

Dubai Advantage Conference

Hosted in partnership with:
Dubai FDI

21st June
9am

Dundee
& Angus
CHAMBER OF
COMMERCE



مؤسسة دبي
لتنمية الاستثمار
DUBAI FDI



Welcome

Alison Henderson, CEO
Dundee and Angus Chamber of Commerce



Dundee
& Angus
CHAMBER OF
COMMERCE



مؤسسة دبي
لتنمية الاستثمار
DUBAI FDI



#DubaiAdvantage

Speaker 1

John Alexander, Head
Dundee City Council



Dundee
& Angus
CHAMBER OF
COMMERCE



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لتنمية الاستثمار
DUBAI FDI




#DubaiAdvantage

Invest in
DUNDEE

DUNDEE
ONE CITY, MANY DISCOVERIES



WELCOME TO DUNDEE

 @InvestDundee

InvestInDundee

DundeeIsNow

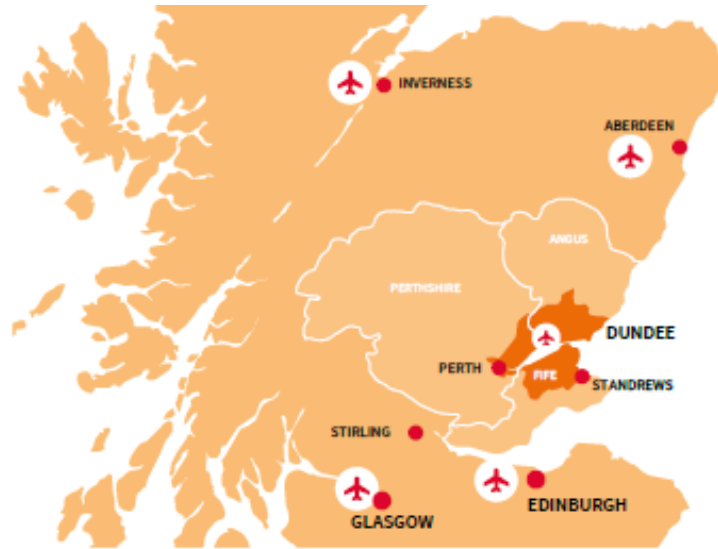
Invest in

DUNDEE



STRATEGIC LOCATION

TRAVEL TIMES 90% OF SCOTLAND'S POPULATION IN A 90 MINUTE DRIVE-TIME



SCOTTISH CONTEXT

DUNDEE'S CENTRAL LOCATION MAKES IT IDEALLY SITUATED TO SUPPORT BUSINESSES

REGIONAL CONTEXT

DUNDEE'S IS PART OF THE WIDER TAY-REGION WITH A POPULATION OF ~ 490,000

Travel Times (mins)		
Aberdeen	80	73
Edinburgh	85	72
Glasgow	91	81
Manchester	287	289
Birmingham	353	342
London	479	344



DIRECT TRAINS TO LONDON IN UNDER 6 HOURS
REGULAR SERVICES TO EDINBURGH, GLASGOW & ABERDEEN
TRAVEL TO EDINBURGH HAYMARKET IN 62 MINUTES



FLY TO LONDON CITY IN A LITTLE OVER AN HOUR.
AND DIRECT FLIGHTS TO BELFAST AND SHETLAND



PORT OF DUNDEE IS A THRIVING COMMERCIAL & CRUISE PORT



TRAVELLER
**THE
COOL
LIST**
2019

lonely planet

VOGUE

GQ

THE WALL STREET JOURNAL.
WSJ

CNN

Bloomberg



United Nations
Educational, Scientific and
Cultural Organization

The
Guardian



THE SUNDAY TIMES

iNews



WE CONTINUE TO BE AN ATTRACTIVE DESTINATION FOR COMPANY INVESTMENT & GROWTH



Social Security Scotland
Tearainteachd Shòisealta Alba



CENTRAL WATERFRONT PROGRESS



CENTRAL WATERFRONT:

- SOCIAL SECURITY SCOTLAND HQ
- 8/9 NEW UNITS LET
- 10 YEAR LAND SUPPLY FOR RESIDENTIAL AND COMMERCIAL
- 30-YEAR, £1BN OF INVESTMENT
- UP TO 1000 JOBS CREATED BY END OF 2021



NEW CIVIC SPACE:

- SLESSOR GARDENS – LARGEST NEW CIVIC SPACE IN SCOTLAND AND NEW PAVILION CAFÉ DEVELOPED
- WATERFRONT PLACE – INCL. NEW URBAN BEACH, INTERACTIVE PLAY AREA, DUNDEE CYCLE HUB



RECENT DEVELOPMENTS:

- 5G TESTBED & FREE PUBLIC WIFI
- WHALE SCULPTURE
- EMBARK E-BIKES
- SITES 1,19 AND 20 ON SITE

FUTURE DEVELOPMENTS:

- NLAE E-SPORTS ARENA – SITES 10 & 11
- SITE 6 NEXT PHASE DCC
- TAY CITIES DEAL DIGITAL HUB



Tay Cities Deal: Digital & Innovation Investment



CYBERQUARTER - ABERTAY

- £11.7M OF INVESTMENT
- ESTABLISHING AN INNOVATION HUB
- SECURE CLOUD COMPUTING INFRASTRUCTURE
- R&D FUND



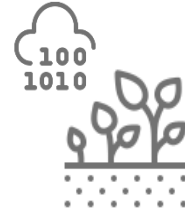
5G

- £2M TO SUPPORT 5G USE CASES
- UTILISING DUNDEE 5G TESTBED
- LINKS TO ABERTAY UNIVERSITY TECHNOLOGY



DIGITAL SKILLS INVESTMENT

- £4M FUNDING TO DEVELOP DIGITAL SKILLS
- FOCUS ON HIGHER LEVEL SKILLS
- DELIVERY PROGRAMME CURRENTLY BEING DEVELOPED



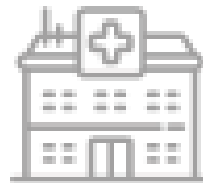
JAMES HUTTON INSTITUTE

- £62M OF INVESTMENT
- ADVANCED PLANT GROWTH CENTRE
- INTERNATIONAL BARLEY HUB



JUSTTECH – UNIVERSITY OF DUNDEE

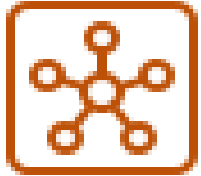
- £15M OF INVESTMENT
- THE FIRST FORENSIC SCIENCE RESEARCH CENTRE IN THE UK
- ESTABLISHING AN INNOVATION HUB



TAY CITIES BIOMEDICAL CLUSTER

- £25M OF INVESTMENT
- INNOVATION HUB
- MEDTECH TESTING & DEVELOPING EMERGING MEDICAL TECHNOLOGY & ITS CLINICAL ADOPTION

LIFE SCIENCES & HEALTHCARE



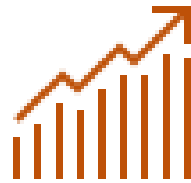
3 RESEARCH PARKS
SITUATED NEAR KEY
SITES



THE UNIVERSITY OF DUNDEE
HAS ONE OF THE HIGHEST
CONCENTRATIONS OF LIFE
SCIENTISTS ANYWHERE IN THE
UK – OVER 900 RESEARCHERS
FROM OVER 50 COUNTRIES



NINEWELLS HOSPITAL
ONE OF THE LARGEST
TEACHING HOSPITALS
IN EUROPE



AVERAGE OF ONE
SPIN-OUT / START-UP
COMPANY PER YEAR
SINCE 2000

PROJECTS – TAY CITIES DEAL:

- £62 million James Hutton Institute to deliver world-leading barley research and advanced plant research facilities
- £25m for growing the Tay Cities Biomedical cluster – aims to create 250 new jobs and £175M for the local economy by 2033

LIFE SCIENCES & HEALTHCARE



COMPUTER GAMES



DUNDEE COMPANIES HAVE PRODUCED ICONIC GAMES SUCH AS: LEMMINGS, GRAND THEFT AUTO, HALO & MINECRAFT AND EMPLOY OVER 500 PEOPLE



£11.5M R&D CENTRE FOCUSED ON GROWING THE GAMES CLUSTER. FOCUS ON CREATIVE EXPERIMENTATION & COLLABORATION



ABERTAY UNIVERSITY 1ST IN THE WORLD TO DELIVER A COMPUTER GAMES DEGREE. RECOGNISED IN PRINCETON REVIEW 2020 AS BEST IN EUROPE (6TH YEAR)



OUTPLAY ENTERTAINMENT ARE RECRUITING **30 NEW STAFF** WITH 2 NEW GAMES TO BE LAUNCHED IN SPRING 2021

Recent Highlights:

- Abertay University's new Emergent Technology Centre opened
- Rockstar Games rebrand of Ruffian Games as Rockstar Dundee

Planned Developments:

- NLAE E-Sports Arena
- Abertay University proposing a new E-Sports degree programme, Dundee & Angus College also developing new programming

COMPUTER GAMES



DIGITAL & CYBER SECURITY



DEVELOPMENT OF 5G TESTBED IN CENTRAL WATERFRONT AND CITY CENTRE PUBLIC WIFI



ABERTAY UNIVERSITY NAMED 1ST UK CENTRE FOR EXCELLENCE IN CYBER SECURITY IN SCOTLAND



KEY DIGITAL COMPANIES LOCATED IN THE CITY E.G. WARACLE – SCOTLAND'S LARGEST APP DEVELOPER



2000 PEOPLE EMPLOYED IN THE SECTOR, OVER 700 SOFTWARE ENGINEERS, AVERAGE SALARY IN REGION OF £40,000

Current Projects:

- City Fibre installation underway
- 5G Testbed & Public WiFi
- CyberQuarter - Abertay
- JustTech - University of Dundee
- Embark/FNZ Fintech Accelerator

Proposed Projects:

- 5G Hub & Test Case Pilots
- TechScaler Dundee
- Future property investments
- TCD Skills/Upskilling Programme

DIGITAL



LOW CARBON, ENERGY & SUSTAINABLE MOBILITY



DUNDEE IS LEADING THE WAY IN THE INSTALLATION & INTEGRATION OF EV – OVER 200 CHARGING POINTS , 170 COUNCIL VEHICLES, 134 EV TAXIS, 12 ELECTIC BUSES & 150 E-HIRE BIKES



DEVELOPMENT OF SECTOR CLUSTER FOR OFFSHORE WIND ACROSS THE REGION – SUPPLY CHAIN DEVELOPMENT, TRAINING ETC.



FORTH PORTS INVESTED £40M IN FACILITIES TO FUTURE PROOF THE PORT OF DUNDEE FOR OFFSHORE WIND & DECOMMISSIONING

MSIP - 12 TENANTS NOW ON SITE AND FURTHER 6 READY



Recent Highlights: MSIP hosting first low carbon/sustainable mobility Accelerator programme

- MSIP supporting 8 companies seeking to develop zero emission alternatives for small scale off-grid, mobile or temporary energy provision
- Dundee City Council securing an additional £1M to develop their 4th EV charging hub and install on street charging facilities
- Assembly programme for NnG offshore turbines commenced at Port of Dundee in March 22

LOW CARBON & ENERGY

FLINTSTONE
A MacGregor Company, part of Cargotec



MICHELIN SCOTLAND INNOVATION PARC



FORTH PORTS DUNDEE



subsea 7

MEP Technologies
Battery Systems & Support



LE RC LOW EMISSIONS RESOURCES CORP

TEXO

OCEANEERING®

CDes
Caledonia (UK) Limited

Augean
NORTH SEA SERVICES

ATL
TURBINE SERVICES

ODS

Oil Mac.

MICHELIN SCOTLAND INNOVATION PARC

Progress

11 tenants now on site and further 6 ready
115 jobs to date

Demolition works complete

2 Accelerator cohorts supported virtually (19 companies)

Innovation Challenge running with 9 separate projects

Strategic partnerships with leading universities

LOCATE home

First Demo & Showcase event Nov 2021



Hydrogen RCV manufacture



Transport synergies with Forth Ports

Brand strength and reach growing



Hydrogen refuelling station in planning

New HGV access point prepared

Skills Academy refit started and curriculum drafted



Innovation labs and makerspace underway



Close association with key organisations



Innovation hub construction starts Q1 22



Steam tie-in commissioned



Six 180sqm industrial units opened



LEISURE & TOURISM



UK'S ONLY UNESCO CITY
OF DESIGN
ONE OF 32 WORLDWIDE



V&A DUNDEE ATTRACTED
830,000 VISITORS IN FIRST
YEAR, CONTRIBUTING £16M
TO DUNDEE'S ECONOMY



NLAE E-SPORTS ARENA
PROPOASL FOR SLESSOR
GARDENS



EDEN PROJECT – DUNDEE WORKING
IN PARTNERSHIP TO BRING THE
EDEN PROJECT TO THE CITY
DEVELOPING OUR OFFER FURTHER



ECONOMIC IMPACT OF TOURISM IN
DUNDEE IN 2019 WAS £214M, UP
14%. WITH OVER 1.2M VISITORS TO
THE CITY

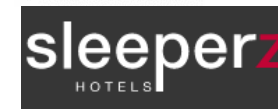


HOSPITALITY SECTOR CONTINUES
TO BOUNCE BACK FROM PANDEMIC
AND NEEDS MORE STAFF

Future Projects:

- £27M from TCD to support tourism & culture projects across the region: Discovery Point, Hospitalfield, Tay Adventures, Unicorn & Comic Centre
- Discovery Point refurbishment proposals well advanced

LEISURE & TOURISM



TOURISM - THE NEXT LEVEL

- EDEN PROJECT SCOTLAND IS A STEP CHANGE FOR TOURISM IN THE CITY. DEVELOPMENT FUNDING AGREED FOR DEVELOPMENT PHASE
- TAY CITIES DEAL TO INVEST A FURTHER £15M IN UNICORN, COMIC CENTRE, MARINA, AS WELL AS PHASE 2 OF DISCOVERY POINT
- BUSINESS CASE CONTINUES ON THE NLA E-SPORTS ARENA WITH SUPPORT FROM ABERTAY UNIVERSITY, DUNDEE & ANGUS COLLEGE AND AMAZON AWS A SECOND ARENA CONCEPT ALSO BEING EXPLORED
- REGIONAL APPROACH



CITY CENTRE STRATEGIC INVESTMENT PLAN



WORKING:

- ATTRACT 3000 NEW JOBS TO THE CITY CENTRE
- ADDRESS CHANGES IN CITY CENTRES DUE TO COVID-19
- ATTRACTING TALENT IN KEY SECTORS

VISITING:

- MUST-VISIT DESTINATION FOR LOCALS AND TOURISTS ALIKE
- SUPPORT RETAIL AND HOSPITALITY
- ENGAGE LOCAL TALENT TO DIFFERENTIATE DUNDEE
- FOCUS ON THE EVENING ECONOMY



LIVING:

- PROMOTE CITY CENTRE LIVING
- MAKING CITY CENTRE A VIBRANT PLACE



CONNECTIVITY:

- STRONG & SUSTAINABLE TRANSPORT LINKS
- GOOD PEDESTRIAN LINKS TO OFF STREET PARKING



PUBLIC REALM:

- ENHANCE QUALITY, ATTRACTIVENESS, SENSE OF PLACE TO SUPPORT LOCAL BUSINESSES THROUGH INCREASED FOOTFALL





Invest in
DUNDEE 

WWW.INVESTINDUNDEE.COM

WWW.DUNDEE.COM

Image: Scott Mcbride
'point one photography'

Speaker 2

Greig Coull, Marketing & Communications Director
Michelin Scotland Innovation Park



Dundee
& Angus
CHAMBER OF
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#DubaiAdvantage



**MICHELIN
SCOTLAND
INNOVATION
PARC**

**Dubai Advantage
Conference
June 2022**

Creation

Dec 2018

"Everyone finds a solution"



- 20 month active support plan
- Motivational route map
- Social ramp down
- Resilience planning
- Social support
- Assistance in job-seeking
- Re-skills training

Nov 2018

Closure announced



Available market shrank rapidly and OEMs moved progressively to diameter sizes beyond Dundee's capability

Nov 2018

Michelin Dundee Action Group formed



Scottish Government
Scottish Enterprise
Dundee City Council
Michelin
Unite
AMRC
Chamber of Commerce

Jun 2019

MSIP created

Partners to create "first-class" innovation centre at Michelin plant
31/05/19



Three equal partners

- Scottish Enterprise
- Dundee City Council
- Michelin

Jan 2021

New era, new mission



Build a dynamic and creative home for innovators, manufacturers and skills leaders to collaborate, and nurture growth and advances in sustainable mobility and decarbonisation

Jan 2021

Site Handover



MSIP take ownership of the 32ha site and infrastructure

Jun 2020

Tyre plant closes



"Leaving with heads held high"

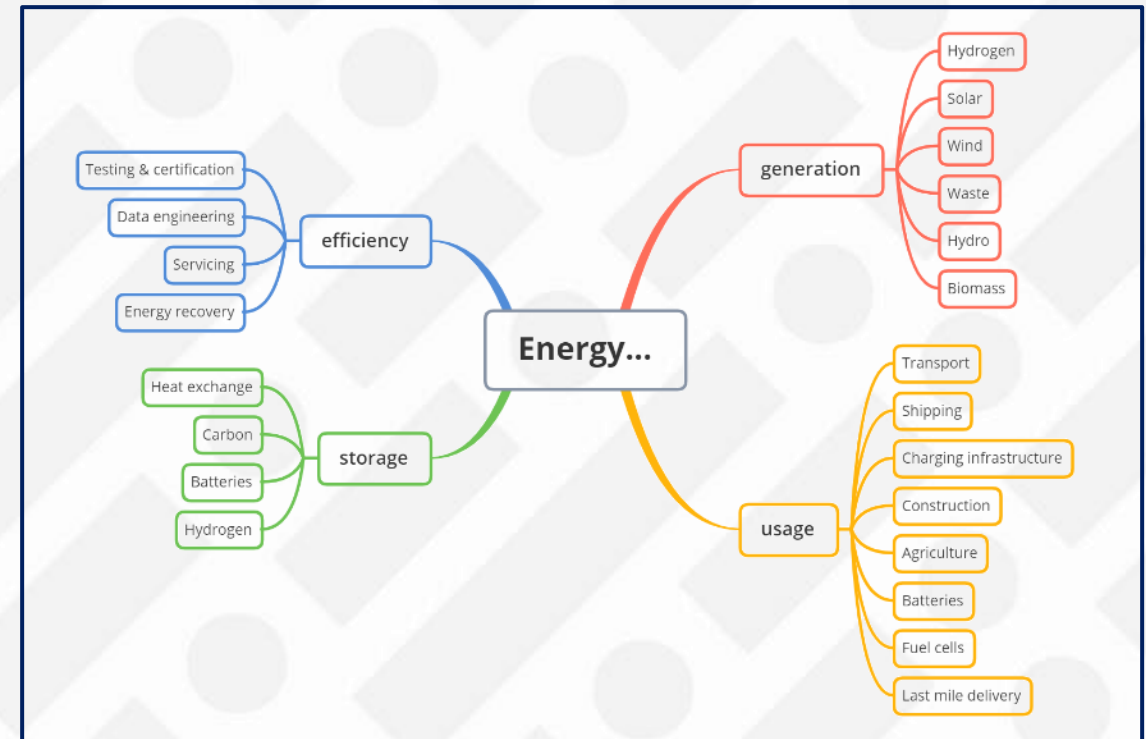
Mission and Ambition

Mission

Build a dynamic and creative home for innovators, manufacturers and skills leaders to collaborate, and nurture growth and advances in **sustainable mobility and decarbonisation**

Ambition

Job creation
Skill base development
Regional economic impact
Environmental contribution



Our offer

Excellent infrastructure



A flexible 32ha physical environment with excellent infrastructure, connectivity and space to grow

Advanced Skills Academy



A fully-equipped 2700m² academy and a curriculum built around the needs of all actors in the green economy

Innovation expertise



2700m² of adaptable innovation labs and dedicated makerspace facility, including 3D printing and traditional manufacturing equipment

Sustainable energy



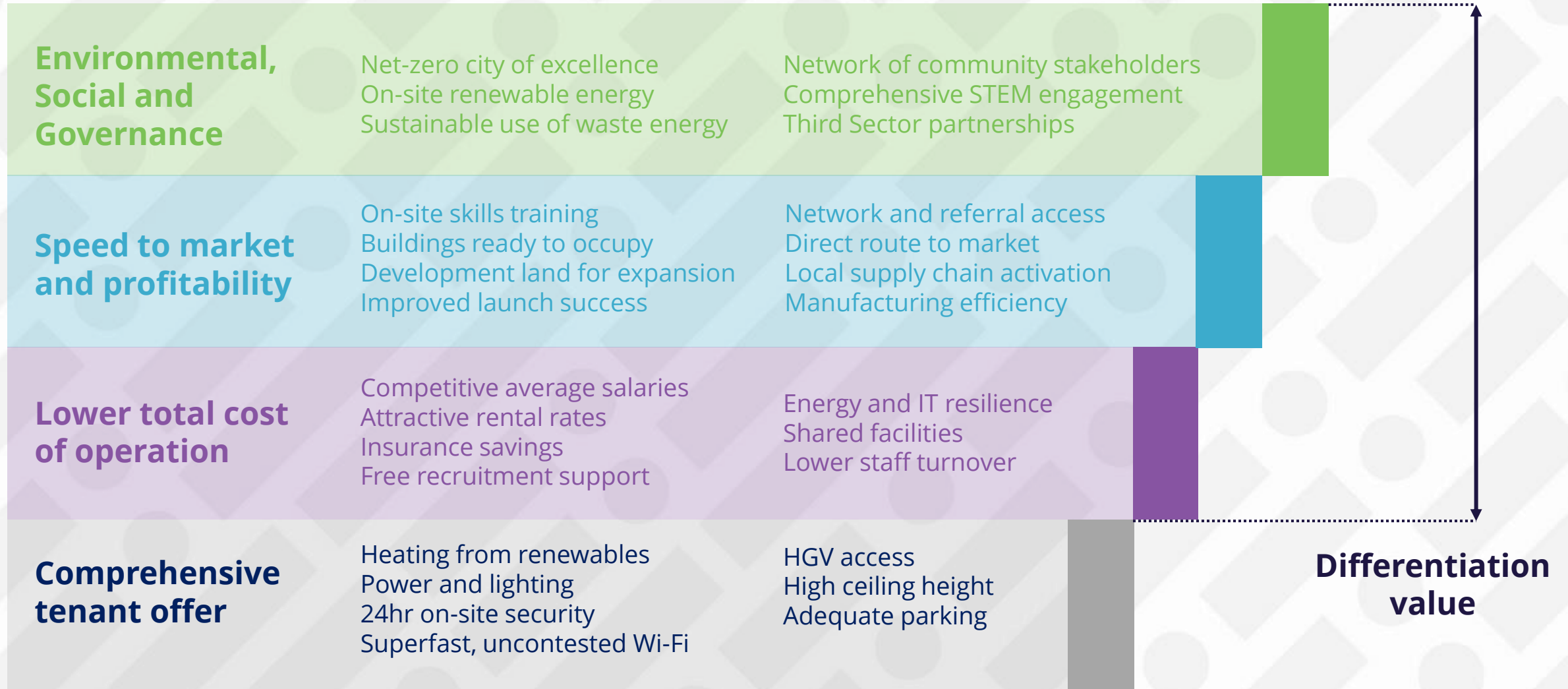
Two 2.1MW wind turbines, solar panels, and steam and heat from a newly-commissioned waste-to-energy plant

Business support



Investment advice, hot-desking, demonstrator space, Accelerator and Challenge programmes

Why MSIP? - value mapping



Progress

First Demo & Showcase event
Nov 2021



Hydrogen RCV manufacture

Transport synergies with Forth Ports

Brand strength and reach growing



Pipeline healthy
115 jobs to date

Demolition works complete

2 Accelerator cohorts supported virtually
(19 companies)



Innovation Challenge running with 9 separate projects



Strategic partnerships with leading universities



LOCATE home



Innovation hub construction starts Q1 22



Steam tie-in commissioned



Six 180sqm industrial units opened



Hydrogen refuelling station in planning

New HGV access point prepared

Skills Academy refit started and curriculum drafted



Innovation labs and makerspace underway



Close association with key organisations



Tenants

 <p>MEP Technologies</p>	Custom battery packs for any application
 <p>TRONIUS</p>	Plan and deliver EV charging and energy services
 <p>BALLARD®</p>	Specialist in hydrogen and fuel cell technologies
 <p>Mabbett® Safety Environment Engineering</p>	Independent environmental consultancy
 <p>Data Monitoring SYSTEMS</p>	Real-time energy usage monitoring and analysis
 <p>swarco</p>	ChargePlace Scotland network operator
 <p>scottish Enterprise</p>	Scotland's national economic development agency
 <p>SolarisKit Empowering People</p>	Solar heating solutions
<p>HYDROGEN GREEN POWER</p>	Decarbonisation of production processes and Green H ₂ production
 <p>The Circle</p>	Community enterprise organisation

Case study – Accelerator programme



<p>The MSIP Accelerator Programme provided the foundation for us to progress our technological innovation into a fully-fledged business.</p> <p>MICHELIN SCOTLAND INNOVATION PARC</p> <p>Alex Schlicke CEO of ZUoS</p>	<p>During the course of the programme we've appointed three new FTE, won £80k of competitive grant funding and completed a £250k round of investment.</p> <p>MICHELIN SCOTLAND INNOVATION PARC</p> <p>Andrew Vincent CEO of QUICKBLOCK</p>
<p>The programme helped us complete our first prototype, which has been transformative for our business. As a direct result of the programme, we were able to participate in COP26 and pitch directly to serious investors and influential government advisors.</p> <p>MICHELIN SCOTLAND INNOVATION PARC</p> <p>Ken Morrow CEO of Hydrowheel</p>	<p>The MSIP Accelerator programme has been our biggest asset. Without the guidance and assistance of all involved, we would not be in the position that we are now.</p> <p>MICHELIN SCOTLAND INNOVATION PARC</p> <p>Bounc-e</p>

48 new jobs created

23 grants & business prizes awarded to the value of £958,000

£1,115,500 total Investment

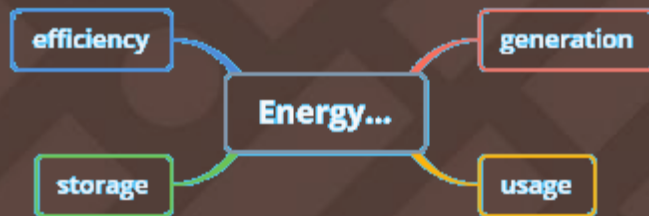
Manufacturing & jobs

Complete the **refurbishment** of 70,000m² of industrial workshops.

Recreate **850 direct jobs**, as well as generating additional supply chain employment.

Transform the **healthy pipeline** (further 28 companies) into full occupation of available MSIP capacity (with space to expand).

Remain faithful to the mission of MSIP, ensuring that business growth is **aligned** with our mission...



Skills & training

Housed in a 3,000m² workshop, the MSIP Skills Academy will cater for **250 learners** per year.

Initially, the **curriculum** will cover new skills (AI, AR, digital, VR) as well as technical training in manufacturing and low carbon transport and will be heavily influenced by industry needs.

Bespoke packages will be offered on, for example, wind turbine servicing, battery manufacture, HFC assembly...

Dedicated **STEM engagement** area to educate, inspire and attract young learners.

Guidance provided by **Advisory Board**:

- Dundee & Angus College
- Energy Skills Partnership
- Skills Development Scotland
- Dundee, Abertay & St Andrews universities
- Industry stakeholders
- Dundee City Council
- Scottish Funding Council

Innovation

Enable the **development and scaling up** of the technology of the future through:

- running **Accelerator programmes** tailored to specific sector needs
- launching **Challenges** to encourage innovators to solve technical problems
- collaborations and partnerships catalysed by our **Innovation Hub**
- Animating a **network of stakeholders**, transforming opportunities into concrete initiatives
- offering flexible **Innovation Labs** and a Makerspace for incubation and prototyping
- driving collaborative projects, harnessing **academic partner expertise**

**Keep up to date with the latest MSIP news
by following us on social media!**

Twitter: @MSIPDundee

LinkedIn: Michelin Scotland Innovation Parc

Facebook: @MSIPDundee



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Q&A



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Dundee
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Edinburgh
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Inspiring Connections

Dubai Advantage Conference

Thank you



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