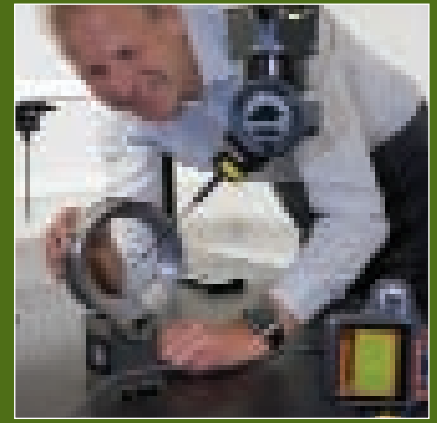




# SCIENCE & TECHNOLOGY

"In choosing Edinburgh, we are adhering to our strategy of developing in a community rich with reputable, highly recognisable research and academic entities, as well as a great talent pool and strong capital base – the anchors of a thriving life science community."

JOEL S. MARCUS, CHIEF EXECUTIVE OFFICER, ALEXANDRIA REAL ESTATE EQUITIES, INC., BOSTON.



## OVERVIEW

Scotland has a long and proud history of innovators and inventors. Edinburgh City Region is a leading international destination for scientific research and technology innovation. Widely known as the Edinburgh Science Triangle, the area is home to 4 universities, 2 bioscience research institutes and 7 science parks.

## WORLD CLASS RESEARCH STRENGTHS

- 80% of research conducted by universities in Edinburgh is recognised internationally and 20% of research conducted by the University of Edinburgh is recognised as being world leading.
- The School of Informatics at the University of Edinburgh is one of the top centres in the world for advanced computing research and commercialisation.
- HECToR, the UK's most powerful super computer, is based at Edinburgh Technopole. Capable of 63 trillion calculations a second, it assists UK scientists to develop life-saving drugs and tackle complex research.

## COLLABORATING FOR SUCCESS

- All Edinburgh's universities and research institutes work with global blue chip companies and SMEs by way of research collaboration, technology and knowledge transfer, consultancy and use of scientific equipment.
- There are over 70 companies engaged in collaborations with Edinburgh scientists, including 17 of the world's top 20 global pharmaceutical companies.
- Edinburgh City Region has been named a Region of Innovation Excellence by the European Commission.

## STRATEGIC ASSETS

- The combined scale of the 7 parks in the Edinburgh Science Triangle places the 'super-campus' in the world's 20 largest science park locations.
- Edinburgh BioQuarter will provide 130,000 square metres of academic, institutional and commercial life science space, create 6,500 new jobs and contribute £350 million annually to the Scottish economy.
- Over half of Scotland's life science jobs are situated in Edinburgh City Region, with 22% in the city itself.



For more information:

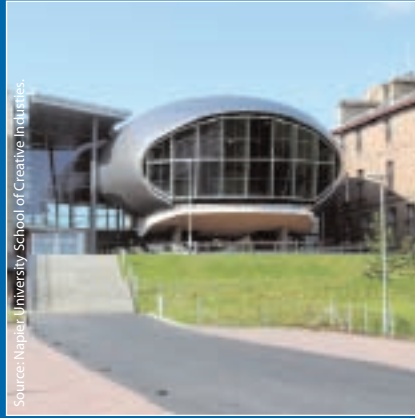
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# CREATIVE INDUSTRIES

“Edinburgh is a great place to grow a business. Where else in the UK can you find world-class universities turning out top-notch graduates on your doorstep, find the quality of life that we have here and still be only a short plane journey from other major cities?” STEVE LEACH, MANAGING DIRECTOR & CO-FOUNDER, BIGMOUTHMEDIA



## OVERVIEW

The creative scene in Edinburgh is dynamic and growing. The world renowned festivals, a multitude of galleries and museums, national cultural bodies and an ambitious private sector all help to make the city a lively and inspirational place.

The success of Edinburgh's economy in recent years has been built on the use of the city's extensive knowledge base. The city has a robust and fast-growing creative sector, with particular strengths in advertising, architecture, fashion, film production and graphic design.

## EDINBURGH'S STRENGTHS

- Edinburgh is ranked 6th in the inaugural Sharpie Index of the UK's top 20 most creative towns and cities.
- The juxtaposition of Edinburgh's creative talent with a thriving and experienced financial sector gives the city the potential to become a key global centre for creative businesses in future years.
- Successful creative companies located in the city include Tangible Group: one of the UK's largest integrated marketing communications organisations; RMJM: the internationally renowned architects behind high profile projects such as The Scottish Parliament, the Falkirk Wheel and Moscow's City Palace Tower; Django Films: the flagship animation studio of Sylvain Chomet, writer and director of the Academy Award nominated *Belleville Rendez-Vous*; and Rockstar North: the award-winning computer and video games developer behind the *Grand Theft Auto* series.
- Over 3 million people attend Edinburgh's 13 major annual festivals, including the world famous International Festival, Fringe Festival and Military Tattoo.

## TALENTED WORKFORCE

- 21,000 people, or 7% of Edinburgh's workforce, are employed in the creative sector.
- Edinburgh College of Art (ECA) is one of the largest, independent art colleges in Europe. ECA offers undergraduate, postgraduate and research degrees in art, architecture, design and landscape architecture.
- Napier University's School of Creative Industries is the premier centre for creative arts education in Scotland and regularly produces award-winning graduates.



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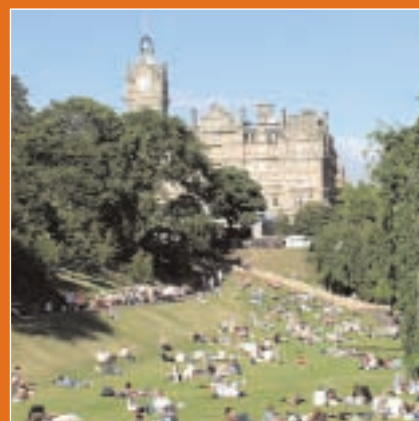
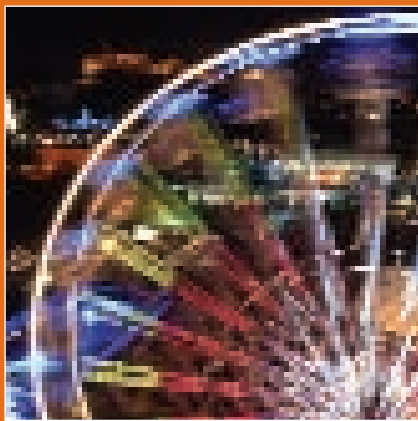
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# TOURISM

“Edinburgh is one of the few cities in the world that mixes its natural beauty, heritage and history with a vibrant business community to create an enviable quality of life. It is these ingredients, combined with the ability to attract a skilled and friendly workforce, that sustain and encourage our business growth.”

NORMAN SPRINGFORD, EXECUTIVE CHAIRMAN, APEX HOTELS LTD.



## OVERVIEW

Tourists visiting Edinburgh are impressed by the stunning architecture, the lively year-round events, the wealth of historical attractions and the world-class museums and art galleries.

Edinburgh is a modern, cosmopolitan city with a rich and diverse heritage. Edinburgh's city centre has UNESCO World Heritage Site status and the city has also been designated the first UNESCO 'World City of Literature'.

## GATEWAY CITY

- Edinburgh is the principal gateway to Scotland and the 2nd city in the UK for international tourist arrivals. 48% of all overseas visitors to Scotland come to Edinburgh.
- 3.4 million visitors are attracted to the city, spending £955 million in 2007.
- Edinburgh ranks 3rd in the UK for RevPAR (revenue per available room).
- Hotel occupancy rates in 2008 were 75% compared to a UK average of 71%.

## FESTIVAL CITY

- Over 3 million people attend Edinburgh's 13 major annual festivals, including the world famous International Festival, Fringe Festival and Military Tattoo.
- The festivals collectively generated £184 million for the Scottish economy in 2004/05.

## BUSINESS TOURISM

- Business tourism is currently worth more than £300 million per year to Edinburgh City Region.
- In 2007-2008, Edinburgh Convention Bureau attracted 162 conferences and 65,000 delegates to the capital.
- Edinburgh is the 2nd most popular location in the UK for holding international congress and convention association meetings.

## HIGHLY RATED

- In 2008 Edinburgh won 'Favourite UK City' in The Guardian/Observer Travel Awards for the 9th consecutive year.
- Edinburgh was also named one of the world's top ten cities by travel magazine Wanderlust in 2008.
- 96% of visitors rated Edinburgh's overall performance as good, very good or excellent in the 2007 Visitor Survey.



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# FINANCIAL SERVICES

“Edinburgh is an excellent business location for the investment management industry because of its highly skilled workforce, good business infrastructure and because it’s a great place to live. Our location has certainly helped us attract some excellent international talent to our business.”

WILLIE WATT, CHIEF EXECUTIVE, MARTIN CURRIE INVESTMENT MANAGEMENT LTD.



## OVERVIEW

Edinburgh's success in financial services is built on a 300-year history of innovation which includes the invention of the overdraft facility and the decimal point. The city has intellectual capital and critical mass in financial services that few European locations can rival.

## CRITICAL MASS

- Edinburgh is the UK's 2nd and Europe's 9th most competitive financial centre.
- The city has a critical mass in banking, life and general insurance, securities, corporate finance, broking, asset servicing and support services.
- The west of the city – which encompasses Edinburgh Park, the South Gyle area and Gogarburn – is the 4th largest economic area in Scotland, with some 30,000 people commuting to the area every day. Capable of accommodating international business headquarters, the area boasts world-renowned occupiers such as the Royal Bank of Scotland and AEGON UK.
- City centre financial district The Exchange features a cluster of financial services headquarters including Standard Life and Scottish Widows. The area has over 90,000 square metres of office space and capacity for up to 16,000 jobs.

## EXPERIENCED WORKFORCE

- 35,000 people, or 11% of the city's workforce, are employed in financial intermediation, insurance and pension funding.
- A further 51,000 people, or 17% of the city's workforce, are employed in the related sectors of computing and business services.
- The financial product is diverse, with one third of the workforce working in monetary intermediation, one third in life insurance and the remainder in other finance services (fund management, credit granting, pensions, etc).
- An MSc in Finance and Investment launched in 2004 by the University of Edinburgh won the Scottish Financial Enterprise Innovation award in December 2005.



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# INTRODUCING EDINBURGH: THE INSPIRING CAPITAL

Edinburgh's thriving economy is recognised as the principal growth engine for the Scottish economy. As capital city and home of the Scottish Parliament, Edinburgh is the 'gateway to Scotland'.

# TOP TEN FACTS



- Edinburgh has a city region population of 1.57 million. Edinburgh's city population is growing, currently increasing by over 4,500 a year.
- Edinburgh is the UK's 2nd and Europe's 9th most competitive financial centre. The city has critical mass in banking, fund management, life and general insurance, securities, corporate finance, broking, asset servicing and support services.
- More FTSE100 companies are based in Edinburgh than any other area of the UK outside London. Edinburgh is home to the headquarters of international companies such as the **Royal Bank of Scotland, Standard Life** and **Cairn Energy**.
- Financial Times magazine, FDI, ranks Edinburgh as the 'Top Small European City' and the 6th Top European city overall for inward investment (2008).
- The capital has won more than 12 best city and short break awards from 2000-2008, including The Guardian/Observer Best City award for 9 years running.
- Edinburgh Airport, located 20 minutes from the city centre, serves over 100 destinations and 9 million passengers each year. There are 100 flights a day between Edinburgh and London with a 1 hour 20 minute flight time.
- Edinburgh's workforce is one of the most productive in the UK. In 2006, Gross Value Added (GVA) per employee in Edinburgh was £46,308, compared to the British average of £42,541.
- With 50.5% of the city's population aged 24 or over holding degree or degree-equivalent level qualifications, Edinburgh has among the most qualified workforces in Europe.
- 80% of research conducted by universities in Edinburgh is recognised internationally, according to the 2008 Research Assessment Exercise conducted by Higher Education & Research Opportunities (HERO).
- Edinburgh scores 95% satisfaction among local residents. In 2007, Edinburgh was named 'Best place to live in the UK' by Channel Four television programme Location, Location, Location.



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# EDINBURGH'S CONNECTIVITY

Edinburgh is one of Scotland's best-connected areas, with a sophisticated transport network linking it with the rest of the UK, Europe and beyond. The city is experiencing record investment in infrastructure, from a new world-class tram system to a road resurfacing programme.

# TRANSPORT FACTS

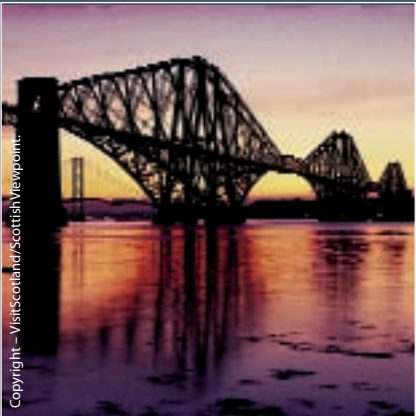


## INTERNATIONAL AIRPORT

- Based 20 minutes from Edinburgh's city centre, Edinburgh International Airport serves more than 100 destinations with 35 airlines.
- There are 100 flights a day between Edinburgh and London and connections to more than 20 UK and Ireland hubs.
- There are direct long-haul routes to New York and a range of European destinations including hub airports of Amsterdam, Brussels, Copenhagen, Frankfurt and Paris.

## RAIL

- Edinburgh's mainline stations – Waverley and Haymarket – handle 17 million passengers a year.
- Edinburgh is a 49 minute train journey from Glasgow.
- Edinburgh is a 4 hour 18 minute train journey from London (Kings Cross). There are 50 daily services between Edinburgh and London.

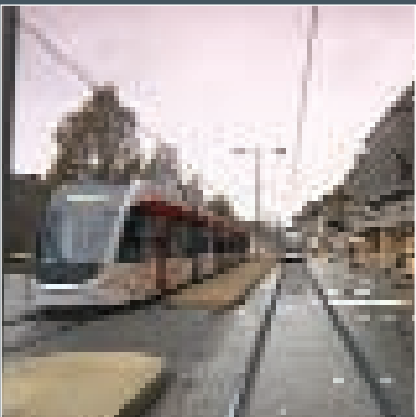


## TRAMS

- Edinburgh's world-class tram system will be up and running from 2011. This will link the growing areas of the Waterfront, city centre, West Edinburgh and the airport.

## ROADS

- Edinburgh sits at the centre of an extensive road network providing links across Scotland and the UK.
- Traffic congestion is low in comparison to many urban areas in the UK. Edinburgh has been deemed the UK's most car-friendly large city.
- Lothian Buses – awarded the 2008 National Transport Award for Best Public Transport Operator of the year – carries 350,000 passengers every weekday.



## PORT

- Edinburgh, home to Scotland's largest enclosed deepwater port at Leith, has a dedicated cruise terminal building at Western Harbour. The Forth estuary is the largest freight port area in Scotland.



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