

Economic Development Update

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Policy & Resources Select Committee
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Financial Services



- 25,000 jobs
- Around 1,600 businesses
- £3.9 billion gross value added



Marine





ASSOCIATED BRITISH PORTS










MDL Marinas

- 27,000 jobs
- Around 1,300 businesses
- £2.1 billion gross value added


 Hampshire County Council

Aerospace & Defence













- 17,800 jobs
- Around 250 businesses
- £1.34 billion gross value added


 Hampshire County Council

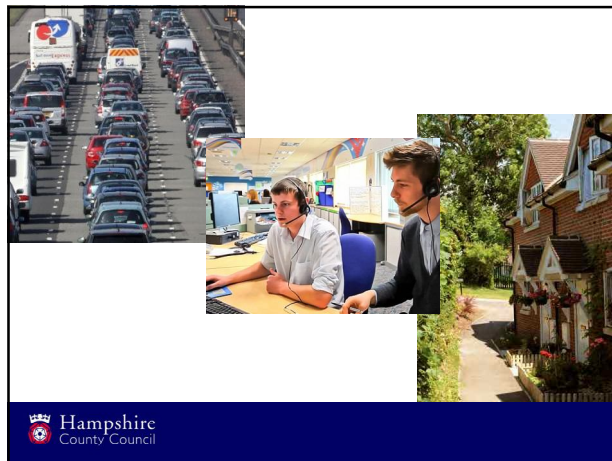
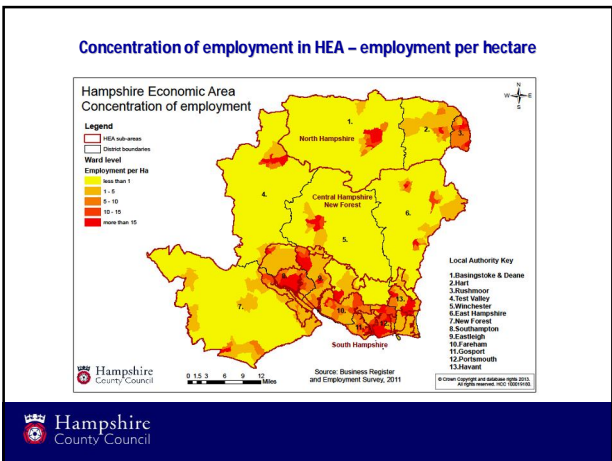
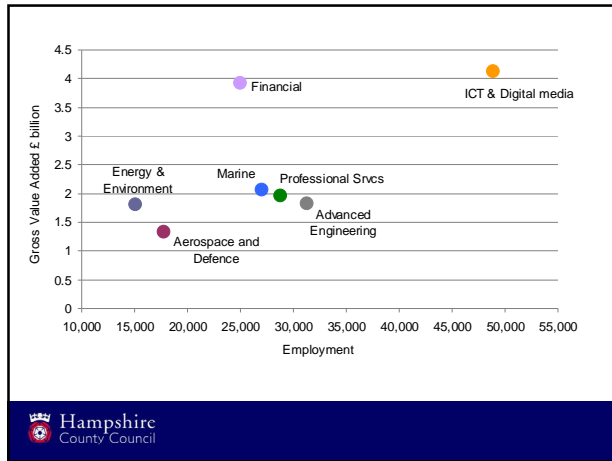
ICT & Digital Media

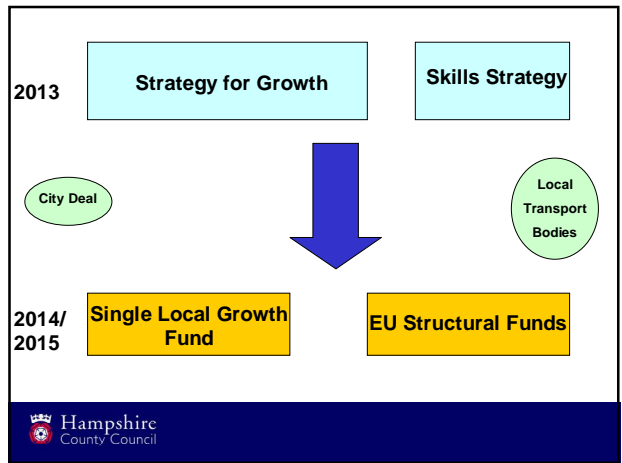







- 48,900 jobs
- Around 6,300 businesses
- £4.1 billion gross value added

 Hampshire County Council





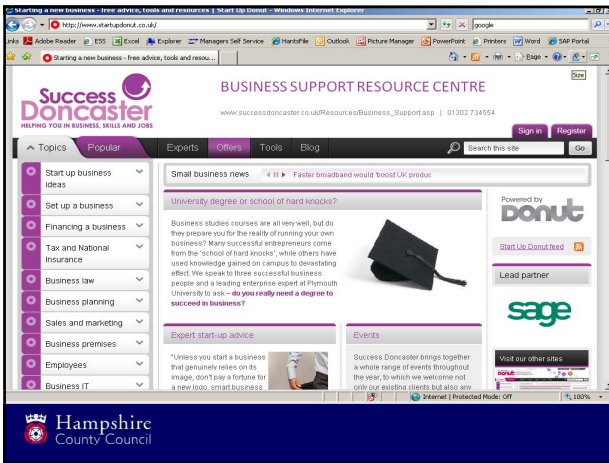
Grow

Build


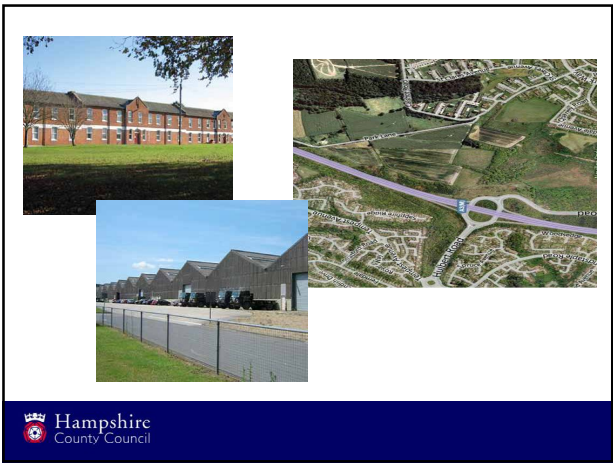
Promote

Grow



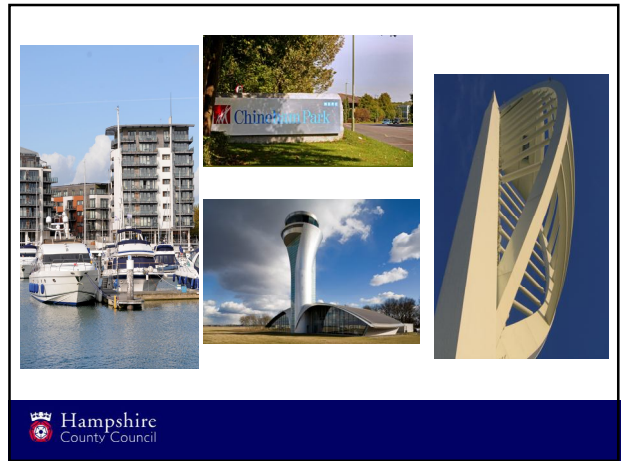


Build

Promote





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UK will be overtaken by Germany within two years as leading destination for inward investment, unless action taken

Foreign investment drops as financial services slump and BRICS look elsewhere

London, Wednesday 20 June 2012: The UK remains Europe's top destination for foreign direct investment (FDI) but will lose its crown to Germany within two years unless action is taken, according to Ernst & Young's annual UK Attractiveness report today.

The report, which analyses inward investment and the attitudes of global investors shows that the UK attracted 679 projects in 2011 creating nearly 30,000 jobs. However, the UK suffered a 7% decline in overall projects, with financial services investment, a traditional source of FDI, dropping by 15%. In contrast, Germany's overall inward investment rose by 15% - leaving it only 2% behind the UK. For the first time in 15 years Germany secured a higher share of manufacturing projects, overtaking the UK in securing investment from Japan. Germany also swept up investment from the BRIC countries, winning twice as many FDI projects from businesses.

UK must maintain its strengths while finding new ones

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DEFENCE OF THE REALM

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Future Approach (1)

- Much stronger and meaningful engagement with the private sector
- More proactive business development ethos to pursue opportunities
- Supporting the private sector in attracting public sector funding

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Future Approach (2)

- **Harnessing HCC development related expertise and resources**
- **Promoting and positioning Hampshire as a location for investment**