



**M**IDAS plays a key role in raising the Gross Value Added (GVA) of Manchester through increasing levels of private sector investment and innovation, raising productivity and supporting job creation.

These objectives are achieved through targeting key markets and sectors. MIDAS also provides a comprehensive, confidential and free package of advice and assistance for potential investors and location consultants. Services are available to national and international companies that wish to relocate to, or expand within the Manchester City Region.

## Priorities for Manchester

MIDAS business development work corresponds to the Regional Economic Strategy and the city region priority sectors, with the team structure focusing on:

- Financial and Professional Services
- The Creative, Digital, Media and ICT industries
- Public Sector Relocation
- Outsourcing
- Aviation and Supply Chain
- Advanced Manufacturing
- Food and Drink Manufacturing and Processing
- Transport and Logistics
- Life Sciences and Biomedical
- Strategic Retail and Leisure/Hotels
- Shared Service Centres
- Data Centres

## Manchester: an international showcase

MIDAS also promotes Manchester as a leading European business location, setting the city region in its context as being part of a blossoming Northwest economy and positioning Manchester as an alternative for businesses to London and the Southeast.