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LEP helps showcase Gloucestershire as a world-class business opportunity

Gloucestershire will be showcased as a world-class business opportunity after Gloucestershire's Local Enterprise Partnership strengthened its links with the Government department for UK Trade & Investment.

Economic development company GFirst, which drives the Local Enterprise Partnership has signed a Memorandum of Understanding with the department responsible for co-ordinating foreign direct investment across the UK to promote the county as an outstanding area for business opportunity and potential overseas investment.

Diane Savory, Chair of the Gloucestershire LEP said "This agreement will allow us to access support from UKTI to showcase Gloucestershire as a world-class business location, and to highlight to their global team of international advisers, the fantastic opportunities that exist within the county for new investors."

Martin Phelan, Director of Investment, UK Trade and Investment said: "Foreign companies seeking to locate and grow their business in the UK will now have a clear point of entry to the government's inward investment support and a single pathway right through to the local level.

"We will also work to jointly support the growth of existing investors within the LEP area. This will include offering an initial point of contact, connecting into larger networks, championing their needs locally and nationally, and seeking to identify opportunities to expand the business in that area."

UKTI will be working with the Invest in Gloucestershire team, a service which is provided by the Innovation & Investment Team at GFirst. The agreement will also highlight a central point of contact within GFirst for both UK and overseas investment enquiries.

Jenny Pitcher, Investment Manager, at GFirst added: "This is a real opportunity to develop the Invest in Gloucestershire brand, both with UKTI and with many of the senior business leaders who have already pledged their support to promote Gloucestershire as a business and tourism destination. Potential investors can already register their interest and receive support at www.investinglos.com and now we will be maximising this opportunity by developing complementary marketing material for use both in the UK and overseas."

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Notes to editors

About UK Trade & Investment

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. It also helps overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. For more information on UKTI, visit www.ukti.gov.uk.

For more information call Sarah Webb at GFirst on 01452 328315.