



Introduction to Scotland / Scottish Development International

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Key Statistics

	SCOTLAND	UK
Land Mass	78,775 km sq.	32%
Population	5,194,000	8.4%
Population Density	67 people/km sq.	253
GVA	£103.8 billion	8%
GVA per head	£20,086	98%
Value of Exports	£20.7 billion billion	8.2%



- SDI is the inward investment and trade agency of the Scottish Government
- Single point of contact for all international business development needs



SDI GLOBAL REACH



Background

Started in 1981

People

250 staff

- Global presence in 24 locations worldwide
- industry specialists
- local staff throughout Scotland

Budget

£23m

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

KEY INDUSTRIES

Creative Industries



Energy



Financial Services



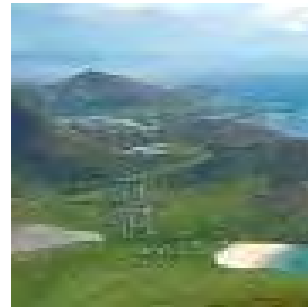
Food and Drink



Life Sciences



Tourism



Universities



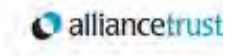
Other Growth Sectors

- Aerospace, Defence, Marine
- Chemicals
- Construction
- Forest Industries
- Healthcare
- Textiles

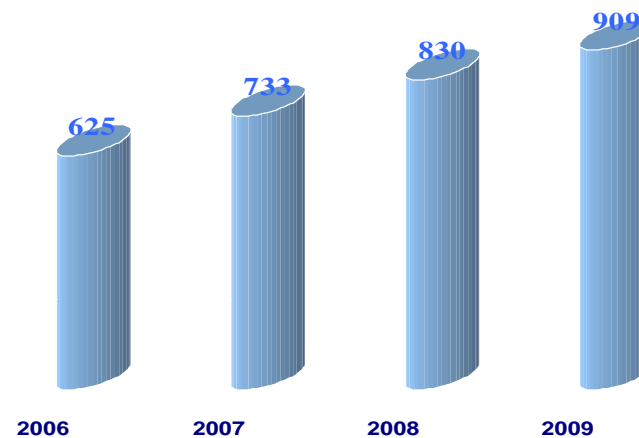
SUCCESSFUL TRACK RECORD



SCOTLAND'S GLOBAL COMPANIES



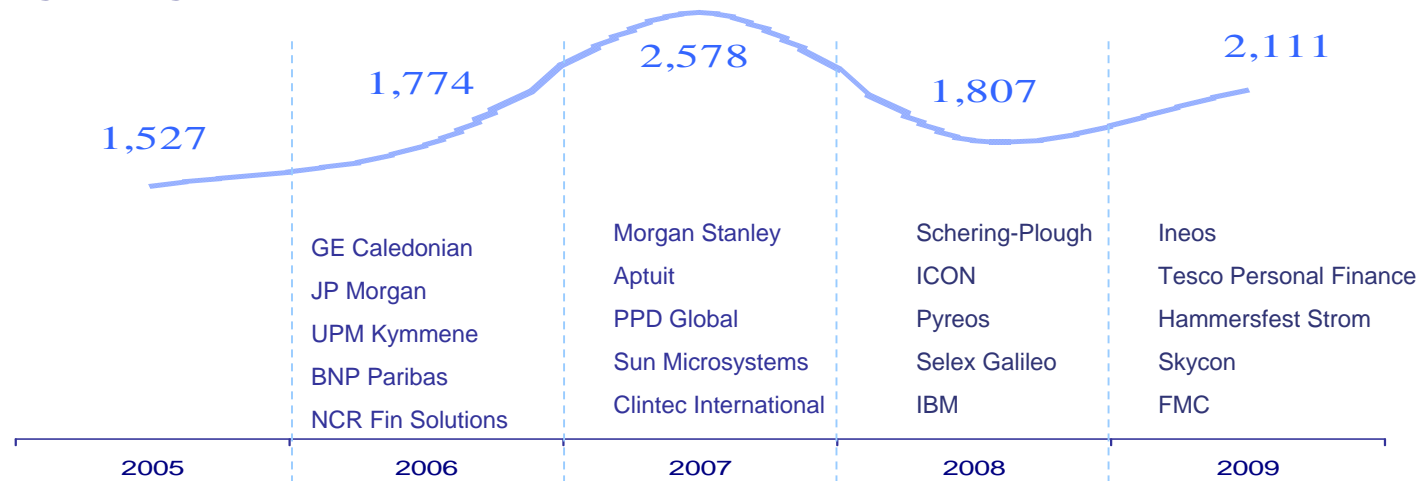
Scottish businesses supported to internationalise



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 estimated return of £6

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 estimated return of £11

SCOTTISH INNOVATION

Just a few of the objects invented in Scotland...

