



The South East England Development Agency (SEEDA) is here to help companies from overseas set up and expand their operations in the South East of England. It's mission is to grow the economy, creating sustainable jobs and encouraging technology transfer. To do this SEEDA offers a professional, free and confidential service which aims to save businesses valuable management time and money. SEEDA works in conjunction with UK Trade and Investment (UKTI).

SEEDA has a network of representatives based in eight countries around the world. For further information please contact:

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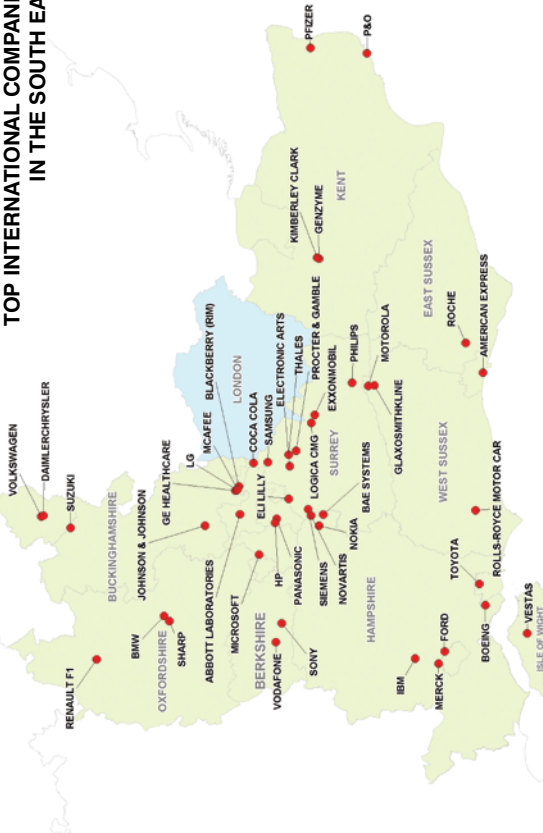
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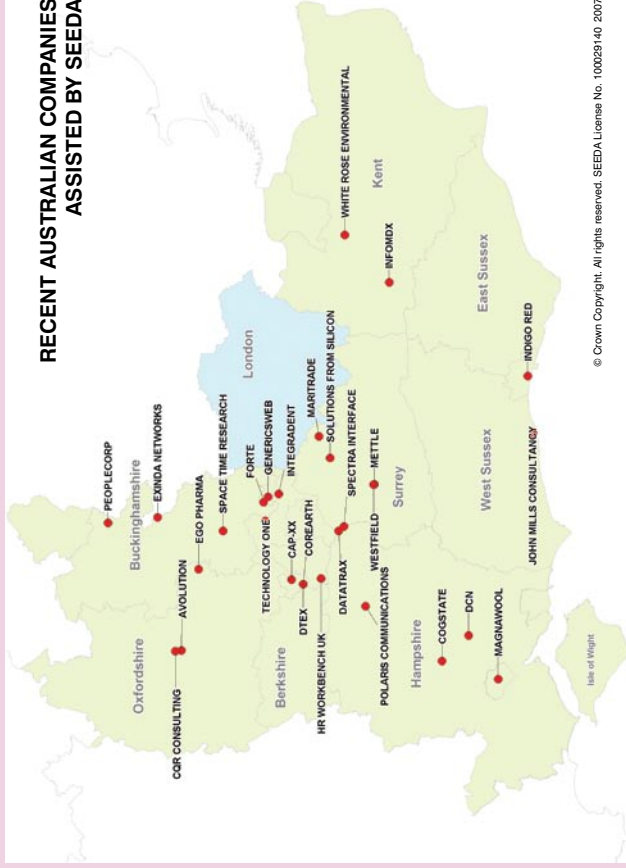
INFRASTRUCTURE

- >> With three international airports, 11 sea ports, 108 motorway junctions, 77 train stations and access to the Channel Tunnel, the South East has one of the most developed infrastructures in Europe.
- >> Most major towns in the South East are connected by rail to central London with a journey time of under an hour.
- >> Heathrow, the world's busiest international passenger airport, is home to over 90 airlines serving approximately 186 destinations. It handles over 67 million passengers and 1.3 million tonnes of airfreight each year (*BAA, 2006*).
- >> It takes 35 minutes to travel through the Channel Tunnel between the South East and mainland Europe. Eurostar trains from Ebbsfleet International rail station in Kent take just over two hours to reach Paris.

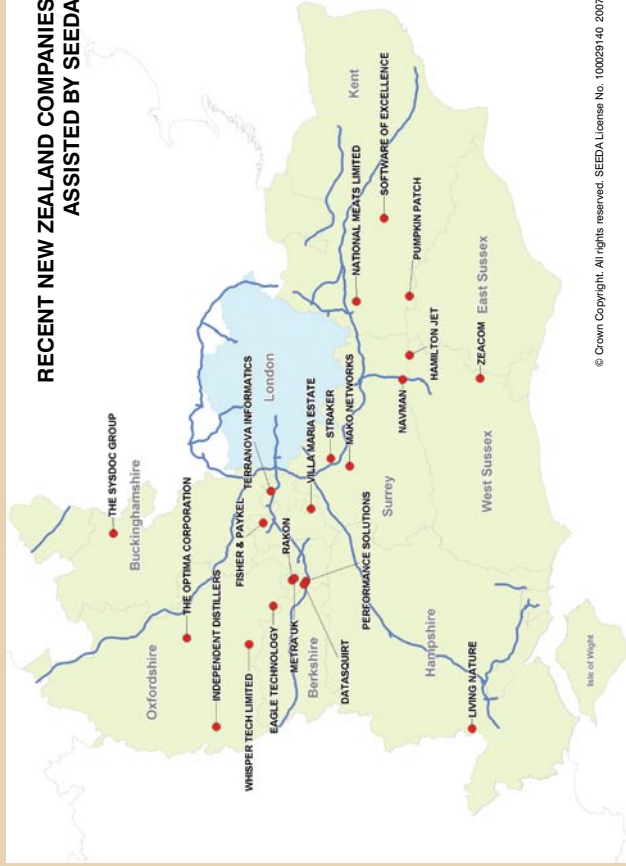
TOP INTERNATIONAL COMPANIES IN THE SOUTH EAST



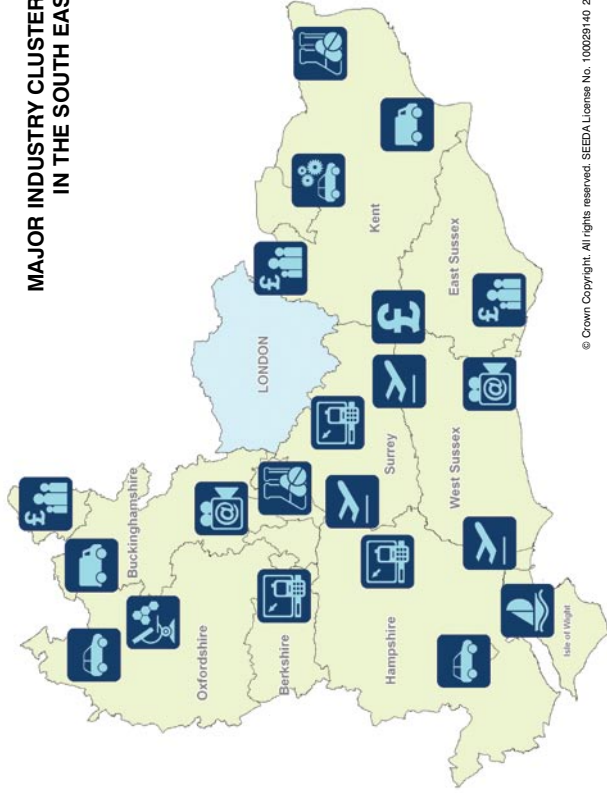
RECENT AUSTRALIAN COMPANIES ASSISTED BY SEEDA

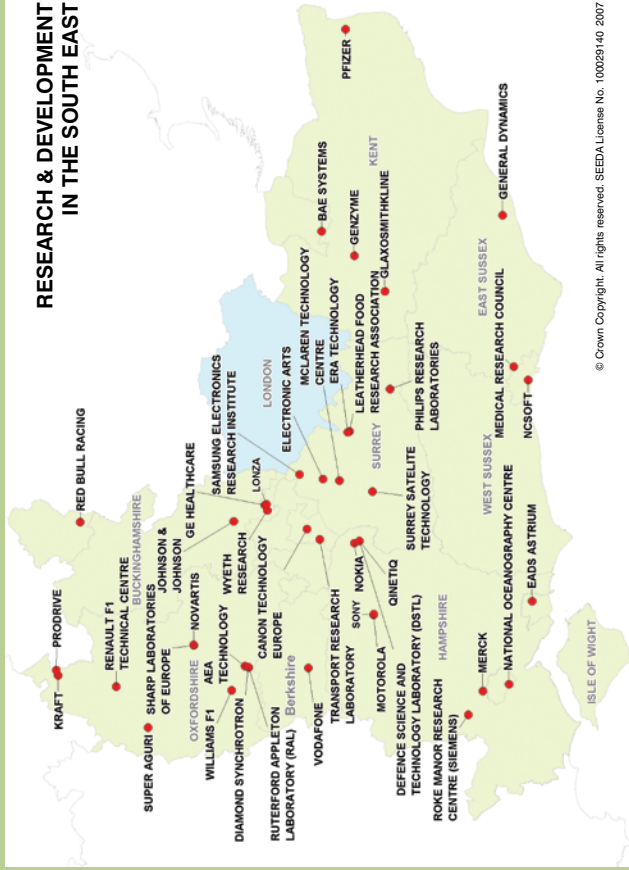


RECENT NEW ZEALAND COMPANIES ASSISTED BY SEEDA

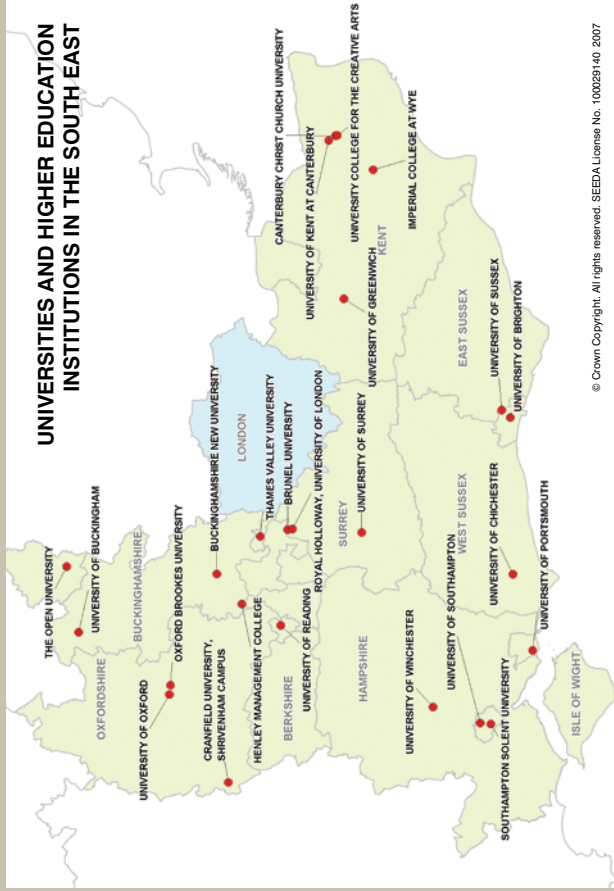


MAJOR INDUSTRY CLUSTERS IN THE SOUTH EAST



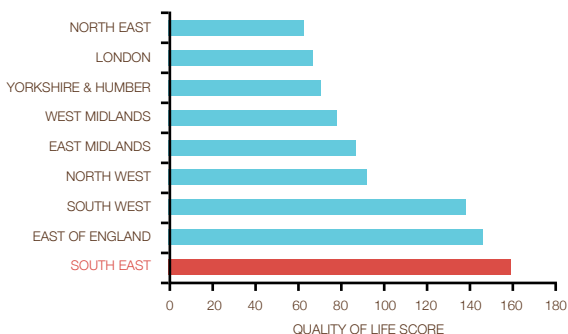
RESEARCH & DEVELOPMENT
IN THE SOUTH EAST

UNIVERSITIES AND HIGHER EDUCATION INSTITUTIONS IN THE SOUTH EAST



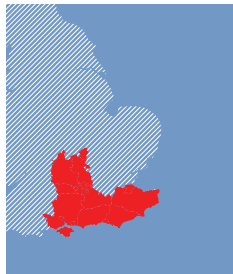
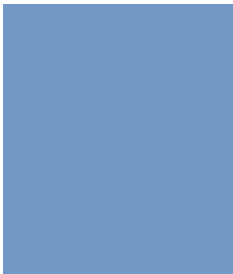
QUALITY OF LIFE

- >> The South East region scores top of a Quality of Life ranking based on local amenities, natural environment, health, affordability, deprivation and crime (Local Knowledge, 2007).



- >> Almost one third of the land in the South East is designated as an Area of Outstanding Natural Beauty (AONB), more than any other region.
- >> The South East has a low crime rate of 91 reported crimes per 1,000 people, compared to 100 across England and Wales.

South East England Facts & Figures



ECONOMY & INDUSTRY

>> The South East economy is worth approximately 386.5 billion AUD.



(Residence based at current prices)

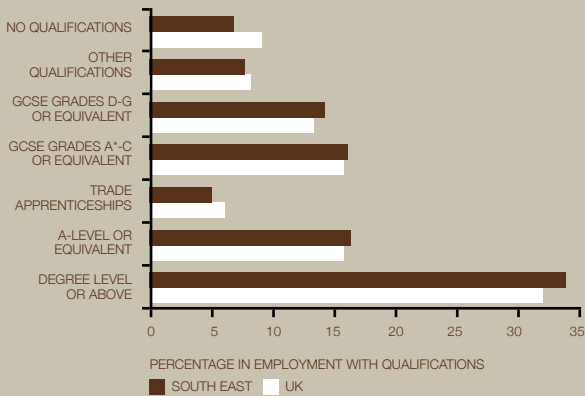
(Exchange rate 1 GBP : 2.18 AUD

– Economist, March 2008)

- >> With a population of 8.2 million and a workforce of 4.3 million, the South East is the largest region in the UK.
- >> The economy grew at an estimated 3.7% in 2007, faster than the UK average (*Experian Business Strategies, 2007*).
- >> There are around 307,000 enterprises in the South East, more than any other UK region (Enterprises registered for Value Added Tax).
- >> The South East is the largest exporter in the UK, with 74 billion AUD of goods moved annually through the ports in the region.

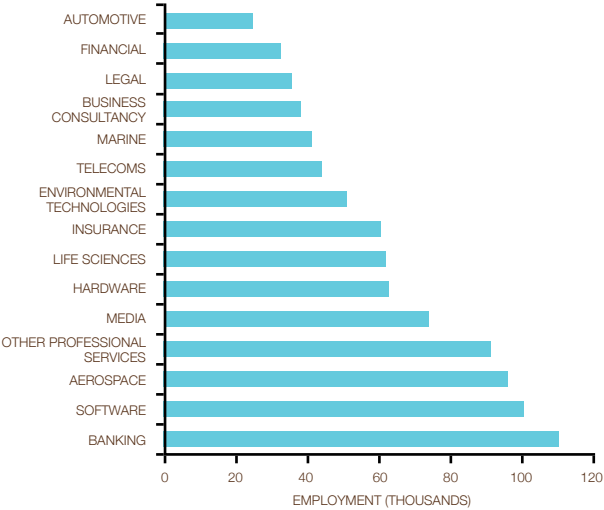
LABOUR FORCE & EDUCATION

- >> The South East has a diverse labour force of over 4.3 million people, the largest regional workforce in the UK.
- >> The labour force is highly educated with 90% of the working age population holding an academic qualification and over one third of the workforce holding a degree.



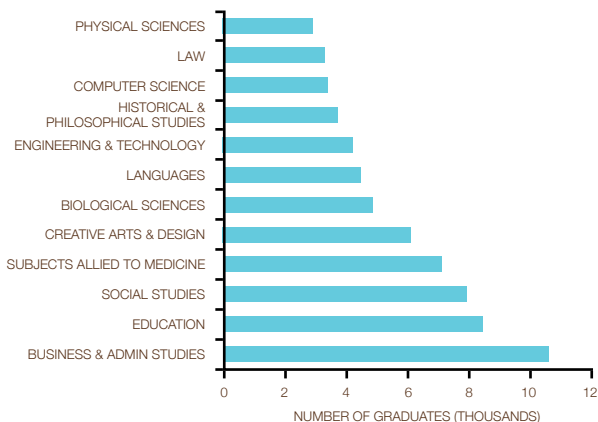
- >> The South East is the leading UK region for IT skills with a fifth of the UK IT workforce. 513,000 adults have technical IT skills and of those 331,000 have advanced programming skills (*Oxford Intelligence UK Location Skills Audit, 2007*).
- >> In addition, 90,000 IT professionals commute into the South East to work in the region (*Oxford Intelligence UK Location Skills Audit 2007*) .
- >> The South East has over 450,000 fluent linguists including 338,000 speakers in the key European languages of French, German, Italian and Spanish, more than any other UK region other than London (*Oxford Intelligence UK Location Skills Audit, 2007*).

INDUSTRY EMPLOYMENT



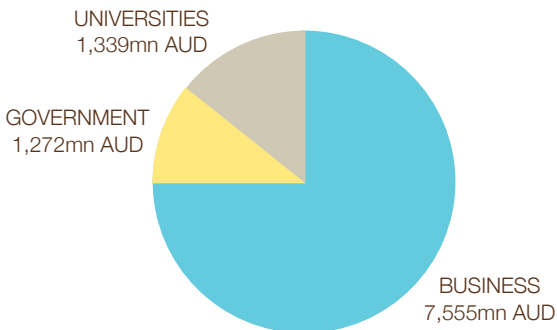
- >> The region is home to 24 universities and higher education institutes, where nearly 282,000 students study including 43,000 foreign students. This includes the University of Oxford, one of the most prestigious universities in the world.
- >> The universities work very closely with business, with over 2,800 research contracts won annually, higher than any other UK region.
- >> The universities have created 77 spin off companies that have survived over 3 years and approximately 80 patents are granted per year.

>> The region's universities and higher education institutes supply over 74,000 graduates per annum.



RESEARCH & DEVELOPMENT (R&D)

- >> 10.2 billion AUD is spent on R&D annually, nearly one quarter of UK expenditure.



- >> South East organisations undertaking R&D employ 45,800 people, which is almost 25% of the UK R&D workforce.
- >> Over 600 patents are granted in the South East annually, more than any other UK region (Patent Office Facts & Figures, 2004-2005).

- >> There are over 430 companies from Australia and New Zealand based in the South East in sectors such as IT and financial and business services (Bureau Van Dijk, 2007).
- >> There are over 50 incubation and enterprise centres in the South East, which offer flexible, cost effective office space and access to business support advisers.
- >> There are seven science parks in the region that provide the opportunity to take advantage of R&D facilities and are located near other technology focused companies.



FAR LEFT: THE DANBY BUILDING, OXFORD
SCIENCE PARK
LEFT: SCIENTIST
WORKING AT SEEDA
ENTERPRISE HUB

RIGHT: SPINNAKER
TOWER, PORTSMOUTH
FAR RIGHT: ROBOTICS
DEPARTMENT,
UNIVERSITY OF
READING
BELOW: WINCHESTER
HIGH STREET



ABOVE: GREEN PARK,
BUSINESS PARK IN THE
THAMES VALLEY
ABOVE RIGHT: THE
DIAMOND SCIENCE
FACILITY, NEAR OXFORD
RIGHT: SUSTAINABLE
HOUSING AT
ROPETACKLE, ADUR

