

Edinburgh Inspiring Business

An ability to keep attracting investment to a diversifying economy will be Edinburgh's strength in uncertain economic times, says **Graham Birse**, Deputy Chief Executive of Edinburgh Chamber of Commerce.



Over recent years, positive reports about our capital city have come along with the frequency of our excellent bus services. With a GVA (Gross Value Added) figure of £28,432 per head – meaning, in simple terms, how much value the average citizen adds to the economy – we are ahead of London, suggesting this is the best place in the UK to do business.

Elsewhere we have seen Scotland's capital rated as number one gateway to Scotland for tourism, and second only to London as destination of

choice, best place to live and work, and various other categories of award to put a shine on the City's reputation. And then came the credit crunch and the winds of global change that have been felt throughout the financial services sector, a key driver of Edinburgh's success.

Maintaining potential

As the economic challenges unfold, how has Edinburgh's potential been affected? The city's aspiration to be the leading capital of Northern Europe still has the majority of its key attributes, which are envied