


New Aspects of International Exchange

The Sheffield Experience



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Creative Sheffield

SHEFFIELD IS AT THE HEART OF EVERYTHING

Look at a map of Britain – Sheffield is about the most central city on there. It is also well-connected to other cities in the UK as well as the rest of Europe and the world.

AIR LINKS

Sheffield is in the unique position of lying between six international airports, none more than 65 miles away. This makes Sheffield a wonderfully accessible city whether you're visiting for business or just to spend time in this beautiful part of the world.

- Robin Hood Doncaster Sheffield Airport: 20 miles north-east of Sheffield with a range of scheduled and charter flights to Europe and North America.
- Manchester International Airport: 35 miles from Sheffield, the main international gateway outside London can be reached by train in under an hour.
- East Midlands Airport: 47 miles south of Sheffield.

East Midlands Airport services more than two million passengers a year and provides a large number of domestic and European flights.

- Leeds Bradford International Airport: 40 miles north of Sheffield. Leeds Bradford operates flights to the UK and Europe for both business and leisure.
- Humberside International Airport: 60 miles away, Humberside International Airport offers scheduled flights to Scotland and the Netherlands.
- Liverpool John Lennon Airport: 65 miles to the west of Sheffield. Liverpool John Lennon Airport offers scheduled flights to UK destinations and continental Europe.



Eurostar Links

- Paris: 5 hours 30 minutes to the heart of Paris (pick up the Eurostar at St Pancras, London)
- Brussels: 5 hours 20 minutes to the centre of Brussels (pick up the Eurostar at St Pancras, London)

Rail Links and Travel Times

Sheffield is easy to get to via train, with direct routes to and from many of Britain's most important cities.

- London: Direct trains in just 2 hrs
- Manchester: Direct trains in just 50 minutes
- Edinburgh: Trains (many direct) in around 3hrs 30mins
- Bristol: Direct trains in just 2hrs 46mins

Road Links

- North – South: The M1 runs past Sheffield on its route from London to Leeds. The M1 is just a 15 minute journey from Sheffield city centre.
- East – West: The M62 travels from coast to coast between Hull in the east and Liverpool in the west, via Leeds and Manchester.
- Sheffield Supertram: The Sheffield Supertram helps residents and commuters to travel between suburbs, shopping centres, leisure complexes and commercial areas.

Did you know?

Sheffield's Supertram is used by **36,000** people every day

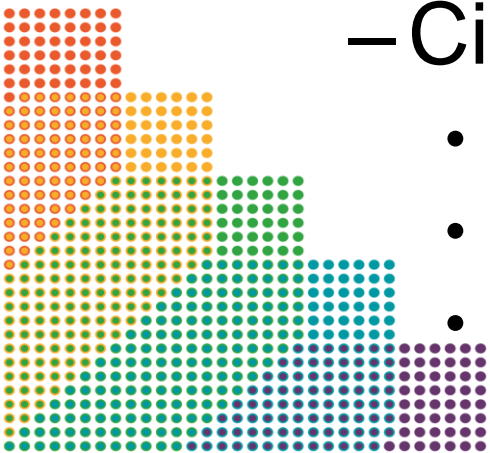


- 4th largest city in England
- Population of over half a million, and growing...
- A diverse city... Black and Minority Ethnic population 15.5% of the total
- A diverse economy



Creative Sheffield

- Set up in 2006 by Sheffield City Council
 - City development company - ‘arms length’
- Goals & targets
 - Inward Investment
 - Regeneration
 - International Strategy
 - City Marketing
 - Trade
 - Talent
 - Tourism



TRADE

- To enhance the business reputation and performance of Sheffield and the surrounding City region.
- To work with Official City Partners to profile the diversity and quality of our existing business base.
- To re-enforce Sheffield's credentials as a highly attractive Investment location, based on labour market, office portfolio and business service offer.
- To re-enforce the value of the Made in Sheffield mark, adding value to exports into international markets.



Global Manufacturing Festival: Sheffield

March 2011
globalmanufacturingfestival.com



16,000 RECRUITMENT CATCHMENT OF OVER 2 MILLION PEOPLE
GRADUATES EVERY YEAR FROM 2 WORLD-RENOWNED UNIVERSITIES

29% SALARY COSTS LOWER THAN LONDON
#1 MOST COST EFFECTIVE MAJOR UK CITY FOR PROPERTY AND STAFF

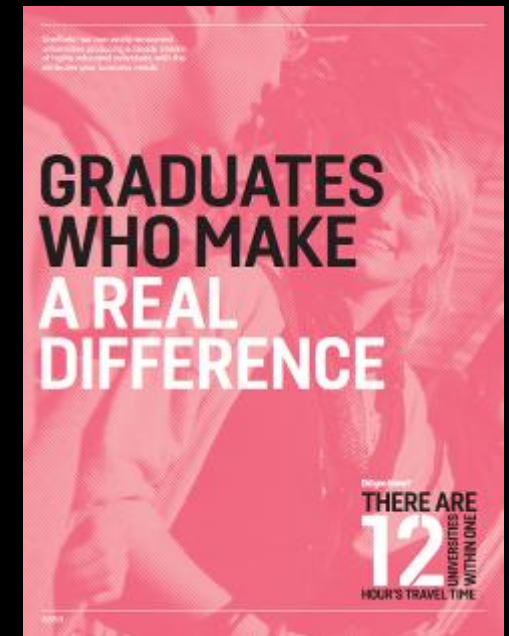
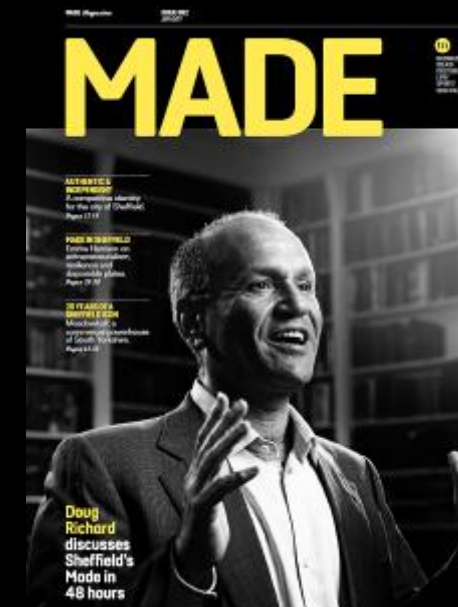
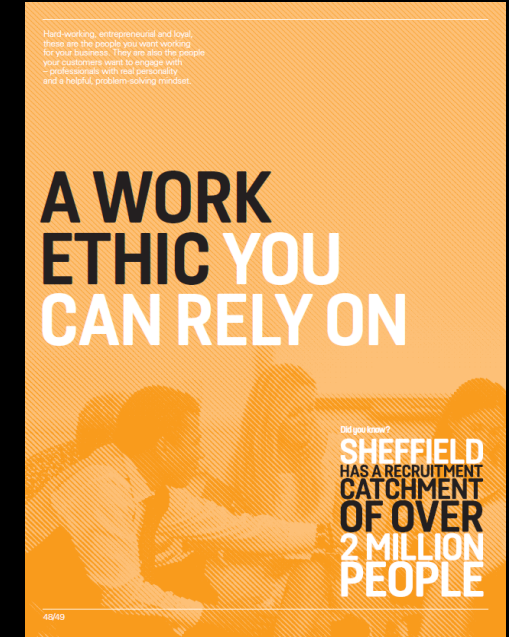
THE MOST FLEXIBLE WORKING CITY IN THE UK

6 INTERNATIONAL AIRPORTS WITHIN 65 MILES
ONE OF THE MOST DIGITALLY CONNECTED CITIES IN THE UK

Sheffield

TALENT

- To work alongside Universities and Employers to retain high value talent within the city.
- To aggregate Career Opportunities, building sufficient critical mass to attract new talent to the city.
- To work with the Local Strategic Partnership to highlight the role of Business and raise aspiration within the city region.



TOURISM

- To maximise the value of the Festival Calendar, increasing short stay tourism and driving occupancy in the city's hotels.
- To drive Sheffield's reputation as a Business Tourism Destination, by attracting key sectoral conferences and high profile events.
- To pro-actively bid for high profile events that will enhance the city's image and create economic value (UK City of Culture 2013, FIFA World Cup Candidate Host City 2018).



Main growth sectors

- Greatest potential to drive productivity/ growth...
 - Advanced manufacturing
 - Low carbon industries
 - Creative and digital
 - Healthcare and medical technologies
 - Greatest potential for job creation...
 - Aviation
 - Tourism
 - Retail
 - Construction
 - Culture leisure and sport
- Supported by professional, financial and business services



Nuclear Advanced Manufacturing Research Centre



Rolls-Royce

One of the most digitally connected cities in the UK



"We relocated from London last year because it was expensive and had poor infrastructure. We chose Sheffield for our European Headquarters because of its fantastic facilities, high-quality workforce and excellent universities."

David Richards, President and CEO at WANDisco

CAPITA

HSBC 
The world's local bank

 **BOEING**[®]

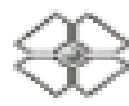


Rolls-Royce

DSG international
bringing life to technology



SHEFFIELD FORGEMASTERS
INTERNATIONAL



irwinmitchell ^{IM}



Gilder Group

Swann-Morton®



B|BRAUN



SIEMENS

V A I



CAPITA HARTSHEAD



FUJITSU

OUTO
KUMPU

TRIBAL



POLESTAR





Sheffield and International Trade

- Low level of internationalisation in Sheffield
- Not enough awareness of international opportunities
- Long term prosperity of Sheffield: companies need to engage in new markets and emerging economies
- Many SMEs struggle to engage in some markets due to cultural, language and legal barriers



International Strategy

- An international strategy that brings investment, trade and opportunities
- A strict economic focus, supporting the growth of our economy
- An approach that recognises the wider role that international connections can have in local communities
- We want to encourage people to understand different languages, cultures and ways of living



Sheffield's International Links

- **Formal Twinning Links**

- Bochum in Germany
- Donetsk in the Ukraine
- Anshan in China
- Esteli in Nicaragua

- **Sister City Links**

- Pittsburgh in USA
- Kitwe in Zambia
- Chengdu in China

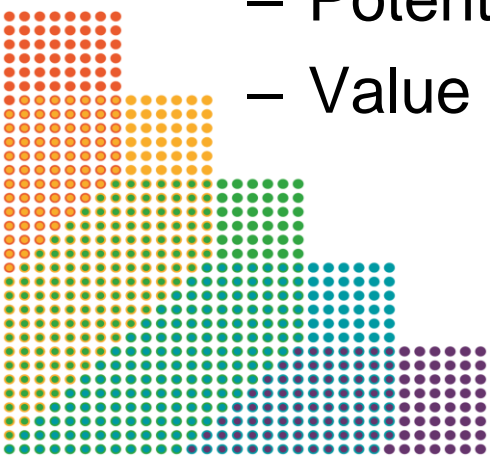
- **Friendship Links**

- Stara Zagora in Bulgaria
- Sheffield in Tasmania
- Sappora in Japan
- Kawasaki in Japan
- Kotli in Kashmir



International Links

- Essential to develop these links further to help Sheffield companies
- Look for a good match in terms of industrial sectors and trade opportunities
- Other factors
 - Existing links – civic, cultural, sporting, educational, business
 - Government policy
 - Potential and opportunity
 - Value for money



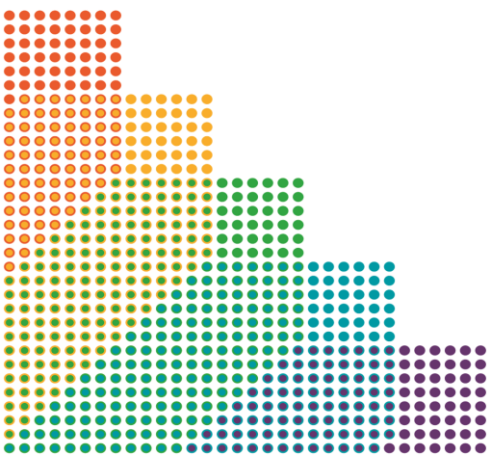
Case Study - Chengdu

- Chengdu-Sheffield links – March 2010
- Trade visit to Chengdu – October 2010
- Funding cuts – no budget!
 - funding for companies – net cost of £825.00
 - management fee – covering admin costs
 - working with partners – EUPIC
 - Residual cost of £230.00
- Leader of the Council – sponsored by SUFC





成都谢菲联足球俱乐部



Results for Businesses

- 1 company has done business as a result of the trade visit
- 4 companies are currently negotiating contracts
- 3 companies have already been back to China and Chengdu to continue discussions
- Just one company do not see potential in the immediate future and one other company needs to make a decision at board level as to their future strategy in China
- HSBC has been talking to a number of companies about account facilities to support their businesses in China



Results for Sheffield

- Mayor Ge of Chengdu
 - 'Sheffield in Chengdu'
- MOU Garden cities
- Chengdu Inward Mission – government, city planning, media and enterprises – 25 delegates
- Sheffield office in Chengdu



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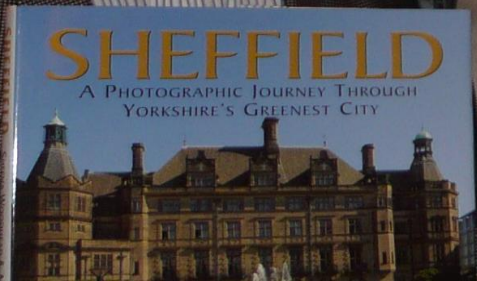
Transforming Sheffield's Economy

Creativesheffield

Creativesheffield is the UK's first ever city development company, charged with delivering Sheffield's economic transformation. Its core activities include: business investment, to support the growth of Sheffield's indigenous business base and attract quality inward investment to the city; city marketing, to achieve a positive shift in the perception of the city by publicising Sheffield's strategic events and promoting the city to the outside world; regeneration, to develop Sheffield's physical infrastructure to internationally competitive standards; and innovation, to create initiatives that will promote the growth of the city's scientific, creative and cultural knowledge base.

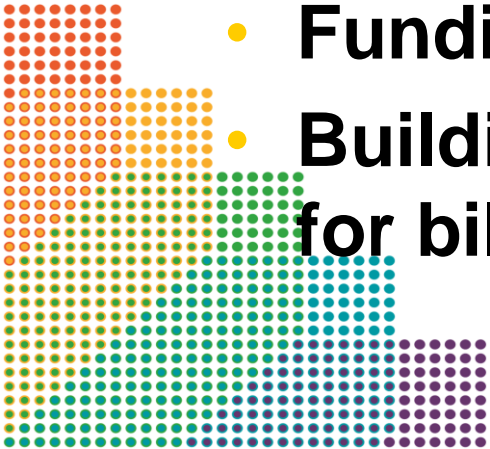
创意谢菲尔德

创意谢菲尔德是英国有史以来第一个城市开发公司，负责促进谢菲尔德的经济转型。它的重大核心活动如下：商业投资，支持本地企业基地的成长，吸引高质量的外来投资；城市营销，通过宣传城市活动以及对外推介谢菲尔德，实现城市观念的积极转变；再生建设，发展谢菲尔德的物理基础设施，实现国际竞争力的标准；创新，通过创建举措，促进谢菲尔德的科学、创意和文化知识基础的增长。



Partners

- **Working in partnership**
 - UKTI Yorkshire & Humber
 - Chamber of Commerce - Sheffield
 - Universities – University of Sheffield & Sheffield Hallam University
 - Schools & colleges – Silverdale School, Sheffield College
 - Professional organisations – legal firms, accountancy
 - SUFC
- **Funding & sponsorship**
- **Building & developing relationships with international partners for bilateral trade and investment**



It is our aim to maximise opportunities, cement our links with other cities and ensure that any international activity impacts positively on the city and its people

Looking forward to developing our business link now with Kawasaki!



Creativesheffield.

Transforming Sheffield's Economy

Regeneration
City Marketing
Investment & Innovation
Skills
Enterprise

ありがとう

