



Local Economy

Once the birthplace of the industrial revolution, the Region today offers a truly diverse and dynamic business base. High technology companies sit alongside resurgent manufacturing enterprises. Internationally famous names like Cadbury, JCB and Wedgwood started and continue to prosper in the heart of the UK. An impressive infrastructure and a ready-made skills base have led companies like Fujitsu, Vodafone and Muller to relocate to the Region where they have enjoyed strong local support.

- * The West Midlands Region is the economic heartland of Britain and is responsible for 8% of the UK's GDP
- * Manufacturing remains a key part of the economy, encompassing over 21,000 workplaces and employing more than 460,000 people
- * Excellence is demonstrated at the top of the supply chains by leading international companies such as Land Rover, JCB, GKN and Waterford Wedgwood
- * Primary manufacturing sectors include engineering, the automotive and aerospace industries, building technologies, food and drink and high value consumer products such as ceramics and glass
- * The service industries employ over 1.7 million or 75% of the workforce in a range of sectors from banking and finance, law, accountancy, consultancy and shared service operations
- * Birmingham is the UK's largest business and professional services sector outside London employing some 100,000 in the city
- * Information and communication technology is another growth sector in the Region fuelled by a highly developed IT infrastructure and excellent clustering and collaboration with the Region's universities
- * In all, one third of all UK publicly quoted software & computer services companies have operations in the Region