

# INVESTMENT KEY FACTS

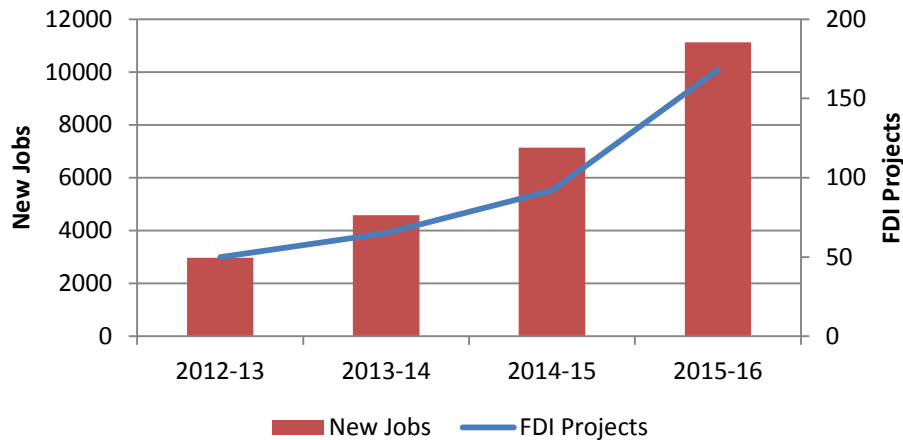


UK Region	Number of FDI Projects	Number of New Jobs
West Midlands	168	11,119
East Midlands	85	3,678
East of England	116	3,280
London	889	24,191
North East	77	2,991
North West	151	7,715
Northern Ireland	33	2,068
Scotland	108	4,178
South East	253	5,507
South West	89	2,434
Wales	97	5,443
Yorkshire and Humber	104	2,992

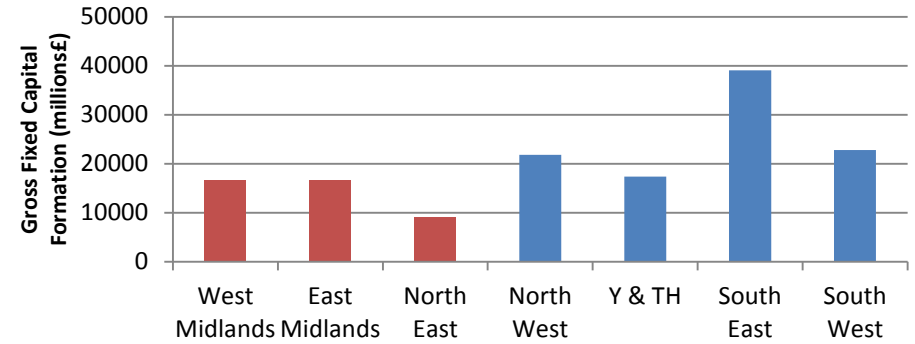
Source: UKTI, 2015-16

In 2015-16, **168 FDI projects** were attracted to the West Midlands, over **3x** the figure for 2012-13

In 2015-16, **11,119 new jobs** were created in the West Midlands, nearly **4x** the figure for 2012-13



Source: EY UK Attractiveness Annual Survey, West Midlands

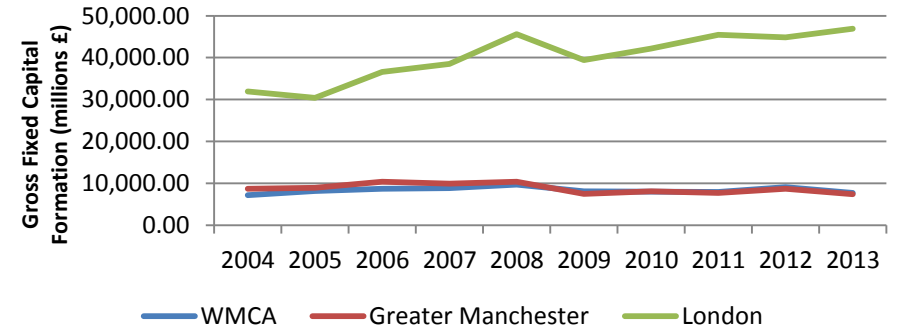


Source: Eurostat, 2013

**Gross Fixed Capital Formation (GFCF)** consists of resident producers' acquisitions of fixed assets include vehicles, dwellings, machinery and equipment)

**GFCF for the West Midlands is higher than the NE, similar to the EM and Y & TH, and lower than the NW, SE and SW**

**GFCF for the WMCA stayed at a relatively constant level between 2004-2013, similar to Greater Manchester. As expected, the figure for London is much higher and increasing**



UK Region	UK identifiable expenditure on services per head, 2014-15
West Midlands	8,683
East Midlands	8,159
North East	9,347
North West	9,197
Yorkshire & The Humber	8,660
London	9,840
South East	7,756
South West	8,295

Source: PESA, 2015