

# UK'S TOP DIGITAL TECH CITY

**Home to the UK's fastest growing regional economy, Manchester has established a strong reputation as an economic powerhouse and a competitive place to do business.**

The city is located at the heart of the UK and has excellent connectivity with Europe and the rest of the world, providing companies with outstanding access to market. Manchester also offers businesses a diverse and sustainable talent pool, 30-40% lower operating costs than in the capital and outstanding quality of life for employees, which has led to 40 of the FTSE 100 having operations in the city region.

For more than 250 years, Manchester has been creating and shaping the future. Birthplace of the

Industrial Revolution and the first stored program computer, Manchester continues to be a place where creativity and technology are jointly driving the next wave of innovation.

The breadth and strength of Manchester's business environment provides endless opportunities for digital and technology companies to collaborate with and sell into non-tech firms that are going through digital transformation. From financial services firms that are collaborating with start-ups and SMEs to improve client services to healthcare providers using AI and data to better predict patient outcomes, as well as manufacturing companies that are looking to tech to improve efficiencies; Manchester offers unrivalled market opportunities.

**BEST UK  
CITY FOR  
BUSINESS**

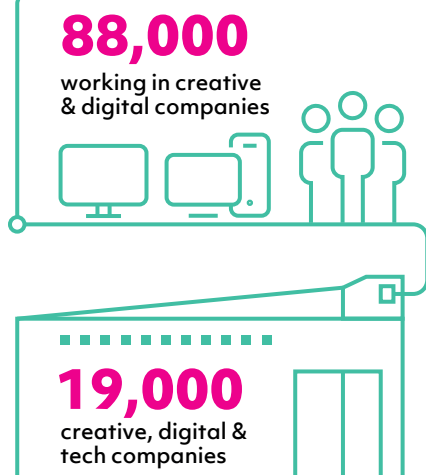
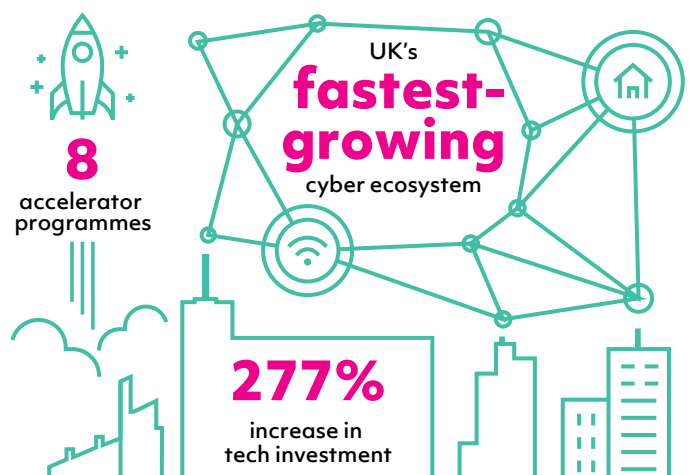
Management Today

**FASTEST  
GROWING  
EUROPEAN  
TECH CITY**

Tech Nation

## CREATIVE, DIGITAL & TECH HIGHLIGHTS

**£5bn** GVA 



## IN GOOD COMPANY



## ECOMMERCE

Manchester has seen phenomenal growth in the number of online retailers based in the city region and it is home to the UK's greatest concentration of eCommerce start-ups as well as five homegrown unicorns including The Hut Group, AO.com and Boohoo. The city region provides access to specialists in front and back-end development, data analytics and marketing and PR and its central location and outstanding connectivity make it easy for eCommerce companies to ship goods nationally and globally and the city; making Manchester the ideal location for eCommerce companies to thrive.



## AI AND DATA

Manchester is leading the way in AI and data, outperforming all other major UK cities (The Data City, 2020). With a large and diverse commercial base where application of AI, big data, data science and analytics is increasing, Manchester provides a wealth of opportunity for AI firms.

## SMART CITIES AND IOT

Manchester's MediaCityUK is home to the UK's first immersive 5G hub and offers a unique and super-connected 'mini-city' environment from which to test and pilot IoT and smart city technologies within. Vodafone's new Innovation Hub provides entrepreneurs and start-ups with access to 5G resources and IoT technology and MediaCityUK's Smart City Accelerator offers innovative companies an opportunity to develop and demonstrate smart solutions for both build and environmental management.

## IMMERSIVE TECHNOLOGIES (AR/VR)

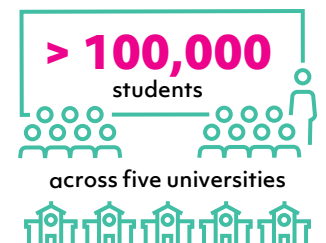
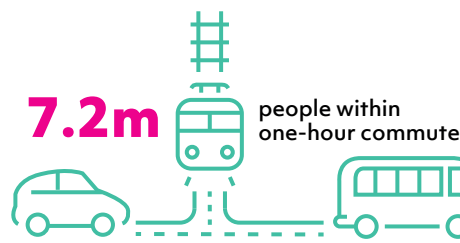
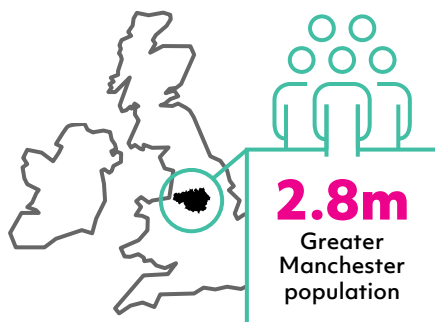
Manchester is a growing hub for augmented and virtual reality, home to several companies within the space that are creating content for a variety of purposes – from gaming, e-learning and training through to marketing, advertising and more.

## CYBER SECURITY

The UK is committed to tackling cyber security and Manchester, home to the nation's fastest-growing cyber ecosystem, is the driving force. Manchester is also home to the UK's government intelligence, security and cyber agency GCHQ – placing the city at the heart of the nation's IT security effort. Manchester has nurtured homegrown digital security companies including Avecto, Hedgehog, NCC Group and Secarma, and has attracted established cyber divisions of global defence companies such as Raytheon, BAE Systems AI and Northrop Grumman to establish itself as a city committed to cyber security innovation and collaboration. Manchester's ecosystem provides access to expertise, research, market opportunity and talent for companies operating in the information security space.



## MANCHESTER KEY FACTS



## GET IN TOUCH

MIDAS, Manchester's dedicated inward investment agency, offers an extensive, free and confidential package of advice and assistance for potential investors and location consultants. MIDAS' services are available to companies of all sizes that wish to relocate to or expand within Manchester.

To find out how we can help you, contact



**Hannah Tracey**  
Head of Business Development – Creative, Digital and Technology

✉ [hannah.tracey@midas.org.uk](mailto:hannah.tracey@midas.org.uk)  
☎ +44 (0)161 237 4470  
🐦 @MIDAS\_CDT /  
🐦 @MIDAS\_MCR  
🌐 [investinmanchester.com](http://investinmanchester.com)

 **MIDAS**  
[investinmanchester.com](http://investinmanchester.com)

 **European Union**  
European Regional Development Fund