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Aberdeen • Dundee • Dunfermline • Edinburgh • Glasgow • Inverness • Perth • Stirling

## Let's Talk Investment

The Scottish Cities Alliance is a unique collaboration of Scotland's eight cities - Aberdeen, Dundee, Dunfermline, Edinburgh, Glasgow, Inverness, Perth, and Stirling - and The Scottish Government. Together we are dedicated to promoting the great economic potential of our country. As a comprehensive resource for investors, this newsletter will highlight the diverse investment opportunities across all eight vibrant and unique cities.



Next month we will be in London alongside City Leaders and officers, for a special programme of activity focused around the theme of innovation. SCW24, aims to showcase the best of what Scottish Cities have to offer, creating investor confidence by demonstrating how Scottish cities are working together with both the Scottish and UK Governments to attract investment.

Read our blog in the link below to discover the panellists featured in the inaugural event of our programme.

Interested in finding out more about the event, contact [lauren.pascu@scottishcities.org.uk](mailto:lauren.pascu@scottishcities.org.uk)

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## Scottish Cities' Thriving Sectors

### Latest Case Study

#### Bruntwood SciTech Met Tower plans



We're happy to share our latest case study of Bruntwood SciTech's plans to develop Glasgow's iconic Met Tower, which is set to transform the space into a large scale, high growth enterprise tech hub. Bruntwood SciTech has selected Glasgow as its first innovation cluster outside of England!

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## Propositions

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## Scottish cities: magnets for investment

In a globally challenging environment for foreign direct investment, Scotland – which has perennially punched above its weight when it comes to attracting investment – is outperforming domestic, regional and global FDI trends.

According to the EY 2023 UK and Scotland Attractiveness Survey released in June 2023, Scotland outpaced both the UK and Europe on foreign investment for the second year in a row. It secured a record 125 inward investment projects last year (up 3.3% on 2021's 122 projects).

Scotland has also secured a record 13.6% share of UK FDI projects, and is polling at record levels of attractiveness to investors as an FDI location outside London. It is Scotland's fourth successive annual increase in FDI projects, and is set against the background of a 6% decline in total UK projects and growth of just 1% across Europe.

Scotland's share of all UK projects is up from 12% in 2021 and 11% in 2020, EY reported.

Scotland's main cities are magnets for investment, boasting successful clusters in such sectors as aerospace and space, creative industries, industrial and manufacturing, life sciences and biotech, renewable energy, retail and leisure, urban residential, and tourism and hospitality.

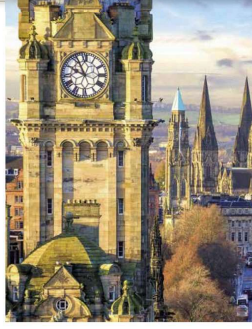
The proliferation of companies establishing themselves in

Scotland brings significant opportunities in commercial real estate. Scotland has more than 5,100 international companies with tech giants such as Skyscanner, FanDuel, Amazon and SKY, as well as start-ups including Nucleus Financial, FreeAgent and Money Dashboard, already taking advantage of the many benefits of locating in this data-driven economy.

With more than 215,000 people working in financial and business services, supplemented by over 97,000 graduates a year, Scotland offers high-quality staff with skills covering a range of activities.

**Joined-up approach**  
Behind Scotland's FDI success is a joined-up approach to investment promotion, to which the Scottish Cities Alliance (SCA) is a testament. SCA comprises Scotland's cities and the Scottish government, and is a one-stop shop offering investors a unified approach to create a variety of different projects at scale.

The SCA was established in 2011 to progress the Agenda for Cities. The aim is to achieve



an economically stronger future for Scotland through the joint efforts of Scotland's eight cities (Aberdeen, Dundee, Dunfermline, Edinburgh, Glasgow, Inverness, Perth and Stirling) and its long-term investment promotion strategy, in a bid to attract capital investment to these cities.

By working together, the Alliance partners are able to share knowledge and create projects of scale which offer attractive investment prospects across the business spectrum. To date, the Alliance partners have not only played a key role in the development of the Scottish Government's refreshed Agenda for Cities and International Trade and Investment Strategy, but the Alliance has also helped it showcase more than £10 billion of investor-ready opportunities across the cities via its online Investment Prospectus.

"Collaboration is at the heart of everything that we do. Working with our stakeholders, we are a conduit for bringing relevant opportunities from key

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On page 27, you can find an overview of the Scottish Cities opportunities for investors, which was showcased in Real Asset Media's, Real FDI magazine at Expo Real.

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## Blogs



### Tourism

Scotland's cities have big plans for tourism growth.

Learn more



### EV Infrastructure

Powering cities with electric travel boost.

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## Creative Industries

Cities are the perfect place for Scotland's creativity to shine

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## AI

Our cities are at the heart of the AI revolution.

Learn more

# Our Scottish Cities have been busy...

## Green Freeports Event, Dunfermline



Fife Council hosted 'What Forth Green Freeport means for Fife' in Dunfermline as part of Invest Fife's annual Fife Business week 6th-10th November . Emphasising collaboration among Forth Green Freeport partners (Fife Council, Falkirk Council,

additional growth without displacing existing companies, underlining the importance of close cooperation for maximising opportunities and benefits across Scotland.

## Glasgow CAN Do Summit



Glasgow's CAN DO Innovation Summit, took place on 7th November, a collaboration between Glasgow City Council, Innovate UK, and Scottish Enterprise, which exceeded expectations with over 700 attendees. The event centred on innovation and showcased the Glasgow City Region Innovation Action plan, and announced a memorandum of understanding between, Scottish Enterprise, Glasgow City Region, and Innovate UK, promising enhanced support and streamlined access to funding for Scottish businesses.

## Offshore Europe

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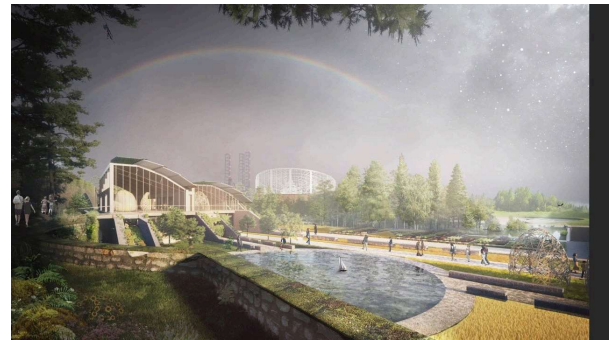
SDI Showcase Europe 2023 took place in Aberdeen in September, offering a distinctive platform to spotlight the industry's latest technical perspectives and advancements. The Invest Aberdeen team played a prominent role in SDI's pavilion, engaging in meaningful conversations about the myriad exciting opportunities in the North East of Scotland.



## UCI World Cycling Championships

Glasgow, Stirling, Edinburgh, Perth, and Dundee welcomed 700+ global cyclists at UCI World Championships back in August, showcasing the best of our Scottish Cities to a world stage!

[Learn more](#)



## Eden Project, Dundee

In the heart of Dundee, the ambitious Eden Project takes shape, transforming an industrial legacy into a story of sustainability and hope. New imagery released captures the essence of this transformative partnership, creating opportunities for green corridors, community commitment, immersive experiences, and collaborative power. Eden Project Dundee is not just an attraction; it's a shared dream shaped by the local community.

## Looking Forward

### Perth Museum Opening



Perth Museum's £27 million transformation, funded by the UK Government and Perth and Kinross Council, nears completion, offering economic growth opportunities for businesses. Anticipating global visitors, the museum, a flagship example of successful investment, showcases its potential impact on tourism, retail, and creative industries. UK Government Minister Lord Malcolm Offord, had an exclusive look at the museum back in November with Cllr Grant Laing. The museum, opening in spring 2024, will narrate Scotland's history, featuring the Stone of Destiny as a free-to-visit centre piece.



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offering a unique opportunity to explore the museum on March 20th alongside City Leaders. If you're interested in attending, please reach out to Lauren Pascu at [lauren.pascu@scottishcities.org.uk](mailto:lauren.pascu@scottishcities.org.uk) for more details.

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## UKREiiF



We are delighted to announce the Alliance's participation in UKREiiF next year, eagerly anticipating the opportunity to strengthen the relationships established during the 2023 programme.

Stay tuned, as the Alliance has secured the cinema stage on May 21st from 15:30 to 16:30!

For a recap of the exciting activities that unfolded in May, click the link below.

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Cities  
Commission  
For Climate  
Investment

## Partner Insights

*Happy United Nations' #WorldCitiesDay!  
We're thrilled to be part of the Alliance  
working towards 'Financing a  
sustainable urban future for all.' 🌍*

*At 3Ci, we're committed to collaborating  
with our esteemed partners and the  
Alliance is pivotal in creating the  
environment for this collaborative effort.  
We're proud to contribute to unlocking  
the transformative investments required  
for a sustainable urban future for all.*

*Let's work together to build a greener,  
more sustainable future for our cities!*

*🌍👏 [#Sustainability](#) [#ClimateAction](#)  
[#UrbanDevelopment](#)*

## Contact Us



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