Welcome to Greater Manchester

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THE GREATER MANCHESTER ECONOMY

- 2.8m people +240,000 since 2000
- 1.3m working in GM +100,000 over next 10 years
- 123,700 businesses
- Over 100,000 Higher Education Students at 4 HE Institutions

Gross Value Added

GREATER MANCHESTER ECONOMY £66bn
WALES ECONOMY £62bn
NORTHERN IRELAND ECONOMY £40bn
ORIGINS OF DEVOLUTION

UK is the most centralised country in Western Europe. MIER (Manchester Independent Economic Review) confirms the economic case for devolution in 2009. The Localism Act allows for the creation of combined authorities (CA), pooling resources and working across a region.

In 2011, the GMCA is created – the first Combined Authority.
Our long-term vision is to become a top 20 global city by 2035.
GREATER MANCHESTER STRATEGY

Let’s make Greater Manchester one of the best places in the world

- Children starting school ready to learn
- Young people equipped for life
- Safe, decent and affordable housing
- A green city for all
- Safe and strong communities
- Healthy lives and quality care
- An age-friendly Greater Manchester

- Good jobs for people to progress and develop
- A thriving economy in Greater Manchester
- World-class connectivity
THE FUTURE OF GREATER MANCHESTER

GREATER MANCHESTER

TO BE RELAUNCHED IN 2020

Greater Manchester
Clean Air Plan
Outline Business Case
The Greater Manchester Internationalisation Strategy
2017 — 2020

1. A Global gateway for the UK and the North
2. A World Centre for trade across our prime and enabling sectors
3. UK magnet for foreign direct investment in our key growth sectors and specialisms
4. A strong portfolio of prime foreign capital investment opportunities promoted globally
5. Strengthened world leading international research capabilities and entrepreneurial talent
6. The best UK destination for International students
7. The world class visitor hub
8. Building the Manchester brand and reputation by telling our story brilliantly to the global audience
<table>
<thead>
<tr>
<th>Priorities</th>
<th>Target</th>
<th>Progress</th>
</tr>
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<tbody>
<tr>
<td><strong>Global Gateway for UK and the North</strong></td>
<td>Increase the number of inbound international businesses from 1.02m to 1.31m by 2020. Increase the number of inbound international tourists from 2.91m to 3.43m by 2020.</td>
<td>Inbound international business visitor number increased to 1.491m in 2017 (+46%). Inbound international leisure visitors increased to 3.822m in 2017 (+31%)</td>
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<td><strong>World centre for trade</strong></td>
<td>Improve our export performance by £900m by 2020 (from £5.35bn (2015) to £6.25bn)</td>
<td>Total GM exports rose by 5% in 2017 to £6.7bn and up another 1% in 2018 to £6.8bn</td>
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<td><strong>UK magnet for foreign direct investment</strong></td>
<td>Increase our proportion of UK FDI from 3.5% to 5%. This would be worth up to an additional £300m investment over the strategy period.</td>
<td>In 2018 the UK FDI consisted of 1,035 projects of which 83 were GM – a 8% share (DIT)</td>
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<td><strong>A portfolio of prime foreign capital investment opportunities.</strong></td>
<td>Secure a minimum additional £1bn FCI during the Strategy period.</td>
<td>The level of FCI investment projects in GM has increased significantly. With FCI investment from China and Hong alone exceeding £6bn</td>
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<td><strong>Strengthened world leading international research capabilities.</strong></td>
<td>Grow the international research reputations of GM universities measured through improvements in university league table rankings</td>
<td>UoM was ranked 27th in the 2020 QS Rankings, up from 29th in 2019 UoS was ranked in the top 1,000 universities worldwide MMU was ranked in the top 800 universities worldwide</td>
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<td><strong>The best UK destination for international students.</strong></td>
<td>20% of students studying in Greater Manchester to be from overseas by 2020 from 15%.</td>
<td>HESA figures for 2018/19 show GM universities with 100,940 students of which 19,695 are international or 19%</td>
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<td><strong>A world class visitors hub</strong></td>
<td>Match UK average growth (12%) by the end of the Strategy period</td>
<td>The GM visitor number uplift from 2013 to 2018 was 38% which is ahead of the UK increase of 16% for the same period</td>
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<td><strong>Building the Manchester brand and reputation.</strong></td>
<td>Monitoring of recognised global city indexes</td>
<td>Our position in the Anholt index rose from 27th in 2016 to 24th in 2019</td>
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*In many cases 2019 or 2020 data is not yet available due to delay in reporting*
STAKEHOLDER ENGAGEMENT

Partly funded/owed by the public sector

Private Sector

Other GM Groups representing the voice of the private sector

Greater Manchester Local Enterprise Partnership

Greater Manchester Chamber of Commerce

International

Embassies and Consulates
Global Networks
Global Cities and Regions

Universities

The University of Manchester
University of Bolton

National Government

British Council
Department for Business, Energy & Industrial Strategy

Department for International Trade
Foreign & Commonwealth Office

Local

Local Communities
Policy Leads


• March 2020 – COVID-19

• April-May 2020 – COVID-19 Impact Assessment on GM International Activity

• May 2020 – International Strategy Refresh is resumed
The Challenge

• COVID-19 is the largest health and economic crisis in over 100 years
• Economic uncertainty and travel restrictions have had a severe adverse impact on GM’s international ambitions including trade, investment, tourism, student numbers and the Airport

The Opportunity

• Review progress to date
• Highlight impact of COVID-19 on GM’s international ambitions
• Re-define GM’s international ambitions and priorities for the new global landscape (short and long)

National and International Developments

2017 to 2020 priorities continue to be important and must be changed to reflect lessons learned and broader socio and economic political changes – Brexit, EU-UK negotiations, 2 general elections and broader geopolitical challenges
MAKING INTERNATIONALISATION DIFFERENT

“Where the world can watch and learn from us about how a growing and productive economy can provide a positive outcome for investors as well as for the planet.” - GM Build Back Better Campaign

A new refresh in the context of:

• The Local Industrial Strategy themes – clean growth, digital, health innovation and advanced materials & manufacturing
• The GM Strategy - Bringing opportunities for all: young and old

Better aligned with recovery programme – skills, employment, business, environment, etc

GM Vibrant and Diverse Communities

The spirit of GM – A global responsible city-region

UN Sustainable Development Goals

An opportunity to link up with the Mancunian diaspora overseas
City Region Diplomacy

- **Increased Global Profile for Greater Manchester** – Significant increase in meeting requests since 2017
- **Changing Landscape and uncertainty** – Driving our own international collaboration to support economic and civic needs

**Global Networks**
- metropolis
- RESILIENT CITIES CATALYST
- OECD
- IUC
- WORLD ECONOMIC FORUM
- C40 CITIES
- Global Covenant of Mayors for Climate & Energy
- Towards an Age-Friendly Europe

**Global Learning – Sharing**

**Global Voice - Policy debates**
- UN75
- W4C Global Network for Age-friendly Cities and Communities

**Policy Leadership**
- Sustainable Development Goals

**Global Partnerships**

**City to City Collaboration**
- To facilitate trade, investment and research
- Enable cluster to cluster collaboration
- To learn and share
- To support local communities and local businesses.
**Vision:** In light of better global benchmarking intelligence, marketing intelligence, COVID and a fast changing international landscape a new international vision will be defined

**Timeframes:** Recognising the uncertainty we face as a result of COVID and EU Exit a high level refresh for Sept 2020 will be published inline with the GMS and Economic recovery followed by a full international refresh in 2021

**Shared Ambitions:** Refresh will support joint ambition and improved coordination of existing GM activity to provide a framework for future international delivery

**Strategic Alignment:** Strategy will consider how it supports the delivery of the LIS, GMS, Economic Recovery plan and provide GM with a framework for international engagement and activity

**Priorities:** 8 existing priorities will remain the same but will be reframed to reflect the updated context. 2 additional priorities - global policy leadership and music/culture/sport/influences will be considered as additional priorities

**Global target markets:** Short and long term priority markets will be considered against new metrics including COVID impact comparison, future trade agreements, alignment to LIS sectors etc

**Implementation and Delivery:** A series of thematic shorter term implementation plans will be developed and embedded within GMCA/partner delivery plans to ensure all stakeholders are actively delivering on their elements of the strategy

**Flexibility:** In light of COVID and EU Transition newly defined ambitions and plans must be flexible to respond to future impacts

**Engagement with Government:** Strategy should be a platform for engaging with Government (BIS, DIT and FCO) to ensure alignment of national and priorities and highlight areas of potential joint activity and development of future policies for the benefit of Greater Manchester
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