



INTRODUCING EDINBURGH: THE INSPIRING CAPITAL

Edinburgh's thriving economy is recognised as the principal growth engine for the Scottish economy. As capital city and home of the Scottish Parliament, Edinburgh is the 'gateway to Scotland'.

TOP TEN FACTS



- Edinburgh has a city region population of 1.57 million. Edinburgh's city population is growing, currently increasing by over 4,500 a year.
- Edinburgh is the UK's 2nd and Europe's 9th most competitive financial centre. The city has critical mass in banking, fund management, life and general insurance, securities, corporate finance, broking, asset servicing and support services.
- More FTSE100 companies are based in Edinburgh than any other area of the UK outside London. Edinburgh is home to the headquarters of international companies such as the **Royal Bank of Scotland, Standard Life** and **Cairn Energy**.
- Financial Times magazine, FDI, ranks Edinburgh as the 'Top Small European City' and the 6th Top European city overall for inward investment (2008).
- The capital has won more than 12 best city and short break awards from 2000-2008, including The Guardian/Observer Best City award for 9 years running.
- Edinburgh Airport, located 20 minutes from the city centre, serves over 100 destinations and 9 million passengers each year. There are 100 flights a day between Edinburgh and London with a 1 hour 20 minute flight time.
- Edinburgh's workforce is one of the most productive in the UK. In 2006, Gross Value Added (GVA) per employee in Edinburgh was £46,308, compared to the British average of £42,541.
- With 50.5% of the city's population aged 24 or over holding degree or degree-equivalent level qualifications, Edinburgh has among the most qualified workforces in Europe.
- 80% of research conducted by universities in Edinburgh is recognised internationally, according to the 2008 Research Assessment Exercise conducted by Higher Education & Research Opportunities (HERO).
- Edinburgh scores 95% satisfaction among local residents. In 2007, Edinburgh was named 'Best place to live in the UK' by Channel Four television programme Location, Location, Location.



For more information:

www.investinedinburgh.com

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