



Closing the books on the last financial year, we can all agree that it was a landmark 12 months for Greater Manchester, as we set out new ambitions and embraced significant breakthroughs across investment and business, culture and tourism.

We maintained our position for attracting high levels of foreign direct investment; MIDAS saw a 30% increase in companies choosing Greater Manchester as their first UK location, the highest amount since before the pandemic.

Big things happened in the culture space and the media speculated over whether Manchester was 'on the brink of a new Golden Age' – I'd say the last few months have proved the answer is yes.

Ending the year with two key events; MIPIIM which you can [read more about here](#) and SXSW, which enabled us to maintain momentum with key stakeholders in Austin, Texas, we've sparked new relationships from across the globe, that have huge potential.

We're now preparing to attend UKREiiE next month, which will be another important moment to showcase our strength through collaboration and that the region is well and truly open for business.

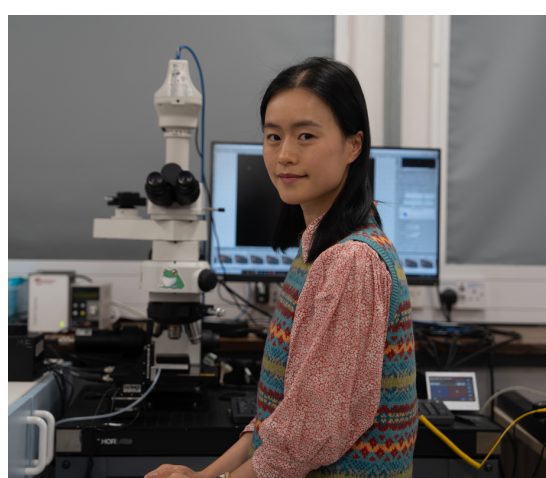
Best wishes,  
**Joe Manning, Managing Director, MIDAS**

## Insights



Manchester makes its mark on MIPIIM with these must-invest projects

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Royal Society Research Fellow in  
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## Events



We are delighted to be attending UKREiiF as part of the official Manchester @ UKREiiF 2024 delegation.

Over the past two decades, Manchester has seen unprecedented growth. Greater Manchester now has a diverse economy, is a leading destination for FDI and a regular feature in global tourism must-visit lists.

[Find out more](#)

## Service Spotlight - MIDAS Partnership



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The public-private MIDAS Partnership has enabled Greater Manchester to build on its success, deliver more investment, create more jobs and firmly cement the city region as one of the world's leading location for foreign direct investment.

The investment into the partnership has enabled MIDAS to implement a new business development strategy, invest in research to futureproof its approach to company targeting and has seen the agency showcase Greater Manchester's offer at a record number of events globally.

[Contact us if you're interested in becoming a MIDAS Partner.](#)

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