



## Skills

**The West Midlands is a region brimming with talent.** Eager, trained, down to earth and pragmatic. This is a region full of potential recruits with the highest credentials.

From the Skills4Auto programme, created to meet the needs of the automotive industry, to University on the Shop Floor, an initiative focused on sharing industry knowledge and building upon best practice in the ceramics industry – this is a region focused on its exciting future.

- \* **The West Midlands** labour force of 2.6 million is projected to grow to 2.7 million by 2006
- \* Managers, professionals and technical staff account for 37% of the region's skills base
- \* Skills are spread across a wide range of sectors, such as manufacturing (460,000 employees), business and professional services (371,000 employees) and ICT (74,000)
- \* 67% of companies have employees with language skills
- \* 30% of the region's workforce is under 34 years old
- \* Each year, 41,000 students benefit from one-year work placements in the region with over half of these students choosing to remain in the region for employment upon graduation
- \* The University of Warwick Science Park operates the KITTS scheme, which enables regional businesses to draw on University talent to solve particular business problems at a subsidised rate

Thirteen universities, eight science parks and two of the UK's top five business schools show the future for the West Midlands Region is a bright one.

**Be a part of it.** If you'd like to speak to a sector specialist about the West Midlands Region as a potential location for your business, call the Inward Investment Team at Advantage West Midlands on +44 (0) 121 380 3500 or email [info@investwm.org](mailto:info@investwm.org)