



People.  
Planet.  
Prosperity.

Our Giant  
**Ambition.**





# People. Planet. Prosperity.

**People, Planet, Prosperity, is our giant concept for igniting genuine transformation. It is a clear path to improved social and economic wellbeing for everyone in Northern Ireland and our contribution to a sustainable world.**

In the last 25 years, we've come a long way. With the help of our friends we've overcome more than our fair share of challenges. Thank you for visiting, for investing and for staying.

Just take a look at us now... Very exciting things are happening here.

We've created successful global companies and audacious start-ups and we're home to hundreds of international investors. We're delivering NI made solutions to some of the world's most challenging problems.

We're building on our areas of strength and expertise. Our innovators are alive and transforming the future of cyber security, fintech, software, advanced manufacturing, life and health sciences,

creative industries and low carbon technologies, with our distinctive engineering heritage, pioneering R&D and strong entrepreneurial ecosystem.

We have game-changing city and growth deals worth £1.7bn (\$2.05bn) to supercharge investment opportunity, economic growth and tech innovation. Add to that our strategic location, delivering unique access to trade opportunities within the UK and Europe, rapid connectivity and our young, skilled and high-performing workforce... And what we offer is something really special.

After 25 years of peace, we now have a once-in-a-generation opportunity to deliver a lasting prosperity. We know where we want to go and what we need to do, but, we need bold and ambitious acts of support from those who see our potential.

**This is your invitation to be part of real change; a giant opportunity – for our People, our Planet and our Prosperity.**



# People. Planet. Prosperity.

**We've achieved a lot, but even after 25 years of peace and stability, our task of meeting the needs of people and communities who continue to experience the effects of the conflict, is far from complete.**

United in vision, mission and focus, we are at a pivotal moment in time to truly transform the future for lasting, generational change. We have a bold plan for NI as one of the most elite, advanced small economies in the world. A place where everyone will have the best possible opportunities in life with well-paid and fulfilling employment, while transforming and decarbonising our economy.

To get there we will focus on innovation, inclusivity and sustainability. Propelling areas where we already have real strengths. Making catalytic signature projects a reality. Stabilising and transforming public services. Creating higher value jobs and ensuring that the economic gains benefit every person, every business and every place. With the chance to make generational change a reality.

## RECORD EMPLOYMENT LEVELS

Almost 200k net jobs created.  
6pps increase in employment rate.

## SKILLS BASE GOING FROM STRENGTH TO STRENGTH

Increased number of working population with level 2 qualifications.  
Doubling of economically active with degrees.

## GIANT LEAPS IN SUSTAINABILITY

Almost 50% of all electricity consumed is from clean energy.  
Wind, solar, geothermal and potentially biomethane.

# Our USP's

## R&D Excellence

Our deep expertise in research and innovation, through our world-class universities, sets us apart.

## Technical Distinction

We now have an outstanding, global reputation as a hub for leading-edge technologies, particularly in notable emerging sectors such as low carbon technologies and cybersecurity.

## Energised Ecosystems

Our small and connected population means we have ready-made ecosystems. We get things done quickly and in a collaborative way.

## Sustainability Heroes

We are green disruptors. Almost 50% of our electricity comes from renewable energy.

## High Performance Workforce

We've one of Europe's youngest populations, more than a third of working age are university educated and our labour turnover is very low.

## Entrepreneurs & Innovators

Our culture of discovery and can-do attitude puts us in pole position for entrepreneurial impact.

## City and Growth Deals

Our game-changing city and growth deals worth £1.7bn (\$2.05bn) to power investment opportunity, economic growth and tech innovation.

## Connected and Unique

We are uniquely positioned for dual market access into GB and Europe. We've next-gen telecoms with 100 gigabytes per section telecoms link to Europe and the US.



# Our Strengths

We **lead the pack in fintech and cybersecurity**, attracting major global investors. It's why we are the #1 investment location for US cybersecurity firms. We are a top 10 FinTech cluster in the UK, a top 3 FinTech location for the future and the world's top destination for financial technology investment projects.

Our **software sector is thriving**, employing c23,000 people in high paying jobs across some 2,200 companies. As for location, Belfast has the title as the best place in the UK to work as a software developer.

We have a **cutting-edge advanced manufacturing sector** comprised of over 5,500 businesses contributing over \$13.2bn to the local economy and around \$7.5bn in export activity.

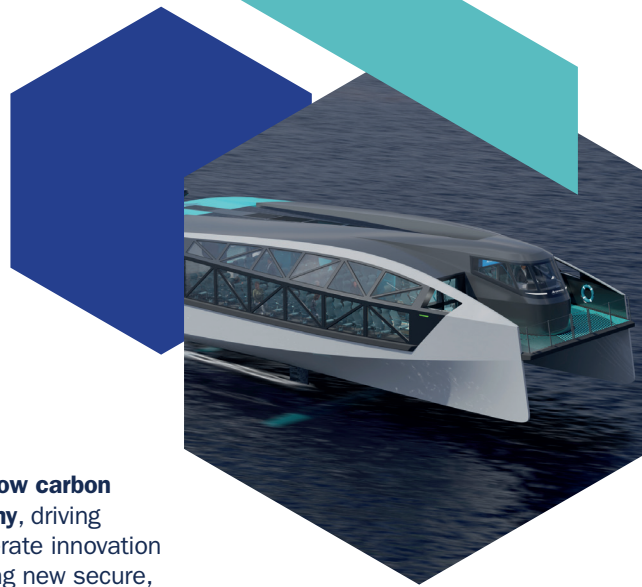
Our **world-class creative industry** and facilities for commercial film production – including a \$90m investment into a dedicated virtual production complex – has made us the location of choice for some of the most celebrated movies and TV shows.

We have **world-leading capabilities in life & health science** across precision medicine, biotech and pharma, clinical trials and diagnostics, with the sector accounting for 7% of total global exports.

We are **innovators in low carbon and the green economy**, driving partnerships to accelerate innovation and adoption, delivering new secure, affordable and scalable energy sources. We are already undertaking disruptive R&D into green hydrogen potential.

Our **entrepreneurial ecosystem** supports these areas of strength, through collaboration and deep expertise from the R&D centres of excellence in our universities. Queen's University, Belfast is ranked no.1 in the UK for its entrepreneurial impact.

We've an **emerging agri-tech** sector helping to drive our export orientated agri-food sector, utilising engineering and technology solutions to improve and sustainably manage production.



# Our Giant Ambition

**We want to be more than self-sufficient. We want to be one of the most elite, advanced small economies in the world. A place where everyone will have the best possible opportunities in life with well-paid and fulfilling employment, while transforming and decarbonising our economy. Our Ask:**

## One

Support our indigenous companies through venture capital and trade access opportunities.

## Two

Deliver strategic FDI and joint partnerships in key sectors.

## Three

Invest in catalytic funds which are long-term and transformative.

## Four

Build strategic government partnerships with us, as a testbed for new technologies.

## Five

Develop research collaboration and partnerships with our key sectors.

## Six

Enable our people and expand our expertise through leadership fellowships and strategic government appointments.

For those of you who have already joined us on this journey, we remain committed to supporting your growth and aspirations by further investing in our people, our skills and tech, just as you continue to support our communities, sustain our economy and enhance our international standing.

For those of you yet to join us, this is your chance to be part of real change. A giant opportunity.

**For our People, our Planet and our Prosperity.**



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To find out more please contact:

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