

In 2007 the NWDA launched the new regional Business Link Northwest service (see page 36), providing a more efficient, consistent and high quality business support service to businesses across the Northwest, including a large number of specialist brokers in the region's key sectors. Business Link Northwest is a one-stop, free to use business support service for the region.

## Enhancing quality of life

Greater Manchester does not just have a reputation as a leading business location, it is renowned for its excellent quality of life which continually attracts people to live, visit and invest in the sub-region. With its lively cosmopolitan atmosphere and enviable mix of multicultural attractions, the city can also claim an impressive track record in hosting major events which attract thousands of visitors every year.

In 2007 the city hosted the inaugural Manchester International Festival, featuring a series of high profile, large-scale new commissions from the world's leading artists in music, film, theatre, visual arts and creativity. The biennial event was declared a huge success, highlighting Manchester's leading reputation for arts and culture.



**Did you know?  
The MediaCityUK development  
is scheduled to generate £1bn  
for the regional economy and  
create jobs for over 15,000  
people once complete.**



**Did you know?  
The new Kingsway  
Business Park in  
Rochdale is expected  
to generate up to  
£350m to the regional  
economy and  
over 7,000 jobs**



To complement Liverpool's Capital of Culture celebrations, the city is celebrating Manchester World Sport 08, the biggest year of world sport in Manchester since the Commonwealth Games in 2002, which will see the city hosting major international sporting events including the ninth FINA World Swimming Championships, the UCI Track Cycling World Championships and the Hi-Tec World Squash Championships. The unique programme of events is set to bring an additional £50m in visitor spending to the Northwest's economy.

Manchester's sustained regeneration will continue to make a real difference to the economic development of England's Northwest and has the potential to increase its contribution to the national economy. Working in partnership with a range of public and private sector organisations as well as local communities, the NWDA will continue to spearhead the area's economic development and create real and sustainable benefits for everyone in the Northwest.

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