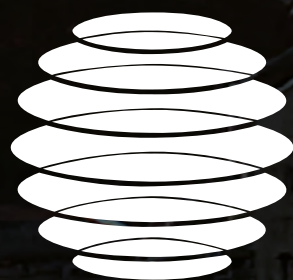


**INVEST  
LIVERPOOL  
CITY REGION**

# INWARD INVESTMENT SUMMARY.

Liverpool City Region  
Combined Authority



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METRO MAYOR**  
LIVERPOOL CITY REGION







# WELCOME.

Liverpool City Region is a global hub for Innovation and Culture, Science and Creativity.



Liverpool City Region's position as a deep Irish Sea port with historic connections to the United States and proximity to some of the country's largest conurbations, is the **jewel in the crown in the landscape of UK economic geography.**

The City Region's **rich history of international trade** and **strong industrial heritage** combined with a palpable ambition to create a world-leading **innovation-driven economy**, lays the foundations for the attraction of key industries of the future.

The City Region's **vibrant cultural scene, renowned academic institutions**, and cutting-edge research capabilities, as well as recent designations by the UK Government of both **Freeport** and **Investment Zone** (Innovation Zone) status, makes the city region an increasingly attractive proposition for investors.

Its strong base of high-demand assets, **well-connected community, global reputation**, and excellent **quality of life** make it an **attractive choice for investors** and a welcoming entry point into the UK market – encouraging them to 'Look North'.

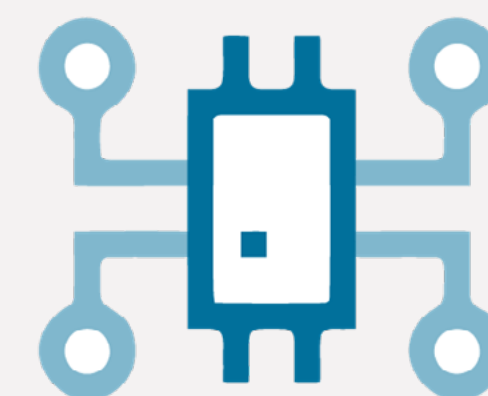




**Geopolitical  
changes**



**Economic  
policy shifts**



**Technological  
disruptions**



**Local  
priorities**



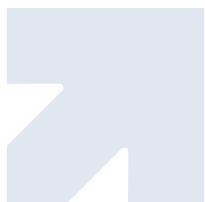
## **INVEST IN CHANGE.**

Rapid changes in the global investment landscape require a fresh approach to ensure Liverpool City Region remains competitive and resilient.





Despite these strong accolades, Liverpool City Region Combined Authority's **ambition is ever-increasing** and the evolving global landscape and emerging economic opportunities necessitate a fresh approach to inward investment.



Achieving Mayor Rotheram’s goal of a **25% increase in Foreign Direct Investment (FDI) by 2030** and establishing Liverpool City Region as a **Top 10 UK FDI Destination** requires a focused, long-term strategy to drive results, supported by a robust delivery plan and resource allocation relative to the size of opportunity and commensurate to competitor locations.



Increasing FDI will be **instrumental in delivering prosperity to the Liverpool City Region**, due to the demonstrable link between FDI and productive, well-paid jobs and skills development.



This strategy and its recommendations will **aid the region in achieving the wider goals** set out in the Corporate Plan.



A robust commitment to **delivering on this strategy** from all investment attraction stakeholders across Liverpool City Region is required to **fulfil this mission by the end of the decade.**



# LOCATION, LOCATION, LOCATION.

## A Strategic Focus on Collaborative Place- Based Growth.



**The Power of Six Local Authorities:** Working together behind a shared mission to leverage their unique local assets for collective growth, using a central PA and single brand identity to help engage with investors.



**Differentiated Roles:** Each Local Authority's unique strengths contribute to the region's inward investment strategy.



**Inclusive Growth:** the outcomes of the strategy will include improved productivity, higher-value jobs, and a vibrant regional economy.







## THE JOURNEY AHEAD.

This strategy outlines how the Liverpool City Region will increase its Foreign Direct Investment (FDI) to achieve growth of 25% by 2023.

In doing so, just by matching the average level of the UK's Combined Authorities over a 5-year period will have a significant economic impact.

If Liverpool City Region managed to increase its FDI flows to even the average level of the UK's Combined Authorities over a 5 year period it would have a huge impact:



+ **57** FDI projects



+ **5311** jobs








+ **£3.1bn** CapEx



# STRATEGY SETS THE SCENE.

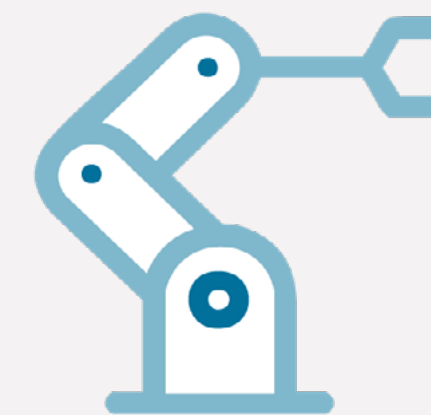
A strategy based on identifying niches of *true comparative advantage* within the region's three priority clusters and enabling sectors.

The three priority clusters were selected for their ability to:

-  Drive competitiveness
-  Increase good employment, wages, and investment
-  Ensure the inflow and retention of a skilled workforce
-  Enable more exports
-  Generate greater productivity.



**Health and Life Sciences**



**Advanced Manufacturing**



**Creative and Tech**

There are **strong opportunities** for interplay between the priority sectors when it comes to attracting investment and Liverpool City Region Combined Authority should continue to work towards **providing a collaborative ecosystem** to enable convergences and foster synergies.

As well as the three priority clusters, there are a number of **enabling clusters and themes** such as Financial and Professional Business Services, Maritime, Net Zero and Innovation, all of which play a crucial role in the economic growth and investment landscape of Liverpool City Region.

FDI can play a key role in **strengthening the resilience** of these clusters and sectors. This strategy seeks to identify the niches within them that Liverpool City Region is most competitive in and should therefore focus its efforts in investment attraction activities.

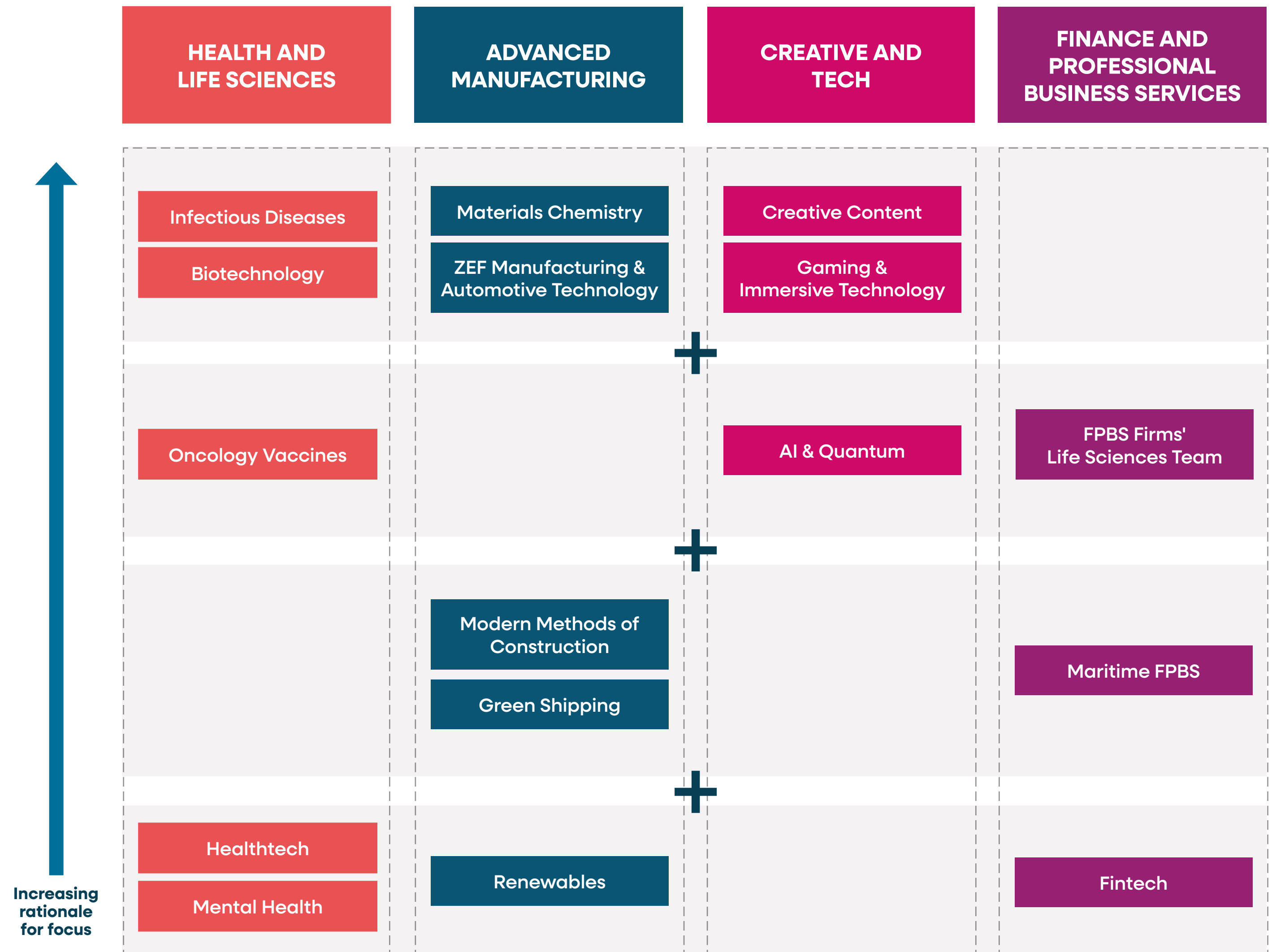
Niches are recommended based on the **size of the opportunity, competitor advantage** against other locations and the impact that investments in these sub-sectors will have on the region's ability to achieve its wider ambitions.



# FULL OF OPPORTUNITIES.

Identified opportunities and recommendations for allocating Liverpool City Region Combined Authority's Investment Attraction Efforts and Resource Allocation.

## Application of Artificial Intelligence, Quantum and Low Carbon Technology Assets



Sub-sector niches by order of rationale for focus. Finance, Professional & Business Services acts as an enabler for the priority sectors but has distinct, compelling investment opportunities in its own right.





# OUR FOCUS.

Liverpool City Region Combined Authority can look to achieve the 25% uplift in FDI in a variety of ways. If focusing on projects, jobs, impact or CaPex, the sectors of focus will differ.

Outlined to the right are the sectors Liverpool City Region Combined Authority should focus on if looking to prioritise increases across each of the metrics listed.

## Recommended niches of focus according to priority:

PROJECTS	JOB	IMPACT	CAPEX
Gaming & Immersive Tech	Automotive Manufacturing & Tech	Infectious Diseases	Renewables
Automotive Manufacturing & Tech	Fintech	Automotive Manufacturing & Tech	Infectious Diseases
FPBS Firms' Life Sciences Team	Biotechnology	Oncology Vaccines	Green Shipping
Film Production	Film Production	Gaming & Immersive Tech	Oncology Vaccines
Healthtech	FPBS Firms' Life Sciences Team	Materials Chemistry	Modern Methods of Construction





# A PORT CITY.

## The backbone of the region’s Investment Proposition.



Liverpool City Region has a long and distinguished history as a gateway to the world, rooted in its strategic role as a global port city. Historically, the city has been a hub of international trade and commerce, facilitating connections between the UK and markets across the globe. This legacy, combined with its modern capabilities, positions Liverpool as a prospective key player in the attraction of FDI. However, in recent years, the full potential of this identity as a global port city has not been fully harnessed in Liverpool City Region's investment narrative.



The port is not only a historical landmark but also a vital economic engine for the region, and wider UK. As the UK's leading transatlantic port, it manages 45% of the country's trade with the United States and is a key enabler of a number of high priority sectors.



Liverpool City Region’s recent designation as a Freeport significantly enhances its investment attractiveness and should form a prominent element in the region’s propositions to investors, offering a compelling competitive edge against other regions.







# HEALTH AND LIFE SCIENCES.

## Driving FDI Impact.



**Key opportunities for investment:** Infectious diseases, and pandemic preparedness, biotechnology, vaccine production.



**Strengths:** Globally recognised research centres (e.g. LSTM, iiCON, Pandemic Institute), transatlantic shipping and UK-wide logistics capabilities, clinical trials infrastructure.



**Impact:** High-value jobs, cutting-edge healthcare innovation.







# ADVANCED MANUFACTURING.

## Transforming Industries.



**Key opportunities for investment:** Zero emission vehicles automotive technology and innovation, material science, modern methods of construction, green shipping, renewables.



**Strengths:** Port-enabled logistics, world-class R&D facilities, historical legacy in glass manufacturing and maritime through well-established clusters, expertise that spans both historical industries and emerging sectors, Investment Zone incentives.



**Impact:** Aligns with Net Zero goals, boosts industrial productivity.







# CREATIVE AND TECH.

Fostering innovation.



**Key opportunities for investment:** Content creation, immersive technologies, gaming, AI, Quantum and cross-sector innovation applications of technologies.



**Strengths:** Vibrant tech ecosystem, AI asset applications in key sectors, rich cultural heritage and vibrant Liverpool city centre attractive to urban creative talent. Liverpool City Region Connect.



**Impact:** Positions Liverpool City Region as a leading creative economy with strong innovation ecosystem.







# FINANCIAL AND PROFESSIONAL BUSINESS SERVICES.

Opportunities for global growth.



**Key Opportunities for investment:** Law firms' Life Sciences teams to embed into strong Liverpool City Region ecosystem, Maritime professional services, Fintech.



**Strengths:** Rich history in both Law and Maritime, coupled with fast-growing Innovation and Life Sciences asset bases.



**Impact:** High GDP-yielding sectors, skilled jobs commanding high salaries, growth sectors, innovation ecosystem boosting.







# TARGET MARKETS.

Investment, attraction and the development of strategic bilateral relationships.



Recent missions and relationships forged with counterparts in **New York & Boston, Dublin & Belfast, Hamburg and Busan** should be reinforced.



Build on initial dialogues with **Texas**, and in particular **Houston and North and South Carolina**, as well as event focussed engagement with the UK Embassy in **Washington DC**.



Emerging opportunities in locations such as **Philadelphia, St Louis, Nashville** etc should also be explored.



Looking east, Liverpool City Region Combined Authority should focus on building relations with **India**, as a growing global superpower with sectoral alignment across Life Sciences and Tech, as well as deepening links with **Japan, Singapore and South Korea** through shared endeavours around clean energy and automotive innovation and technology development.



Locations with Innovation Zone and Freeport designations such as **Hamburg, Malmö and Jamaica** are also useful bilateral relations to foster.



**Bilbao, Rotterdam, Nantes and Antwerp** – cities reinventing themselves.





# CONCLUSION.

Liverpool City Region holds significant potential for attracting FDI by leveraging its strategic advantages, rich history, and evolving economic landscape.

The strategic aim to increase FDI by 25% by 2030 requires a **concentrated effort on key sectors**, a **flexible approach to emerging opportunities**, and a **commitment to place-based growth** across the City Region’s diverse geographies.



**Focus Resources**  
Concentrate investment attraction efforts on key niches within identified priority sectors to capitalise on comparative advantage.



**Operate a flexible portfolio approach**  
to investment attraction activities, balancing the need for long-term strategic focus with the agility to react to market developments.



**Streamline branding**  
Make ‘Innovation and Culture, Science and Creativity’ front and centre of future investment attraction campaigns. Remove any remnants of Growth Platform branding and promote Invest Liverpool City Region.



**Leverage diverse economic geographies**  
Make ‘Innovation and Culture, Science and Creativity’ front and centre of future investment attraction campaigns. Remove any remnants of Growth Platform branding and promote Invest Liverpool City Region.





**Implement streamlined performance management systems**

and measure key metrics to encourage the right activities that will drive results.



**Exploit key synergies**

and opportunities for collaboration with areas of adjacency or complimentary offer such as Manchester in Life Sciences or Cheshire in Advanced Manufacturing. Remove any remnants of Growth Platform branding and promote Invest Liverpool City Region.



**Enhance Stakeholder Alignment**

Strengthen collaboration between the private sector, academic institutions, and regional and national partners to ensure all parties are aligned behind the vision for Liverpool City Region.



**Promote Key Assets**

Amplify the promotion of strategic assets such as the Freeport and key innovation assets through targeted marketing campaigns.