

KEY INDUSTRY SECTORS



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FINANCIAL AND PROFESSIONAL SERVICES



Cardiff has emerged as a key location for finance businesses with the headquarters of a number of leading financial and fintech services based in the city.

Welsh Government research states that Cardiff is the preferred location for contact and shared service centres in the UK and the city has a growing reputation in outsourced HR, legal and other corporate services.

Cardiff's flourishing financial sector has an increasing number of insurance and pension companies making the city their home. The proportion of people employed in life insurance is seven times greater than the UK average.

Ranked in the world's top 100 for Business and Economics, Cardiff

Business School has a close relationship with businesses in the city, including its collaboration with Legal & General, which has led to Cardiff developing the largest cluster of medical underwriters in the UK. The Business School has also collaborated with OSTC to develop a Cardiff Trading Room.

A number of globally recognised financial services companies, some of the UK's biggest accountancy firms as well as home-grown companies have recently expanded their operation in Cardiff. Amongst these is Admiral which launched in Cardiff in 1993 with 57 staff and no customers. Now it has a turnover of more than 1 billion, employs 10,000 people in eight countries and has over 6 million customers worldwide.

FINANCIAL AND PROFESSIONAL SERVICES

Admiral's growth was supported by higher education in the city that not only provides a steady stream of skilled graduates, but also works closely with business to design and shape future courses for the sector.

Cardiff also has a growing reputation as an alternative fintech capital to London, recognised as an exemplar for financial aggregator site technology. The sector is supported by the Welsh Financial Services Graduate Programme backed by leading financial services employers including Admiral, Atradius, Hodge Bank, Development Bank of Wales, Principality Building Society, Legal & General and Motonovo.

Other initiatives set up to support the fintech sector include the National Cyber Security Academy, an innovative project to develop the next generation of cyber security experts established by the University of South Wales and Welsh Government, and Cardiff University's National Software Academy which aims to address the national shortage of skilled programming and software engineering graduates.



- Financial and insurance activities, real estate and business services account for £3.5 billion of output making Cardiff one of the UK's largest financial and professional services sectors outside London

- Cardiff has the best penetration of superfast broadband of UK Core Cities, boosted by an internet Exchange in the heart of the city

CREATIVE AND DIGITAL INDUSTRIES



Cardiff is one of the largest and most successful creative sectors outside London. The city's fast-growing creative community is young, savvy and quick to embrace new technologies and digital innovation.

Cardiff is a pioneer in co-locating creative and technical skills which has led to the city becoming the hub of Wales' creative industries sector with particular strengths in broadcasting, TV and film production. A significant concentration of creative companies are attracted to Cardiff encouraged by the presence of major broadcasters such as the BBC, ITV, S4C and supported by the city's academic excellence.

Cardiff has become one of the UK's leading centres for screen production and is home to the BBC Drama Village. Located in Cardiff Bay, the 170,000 sq ft facility, including nine studios equivalent in length to three football pitches, is the purpose-built home of

flagship BBC dramas Sherlock, Casualty and Doctor Who.

Companies such as Bad Wolf, founded to create ambitious and imaginative drama for the UK, USA and global TV markets, epitomise our production base. Bad Wolf have secured a pipeline of TV productions including an adaptation of Philip Pullman's fantasy trilogy His Dark Materials, filmed at their new 250,000 sq ft Wolf Studios Wales facility.

BBC Wales has invested in a new Foster & Partners designed regional headquarters at Central Square. The statement building is the centrepiece of a new destination for the creative sector in the heart of the city centre.

As well as being a prime location for major players in the creative sector, Cardiff is also home to a growing start-up community that has been increasing in size and confidence.

CREATIVE AND DIGITAL INDUSTRIES

The city benefits from a rapidly growing network of artist studios, creative hubs and co-working spaces, from the newly developed Glowworks in Cardiff Bay, Tramshed Tech, Rabble Studio and Indycube as well as space in the city's established Cardiff Business

Technology Centre. With a high level of digital connectivity and infrastructure, the city's creative base is bold, innovative and experimental making Cardiff one of the most dynamic creative cities in Britain.



- Cardiff is one of the UK's fastest growing creative sectors outside London



- Cardiff's creative sector contributes over £1bn of GVA to the city's economy each year



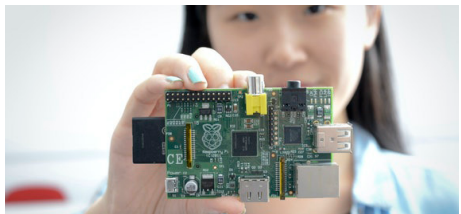
- Home to triple Emmy Award production Sherlock as well as leading BBC prime time production Doctor Who and Casualty



- 98.43% penetration of superfast broadband boosted by an Internet Exchange in the heart of the city



- Renowned universities with 7,000 creative industries graduates each year in subjects including animation, visual effects, digital & mobile technology development, fashion & fine art



- Around a third of all Welsh creative industry jobs are based in Cardiff - 3000 creative businesses are based in the city



LIFE SCIENCES

Cardiff Capital Region's fast-moving Life Sciences sector is diverse, research-driven and categorised by global enterprises including Norgine, Biomet, GE Healthcare and Convatec.

The sector employs 17,000 people in Cardiff working in areas such as eHealth, pharmaceutical services, regenerative medicine and medical technology.

Cardiff has a greater proportion of people employed in the manufacture of irradiation, electromedical and electrotherapeutic equipment, medical and dental instruments, supplies and pharmaceutical preparations than the UK average.

The sector is well supported by the Capital Region's universities which are home to world leading research expertise with a strong commercial

outlook. Research expertise in the Life Sciences across Wales is brought together by the Life Sciences Research Network led by Cardiff University in collaboration with 300+ research partners.

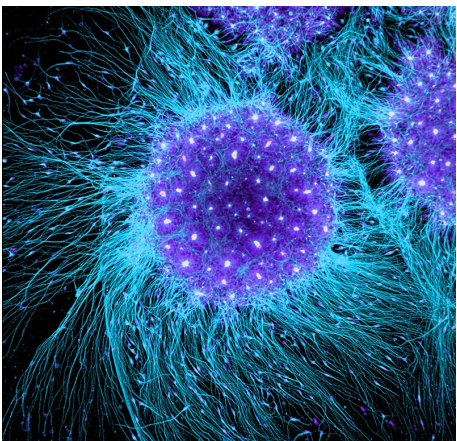
As well as the Cardiff Medicentre (a medical technology incubator on the site of University Hospital Wales), there has also been a significant investment in Life Sciences Hub Wales, based in Cardiff Bay, which is a nerve centre for academic and healthcare organisations, expert advisers, clinical and funding organisations.

The Hub seeks to stimulate interaction, innovation, networking and collaboration, making the link between ideas and commercialisation a reality and providing a commercially driven resource for the sector.

LIFE SCIENCES

The network promotes collaboration within the life science and health technology community and facilitates access to global trade opportunities and to clinical expertise.

Through its LifeScience Academy, MediWales connects companies with students and graduates who have the skillset they require and runs training courses to enhance key skills within the sector.



- The Cardiff Capital Region is home to one of the world's top five world diagnostic companies Ortho Clinical Diagnostics, the £4 million Welsh Wound Innovation Centre, ReNeuron, the first company to carry out clinical trials of stem cells in stroke patients and leading European specialist pharmaceutical company Norgine.

- Cardiff University is the base for Sir Martin Evans, Nobel Prize Winner for discovery of embryonic stem cells, and has an MRC Centre for Neuropsychiatric Genetics and Brain Imaging Research Centre (CUBRIC)