engineering and software projects, global finance and IT giants are proud to call Belfast home.

Servicing the diverse needs of the modern global economy, Belfast offers world-class capabilities in digital infrastructure, strategic connectivity, low operating costs, and availability of Grade A office space.

Northern Ireland has a world-class education system, and education providers work strategically with businesses to produce a large, high-quality workforce with the necessary drive and talent to succeed.

There's a professional, positive and flexible approach to doing business in Belfast. Innovation and hard work have always fuelled the city's confident expansion. Its resilient people are determined to get the job done, regardless of the challenges.

Belfast is looking outward, moving forward and surging into a bright future. This vibrant city offers all the skills, resources and support required to ignite the vital spark of success.

We invite you to plug into Belfast's energy and unleash the full potential of your business.

¹'NI remains the happiest region in the UK 2018'. Source: ONS estimates of personal well-being available at www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/headlineestimatesofpersonalwellbeing





Northern Ireland is the Happiest Region in the UK²

²Source: Office for National Statistics 2018



Flights per week to Belfast airports

UK

67

Europe

59

North America

5



Belfast

Capital of Northern Ireland

City population

340,220

Belfast region population

1 million

Population under 30 years of age

43%

Belfast is the 2nd
fastest growing
knowledge economy
in the UK².

Belfast.
World's most
business friendly
city of its size¹.

¹Source: Fdi Global Cities of Future 2018/19

²Source: Connect Knowledge Economy Report / 2018

Belfast





st

WHY BELFAST? DO THE MATH.

34% —

Working age population educated to NCQ level 4 or above

43% —

Population under 30 years of age

85% —

Access to ultrafast broadband



Salary costs are around **30% lower** than London, Paris and Dublin



1

We're young heads on old shoulders

Our unique character comes from our positive, youthful attitude balanced upon a deep foundation of commercial experience.

With 43% of residents aged under 30, Belfast is positively brimming with potential. Our youthful dynamism, talent and optimism is the vibrant energy driving the city's resurgence and regeneration. Queen's University Belfast, Ulster University, Belfast Met and some of the top performing schools in the UK are all located in the city, so we have a large pool of highly educated and ambitious young people enthusiastic for success.

However, it's not all about the drive of youth. With a long heritage of innovation, Belfast can draw confidently on experience and expertise to support any new spark of ambition.

Belfast's well-established business community is warm, welcoming, supportive and open to making new trade connections.

2

We've a proud history of looking forward

Innovation is a core strand of Belfast's DNA. From historic linen production and shipbuilding to today's engineering and digital specialisms, problem-solving has made this city an industrial success story for hundreds of years.

Today, more than two-thirds of young people go on to further education, so it is perhaps also no surprise that Belfast's knowledge economy is the second fastest growing in the UK. The city is now an advanced business hub for global cyber security, FinTech, life and health sciences and creative and digital services.

With an abundance of talent making up a skilled workforce ambitious to push back boundaries, a confident can do attitude permeates every level of business innovation in the city today. This willingness to tackle some of the world's biggest challenges has attracted global companies like Allstate, Citi and Baker McKenzie to set up and grow in Belfast.

3

We're very well connected

Due to its key strategic location, Belfast has traditionally looked outward and welcomed strong connections with the rest of the world.

Uniquely located to support firms operating across the UK, Ireland, Europe and the US, Belfast is geographically compact, easy to navigate and well serviced by road, rail, air and sea. London is one hour away by air, and there's local access to flights to over 180 destinations in 40 countries from two regional airports located 30 minutes drive from the city centre. Dublin airport is just 90 minutes away by road.

Northern Ireland boasts the highest availability of ultrafast broadband and 4G in the UK, giving Belfast a distinct advantage in the digital arena for companies that need reliable and fast connectivity. Belfast is one of 6 UK Cities which will see the launch 5G services in late 2019 boosting digital connectivity. It also benefits from the fastest direct broadband from Europe to North America. This vital link has helped attract some of the world's leading companies and contributed to the phenomenal growth of knowledge economy in recent years.

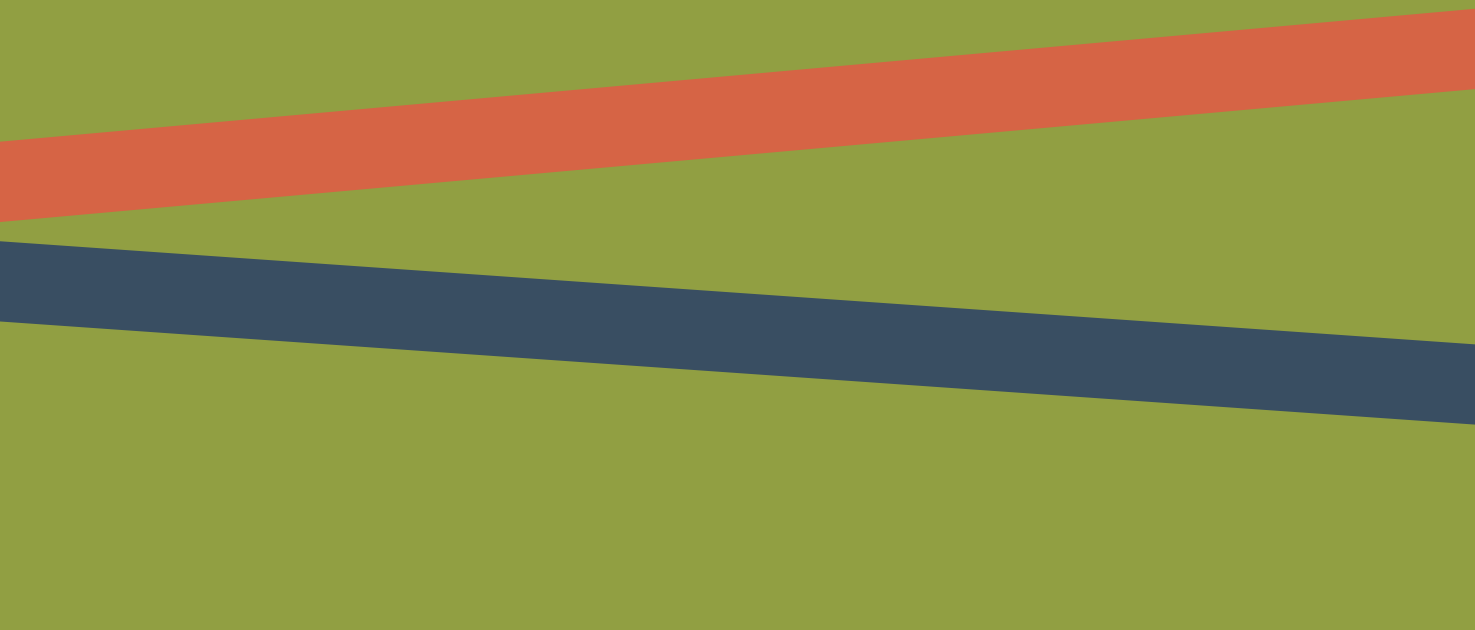


A photograph of a woman with long brown hair, smiling broadly while sitting at a table in what appears to be a cafe or office setting. She is holding a white document and a dark coffee cup. The image is overlaid with large, stylized green and blue geometric shapes. The word 'Belfast' is written in large, bold, green letters across the center of the image.

Belfast



WE KEEP
EXCEPTIONALLY
GOOD
COMPANY



With so much to offer, it's easy to understand why Northern Ireland is already home to 900 international companies employing over 100,000 people.

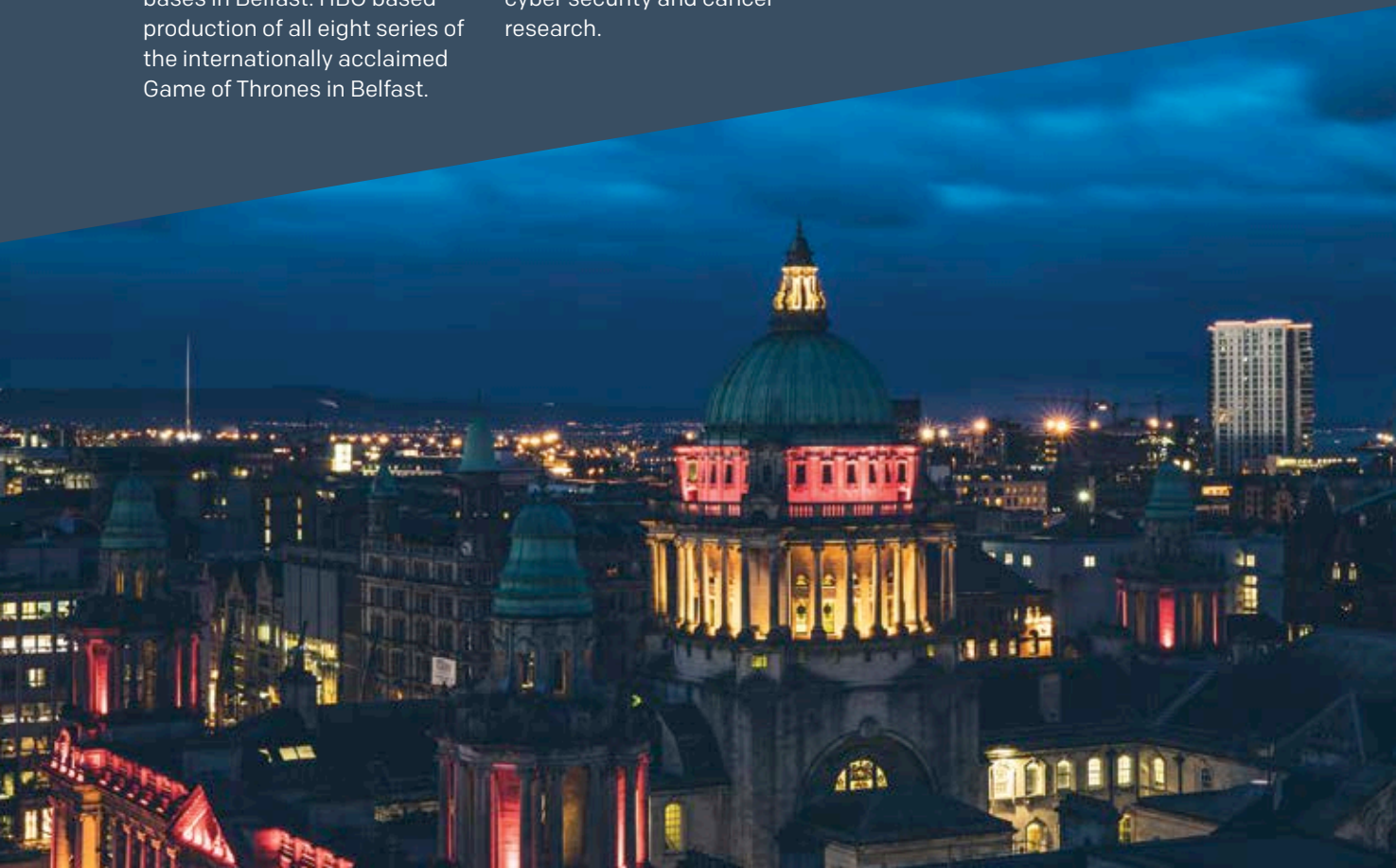
These unique local advantages are also why over three-quarters of companies that have chosen to locate in Northern Ireland have reinvested or plan to expand.

Leading global companies including Mercer, Allen & Overy, Liberty IT, Chicago Mercantile and Fujitsu all have key bases in Belfast. HBO based production of all eight series of the internationally acclaimed Game of Thrones in Belfast.

In the last decade, Belfast has enjoyed significant growth in key sectors such as aerospace engineering, financial and professional services and software development.

It's home to world-class research centres that are progressing cutting-edge developments in FinTech, cyber security and cancer research.

Thriving clusters of high growth companies in the digital and creative industries, along with technology, life and health sciences and engineering sectors, are flourishing in this highly supportive business environment.



Advanced Manufacturing and Engineering



8th largest aerospace region in Europe

Northern Ireland is Europe's eighth largest aerospace region, and Belfast is a global leader in advanced manufacturing and engineering, with the sector contributing £1 billion to the local economy annually.

With a long tradition of excellence in heavy industry and cutting edge research, Belfast is a global leader in aerospace engineering and has been home to Bombardier Aerospace for over 70 years.

World renowned shipbuilders Harland and Wolff have built on over 150 years of marine manufacturing experience to support the needs of the maritime, offshore and renewable energy sectors.

Research and development are at the core of Belfast's growth in this sector. These areas are strategically supported through The Northern Ireland Advanced Composites & Engineering Centre to support innovation through collaboration.

Technology



**No.1
destination
for new
software
development
projects in
Europe**

Belfast is set to be one of the world's leading cyber economies by 2026. This ambition will be realised because of a resilient infrastructure of talent, innovation and pioneering research that has developed in the city over the last three decades.

Belfast is now the world's number one destination for US-based cyber tech investment. With over 1,200 people currently employed in tech-related jobs, the city is fast becoming a global hub for cyber security.

One of the focal points is the Centre of Secure Technologies (CSIT), the UK innovation and knowledge centre for cyber security. The largest of its kind in the UK, this flagship centre counts BAE Systems, Infosys, IBM and Thales, amongst its partners.

Cutting-edge developments in new technology have also made Belfast the European leader in software development. Companies specialising in financial software, data analytics and encryption, access control systems, intelligent surveillance technologies and cyber security all have bases in the city.

Financial and Professional Services



**2nd to London
as the top
UK city at
attracting
US Tradable
Services FDI
projects**

Excellent digital capability and access to an educated and talented workforce have made Belfast the number one global destination for FinTech and made it home to a diverse range of financial and professional services companies. Over 30,000 people are employed in this sector by globally recognised brands such as Citi, Allstate, Mercer, Baker McKenzie, Allen & Overy and Fujitsu.

Belfast is one of only eight recognised UK financial centres, and its specialisms include asset management, fund administration, operations, risk, regulation and compliance.

A pipeline of over 5,000 graduates across disciplines such as finance, accounting, economics, law and computing provide a ready supply of skills and talent to support this growing sector.

Life and Health Sciences



**No.1 European
destination
city for new
medical
software
development
projects**

Belfast is Europe's leading destination for new medical software and is a pioneering centre for new technologies in life and health sciences.

Strong relationships between industry and the city's prestigious universities have produced pioneering research and many new discoveries.

The Centre for Cancer Research and Cell Biology Facility at Queen's University Belfast has revolutionised cancer research, while the Connected Health Innovation Centre at Ulster University leads transformational projects to align care needs with technology providers, researchers and clinical experience.

Creative and Digital



**One of the
fastest
growing
creative
clusters in
the UK**

Creativity is part of Belfast's DNA. Whether it is the creation of television programming to state-of-the-art virtual and augmented reality, Belfast's creative companies are making their mark globally.

A young population and highly skilled workforce ensures there is a wealth of talent available across the film, animation, music, mobile, gaming, and TV subsectors. This represents a diverse and easily accessible supply chain for the creative and digital industries.

Belfast's reputation as a location for film and television production has grown significantly in recent years. The city is home to major TV and film productions including HBO's Game of Thrones, The Fall and the new Warner Horizon series, Krypton.

Belfast is one of the fastest growing creative clusters in the UK and home to over 1,600 companies employing 20,000 people.

Hospitality and Tourism



**Lonely Planet
rates Belfast
as the No.1
destination in
the world to
visit in 2018**

Belfast is not only a great place to do business, it's also a great place to visit. Voted the world's number one destination for 2018 by Lonely Planet, Belfast attracted a total of 118 cruise ships with over 180,000 visitors¹ on board.

Business tourism is flourishing in the city with 29,000 conference delegates in 2018. It is also home to Titanic Belfast, which was named the Best International Experience in 2018. The city is home to Michelin star eateries, world class venues for music, theatre and entertainment.

Tourism contributed £2.5m per day in 2018 to the Region's economy, and the city saw 1.48m overnight stays. It's no surprise that Belfast is now the number one city in the UK for hotel investment, 1,200 rooms were completed in 2018. The city is outperforming its target to bring an additional 3,000 rooms to the market by 2021.

These, and other development opportunities in this sector, will contribute to Belfast's ambition to double the value of tourism by 2020.

¹Source: NISRA

REASONS TO INVEST



1st
in the UK
for GCSE
results²



#1
Best Food
Destination
in the World³



One
Titanic
Belfast Best
International
Experience⁴



6th
Globally
for cost
effectiveness⁵



£47,893
gross value
added (GVA)
per head



80%
of international
companies have
reinvested or
plan to expand

² Source: fullfact 2018 - <https://fullfact.org/education/gcse-results-2018>

³ Source: www.niconnections.com/news/northern-ireland-named-worlds-best-food-destination-2018

⁴ Source: 40th Tourism NI Awards 2018

⁵ Source: Fdi global Cities for the Future 2018/19

We're connected,
competitive, confident
and capable.

We're also creative and
full of character.

**Belfast is ready.
How about you?**





elfast

INVEST IN
Belfast