

Voice-over: We're about to embark on a journey to a Region that's at the heart of the UK.  
To the Region that can make anything possible.

Keele University Science Park scientist: "To share ideas."

Couple walking in the Malvern Hills: "To walk and walk."

Florette Distribution Manager: "To get it delivered."

Stoford Developments, Birmingham: "To develop it."

Businessman in Wi-Fi-enabled Birmingham: "To work where it suits me."

Woman shopping at Bullring: "To shop."

Malvern Hills Science Park scientist: "To get smaller and smaller."

Keele University student in exam hall: "To have choices."

Redbrick Enterprises, Shropshire: "To live a better life."

GVR Products, Keele: "To see it succeed."

Child running in a field: "To fly."

Royal Shakespeare Company, Stratford-upon-Avon: "To be entertained."

MIRA, Warwickshire: "To lead."

Window cleaner, at the foot of the SAS Radisson hotel: "To get a bigger bucket."

Construction worker, Ludlow Eco Business Park: "To build for the future."

Voice-over: Welcome to the UK's West Midlands Region. The Region where 'anything is possible'.

Fujitsu, Solihull. Manager approaching graduates awaiting an interview:

"With over five and a half thousand IT students graduating every year - I get to choose the very best."

Caption: 13 universities.  
2 of the UK's top 5 business schools.  
8 science parks

Florette, Lichfield. Distribution Manager surrounded by boxes of outgoing produce.

"At the hub of the UK's transport network, Florette get 200,000 fresh salad bags delivered every day."

Caption: Fly to Paris, Brussels and Berlin in under 2 hours

CSS Ltd, Staffordshire. Owner of business watching window sticker go onto window of new premises.

"I received all the support I needed to grow my business."

Caption: Over 600 different sources of business funding available.

Couple in Victoria Square, Birmingham, on a carousel.

"It's got Europe's youngest city: Birmingham."

Caption: 30% of the Birmingham workforce is under 34

Voice-over: The West Midlands Region. The Region that nurtures innovation.

Businesswoman at Birmingham International Airport:

"Like the jet engine, a West Midlands invention that made the world a smaller place."

Caption: Jet engine - Sir Frank Whittle, Coventry

Driver in a car at night:

“The first LCD screen, another technological leap forward made by our Region, over thirty years ago - now they’re in everything from phones to cars.”

Caption: **LCD Screen - DERA, Worcestershire**

Young people in a cinema:

“And it’s the land that inspired Tolkien’s Middle Earth.”

Caption: **Lord of the Rings - JRR Tolkien, Birmingham**

Voice-over:

So many entrepreneurs and forward-looking businesses are attracted here from all over the world.

Monkhouse Granary, Shropshire:

“Being able to benefit from lower operating costs, made the decision to locate an office in the West Midlands Region an easy one.”

BMW Plant Hams Hall, Warwickshire:

“The opportunity to create a flexible, as well as a highly skilled workforce, has made the West Midlands the right choice for BMW’s first engine plant outside of Germany and Austria.”

Caption: **Over 2,300 companies from around the world have now relocated here**

Voice-over:

The same opportunities that have helped make anything possible for our home-grown successes - year after year.

Land Rover, Solihull:

“Nearly two thirds of all Land Rovers ever built are still out there and running – that’s 3.7 million and counting.”

Caption: **Land Rover designed and built in Solihull since 1948.**

East End Foods, West Bromwich :

“Not content with being the most modern rice mill in Europe, East End Foods aims to bring flavours from all across the world to your table.”

Caption: **Our unique central location puts so much within easy reach**

**“The West Midlands Region. Anything is possible at the heart of it all.”**