



Bringing Business to Scotland - SDI Attracting FDI

October 2011

WHO ARE WE?

- Scottish Development International (SDI) is the specialist inward investment and trade arm of the Scottish Government
- Single point of contact for all international business development needs



ORGANISATION

Scottish Government

SDI

Sales and Marketing

Key Sectors

- Creative Industries
- Energy
- Financial Services
- Food and Drink
- Life Sciences
- Tourism
- Universities
- ICT

Markets

- Americas
- Europe, Middle East, Africa
- Scotland
- Asia

OUR PURPOSE

Foreign investment

• **attract investment and talent which builds on Scotland's globally competitive sectors**

• raise the ambition of more Scottish businesses to think, compete and trade globally

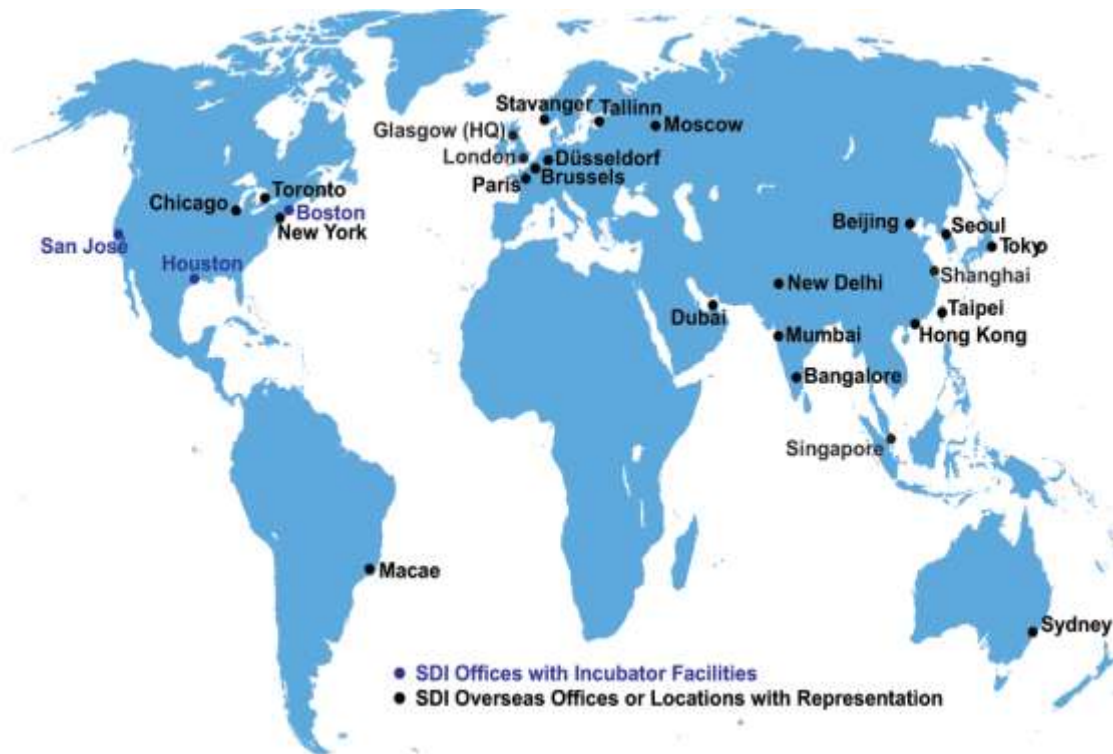
• increase the global competitiveness of the business environment in Scotland.

• enhance Scotland's image globally

International trade



SDI GLOBAL REACH



Background

Started in 1981
Government
agency

People

230 employees in
23 countries
Industry
specialists

Budget

£25.3m

WHERE WE ADD VALUE

We provide a global marketing and sales resource which can help:

TRADE

Identify market opportunities
and provide market intelligence

Strategy Development

Prepare businesses to do
business overseas

Identify business partners
and finance support options

Facilitate connections and
business relationships

INWARD INVESTMENT

Collaboration and risk reduction

Identify staff, training, property and
academia

Identify business partners

Potential financial assistance

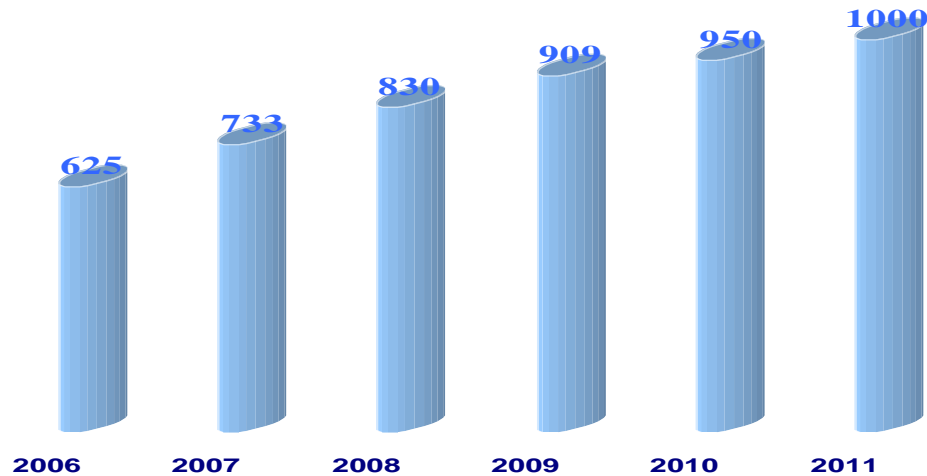
Dedicated aftercare

SUCCESSFUL TRACK RECORD





Scottish businesses supported to internationalise

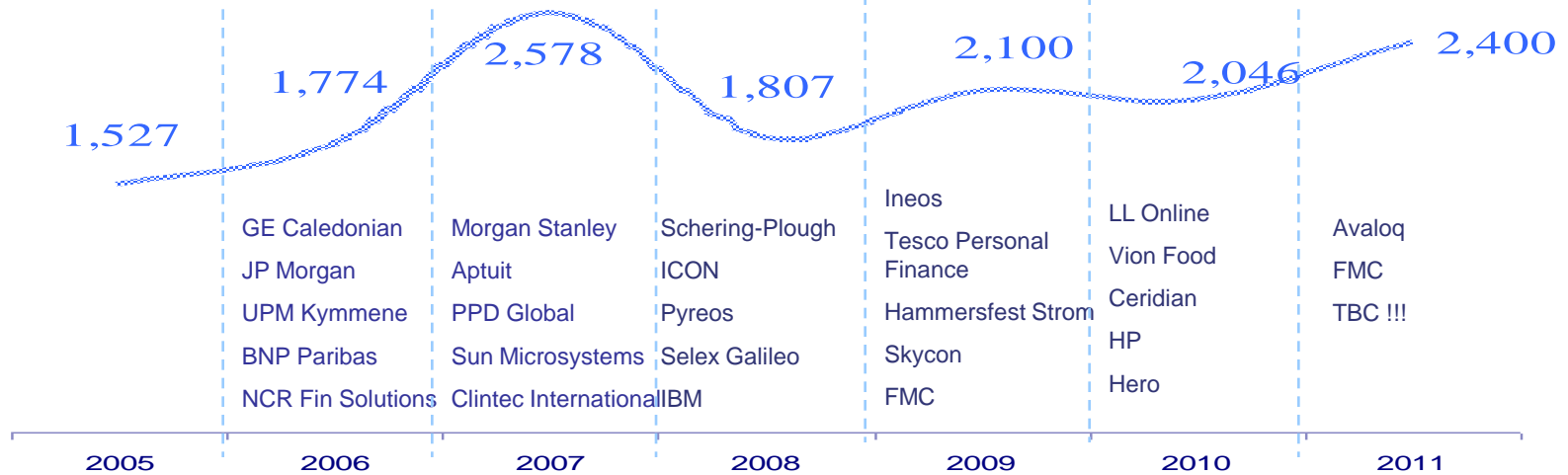


Independent evaluation findings (2010)

- businesses operating internationally have higher productivity, with SDI assisted businesses having 19% higher productivity than those not assisted
- nearly 50% of businesses exposed to new ideas and 90% of these had adopted new ideas
- over 3 years average actual overseas sales attributable to SDI assistance was £101k
- every £1 invested generates an estimate return of £6

VALUE DELIVERED

Attracting foreign direct investment to Scotland



Independent evaluation findings (2010)

- SDI assisted inward investors pay higher wages and have higher labour productivity
- the majority of investors consider SDI to have been important in ensuring their continued presence in Scotland
- the majority of inward investors have increased their product range, R&D investment and geographic markets with SDI playing a significant role in this
- every £1 invested generates an estimate return of £11



Scotland FDI Region of the Future

FT publication twice in the last 4 years

“UK top performing Inward Investment Agency, 2010”

Ernst & Young

**“SDI the world’s most consistently high-performing
investment promotion agency”.**

GDP Global Development Consultancy

Thank You – Questions?