

# Foreign Direct Investment in London

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- The benefits of FDI
- London – number 1 city in Europe in which to locate a business
- The London Development Agency's support for FDI activities

Include:

- Increased output and employment from new investment
- Tax revenues
- Brings new technology, know-how and innovation to host economy
- Improved trade – overseas investors tend to be more export oriented than domestic competitors
- Increased competitiveness – improvements in business dynamics

# London – Number 1 city in Europe in which to locate a business

Top rated European city<sup>1</sup> overall once again in 2008

Rated number 1 for:

- access to markets
- the availability of qualified staff
- international transport links
- internal transport links
- telecommunications factors
- languages spoken

<sup>1</sup>Cushman & Wakefield European Cities Monitor 2008

# The London Development Agency's support for FDI activities



- We are the Mayor's agency responsible for driving London's sustainable economic growth. It's our job to ensure that London remains a global success story.
- The LDA provides the overall strategic and policy framework for managing and delivering services to secure inward investment, business growth and trade development across London.
- Working with key partners to deliver for London
  - Think London
  - UK Trade & Investment
  - The Corporation of London
  - Sub regional partners and London boroughs

Thank you

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