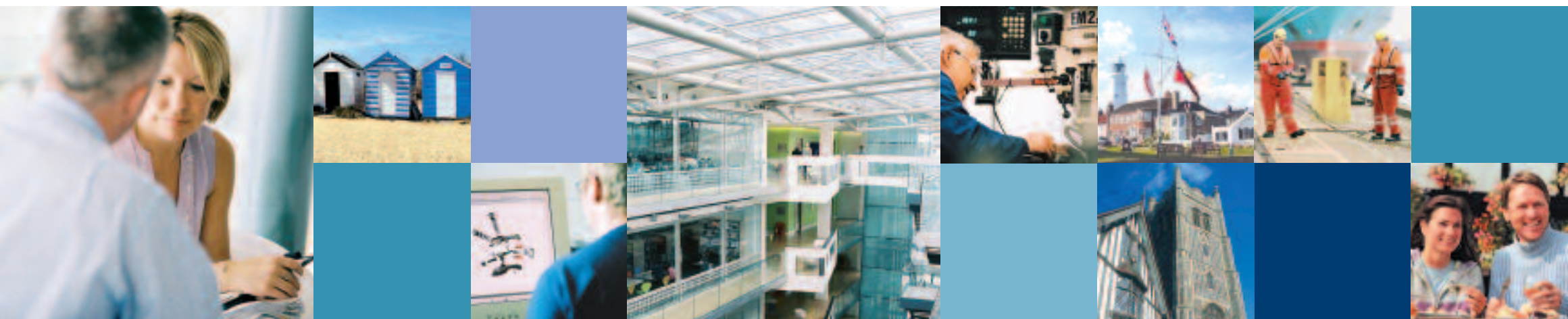


# Choose

# SUFFOLK

eastofengland  
*space for ideas*



WHERE BUSINESS IS ALWAYS A PLEASURE

 **SUFFOLK**  
choosesuffolk.com



# SHARE IN OUR SUCCESS

“Relocating our main operation to Haverhill in Suffolk recently was one of our smartest business decisions since the company was launched in 1998. Within a year business had grown by 73% and we are looking forward to strengthening our position as the world’s largest online retailer of branded lingerie, serving 66 countries globally.”

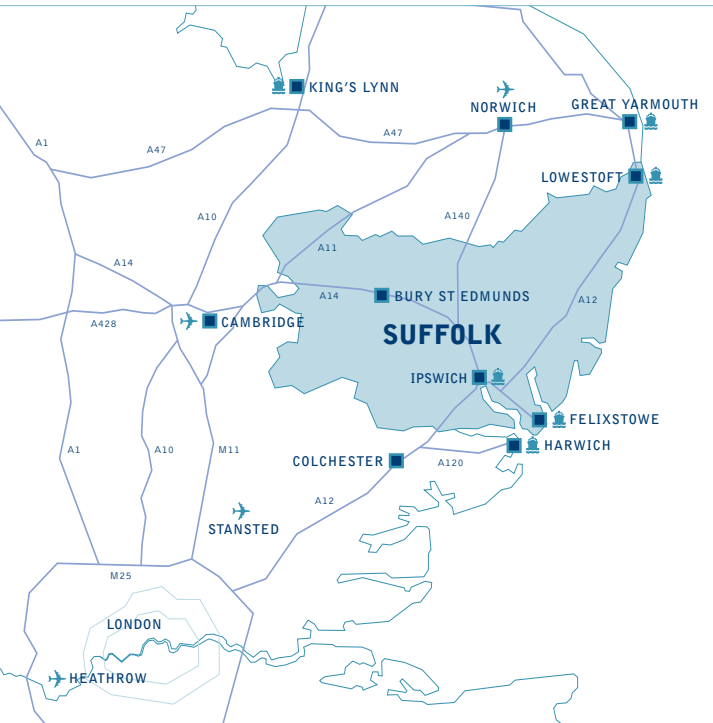
**DANIEL NABARRO, CHAIRMAN – FIGLEAVES**



“Satnam Overseas, one of the world’s leading Indian food producers, has always put quality first. With this in mind Suffolk was an obvious choice for a location to establish our new European rice handling and distribution centre of excellence.”

**SATNAM ARORA, JT MANAGING DIRECTOR – SATNAM OVERSEAS LTD**

# BRITAIN'S LEADING EDGE



THE STATISTICS SPEAK FOR THEMSELVES. SUFFOLK IS CURRENTLY ENJOYING RECORD LEVELS OF INVESTMENT.

Why? For a start, there's our location. The county of Suffolk is in the heart of the East of England, just north of London, the financial capital of Europe, and part of the Cambridge area, the UK's premier technology R&D hub.

The county is also home to the Port of Felixstowe, the UK's number 1 container port. Not to mention being right next to Europe's fastest growing major airport, London Stansted. As England's most easterly county, Suffolk is less than 200km (125 miles) from mainland Europe; yet it's a prime business location with a lower cost base than virtually any comparable place throughout Southern England.

To add to all this there's Suffolk's renowned quality of life, infused with the kind of friendly atmosphere and time-honoured, family-orientated values that can make the difference between just living and really enjoying life.



1. OFFSHORE WIND TURBINES: NR LOWESTOFT 2. ENDEAVOUR HOUSE: IPSWICH 3. HISTORIC WATERFRONT REGENERATION: IPSWICH 4. PORT OF FELIXSTOWE

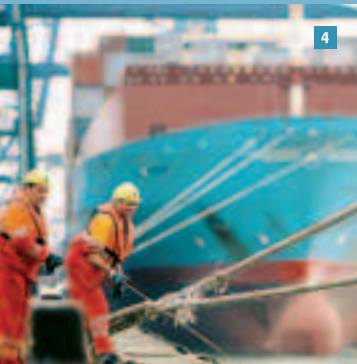


3

HERE IN SUFFOLK WE HAVE A LONG ESTABLISHED HISTORY OF SUCCESSFULLY WELCOMING NEW BUSINESSES WHO HAVE RELOCATED FROM OTHER PARTS OF THE UK OR ABROAD, OR WHO HAVE MERGED WITH OR ACQUIRED LOCAL COMPANIES. AS A RESULT, THE COUNTY IS NOW HOME TO AN IMPRESSIVE LIST OF INTERNATIONALLY-FOCUSED COMPANIES AND WELL-KNOWN GLOBAL BRANDS.

The benefits of business relocation can be significant: improved overall business culture and better performance, both in turnover and profit. Smoothing the way for companies wishing to make Suffolk their base is something we are very experienced at, but perhaps have been too modest to shout about. But don't take our word for it. On the following pages you'll find comments from leading business people who have chosen Suffolk, providing just a snapshot of the many benefits of doing business here.

Whether you are the owner of a small or medium-sized business or a senior decision maker within a major UK or international company, now's the time to make a move to Suffolk.



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## SUFFOLK – UNLIMITED OPPORTUNITIES

- Around a third of England's population live within 130km (80 miles) of Suffolk
- Suffolk's population of 679,000 is forecast to grow to over 730,000 within the next 15 years. The East of England regional population is 5.5 million
- Ipswich, Suffolk's county town, has almost a third of a million people living within approximately 30 minutes' drive time. The town's population is forecast to increase significantly over the next decade
- Suffolk is home to a growing community of international companies including Sanyo, BT, Fujitsu, Unilever, Cannon Avent, AXA, Genzyme, PPG, Bayer and Nestle Purina to name just a few
- Inward investment levels in Suffolk have reached record levels in recent years, with 2004-05 seeing a number of multi-million pound investments creating hundreds of new jobs across the county
- Key urban centres such as Ipswich, Bury St Edmunds and Lowestoft are driving forward the economy with a number of multi-million pound investment and regeneration schemes attracting funding from the UK Government and private investors



# WHY

“ Willis, the global insurance broker, has its UK HQ in the City, so the ever-improving rail link to London further endorses the group’s decision to centralise its UK service centre at Ipswich. The developments on the waterfront, together with confirmed plans for the new university, will cement Willis’s links with Ipswich by providing an employment pool of the highest calibre.”

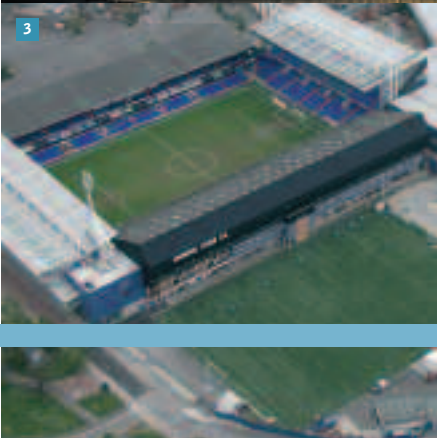
**PETER SMITH, VICE PRESIDENT, GLOBAL REAL ESTATE & FM – WILLIS GROUP LTD**

“ Genzyme Corporation is one of the top five biotech companies in the world. The company has recently embarked on a significant expansion programme in Europe to support the continued growth of its global business. Part of this expansion is an unprecedented investment of £55 million to extend existing facilities at Genzyme’s Haverhill Operations in Suffolk, firmly consolidating Genzyme’s leadership position and placing Haverhill on the international map as a centre of pharmaceutical manufacturing excellence.”

**SIMON COUSINS, VICE PRESIDENT – HAVERHILL OPERATIONS, GENZYME**

“ AXA Insurance has offices across the UK, with Ipswich as our largest operational site. We have recently announced a significant investment in the infrastructure of our building in Ipswich which houses over 1,200 of our employees. We have a long-term commitment to Suffolk, its people and the wider community in which we operate.”

**ANDY FAIRCHILD, CUSTOMER OPERATIONS DIRECTOR – AXA INSURANCE**



# SUFFOLK?

“ Part of the global group Pix Transmissions, Pix Europe has chosen Ipswich for their new European distribution centre and HQ. The recent multi-million pound investment in our new facilities secures our future in Suffolk, as we continue to grow; benefiting from our strategic location close to the Port of Felixstowe from where we can import our products from India and China, and supply our growing markets throughout Western and Eastern Europe.”

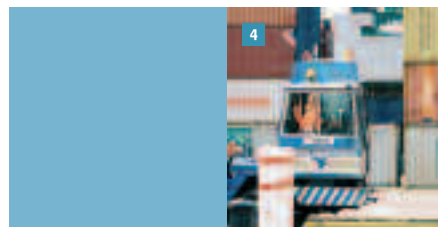
**STEWART BOOTH, GENERAL MANAGER – PIX EUROPE**

“ Located adjacent to the UK’s premier port at Felixstowe, we benefit from excellent logistics, utilising the network of local transport and distribution companies as well as a strong base on which to grow the business with an available pool of skilled local labour. We have been impressed with the way we have been welcomed and assisted by Suffolk and the East of England helping to confirm that our multi-million pound decision was the right one.”

**SATNAM ARORA, JT MANAGING DIRECTOR – SATNAM OVERSEAS LTD**

“ Suffolk is our county of choice because the low property and development costs made the decision to relocate a simple one. Its proximity to London also helps us retain our links with the capital which is important for us.”

**MICHAEL DALTON, MANAGING DIRECTOR – PERCY DALTON**



“ A committed and efficient workforce was one of the primary drivers in us deciding to relocate all of our European toothbrush production to Suffolk. Around one-third of production is exported to countries as diverse as Australia, the US, Bolivia and the Czech Republic, so good infrastructure and transport links are also important to our success.”

**DANNY HUGHES, MANAGING DIRECTOR – WISDOM TOOTHBRUSHES**

“ Deciding on the right location for our new Telephone Data Collection Centre was critical for Ipsos UK. Short-listing five locations and running recruitment adverts highlighted Lowestoft in Suffolk as having five times the response of the next location. The decision was made and we have been able to set up the operation in a very short space of time, recruiting over 50 staff within weeks.”

**ROBERT KIRBY, MANAGING DIRECTOR – IPSOS INTERNATIONAL CATICENTRE**

“ Our new facility involved substantial capital investment in IT, infrastructure and systems with a resulting ROI in excess of 50%. The move to Suffolk has been an outstanding success and the support of the Suffolk Development Agency, local council and government agencies and the residents of Haverhill are all much appreciated. It has been a ‘no regrets’ move.”

**DANIEL NABARRO, CHAIRMAN – FIGLEAVES**



## Property

Commercial property costs in Suffolk are more competitive than virtually any other premium business location in England, and typically around 60% cheaper than in London and the South East. The range on offer includes industrial property, warehousing, modern office facilities in urban and country locations as well as prime development sites.

## Labour and skills

Employment costs in Suffolk are 13% lower than the UK average and 30% lower than Greater London (yet only an hour away). At the same time, the county has a pool of highly-skilled labour, reflecting the diverse business base and the knowledge economy for which the East of England is now recognised as the leading region in the UK.

## Academia and R&D

The East of England is the UK's leading region for research and development, with world class universities such as the University of Cambridge, Cranfield, University of Essex, UEA and Cambridge-MIT, as well as leading research institutes and science parks, such as Suffolk's Adastral Park and the science parks around Cambridge. Local companies are in a prime position to access this knowledge base and intellectual capability. The county of Suffolk is also fortunate in having the new 'Suffolk Institute of Technology' based in Ipswich adding value to the growing cluster of technology companies known as 'IP-City' and the technology corridor linking Cambridge and Ipswich. In the north of the county, at Lowestoft, the highly

specialised Centre for Environment, Fisheries and Aquaculture Science (CEFAS) provides an internationally renowned scientific research and advisory centre.

## Transport connections

Suffolk is home to the Port of Felixstowe, the UK's premier container port. Approximately 40% of the UK's inward and outward container trade is handled by the main 'Haven Gateway' ports in the area of Felixstowe, Harwich and Ipswich with 12,000 vessels per annum. Further investment at the ports is increasing capacity to ensure that the area remains as one of the main European transport gateways.

Stansted airport is located within 30 minutes of west Suffolk and currently connects to over 130 destinations in more than 30 countries. It has an international cargo operation that connects around the world to destinations as far apart as Hong Kong, Dubai, Shanghai and the US, as well as Europe. The value of the cargo passing through Stansted is nearly £8 billion per year. To the north of Suffolk is 'Norwich International', one of the fastest growing regional airports. In addition to a number of scheduled UK/European flights, a frequent daily service to Schipol, Amsterdam takes just 50 minutes.

Suffolk is connected with London via frequent high speed rail services from Ipswich and Cambridge taking approximately 70 and 50 minutes respectively. The area is also well served by excellent rail freight services. By road, Suffolk is linked into the main UK motorway network via the A12 and A14 trunk roads. Road transport times to the M25 (north London) and the Midlands are typically 50 minutes (via the M11) and 70 minutes respectively from west Suffolk.

## PORT OF FELIXSTOWE – Felixstowe

Part of the multinational conglomerate Hutchison Whampoa Limited, the Port of Felixstowe is one of the largest ports in Europe and handles approximately 2.7m TEUs annually. The port is used by approximately 60 shipping lines offering over 100 services covering 365 ports worldwide.

## ADASTRAL PARK – Ipswich

Set in 111 acres, Adastral Park is one of Europe's leading technology parks and is home to 3,500 of BT's highly qualified engineers and scientists as well as a growing community of technology companies and educational establishments including the Centre for Integrated Photonics, NVP, Fujitsu, Marconi, Siemens, Cisco, Juniper, Pirelli, UCL, Chimera and Cambridge-MIT (CMI).

# ENHANCING THE BOTTOM LINE



## A vibrant business community

Suffolk has an extremely diverse range of companies operating in virtually every type of business sector. Join us and you'll be in the company of like-minded entrepreneurs and corporate executives.

The following are just some of the main business sectors represented in the Suffolk business community:

- Shipping and logistics
- Advanced manufacturing
- Telecoms/wireless/photonics/software
- Renewable energy eg. offshore wind
- Financial and business services
- Communication services eg. contact centres
- Food, drink and agriculture
- Biotechnology and life sciences
- Creative industries
- Tourism, leisure and retail

## DID YOU KNOW?

- The world's first petrol engine lawnmower was produced in Suffolk in 1902 by Ransomes (now part of the US owned Textron Group)
- The Sanyo factory in Lowestoft can produce a colour television every 15 seconds
- 63 million toothbrushes are manufactured each year by Wisdom at their manufacturing plant in Haverhill
- 1 million packets of Birds Eye peas/petit pois are packed at Lowestoft every week
- Suffolk is home to what is regarded as the smallest pub in Britain – 'The Nutshell' in Bury St Edmunds
- Newmarket is the home of British horseracing and approximately 3,000 race horses on average are being trained at any one time
- Suffolk has, allegedly, more breweries per head of population than any other English county and is home to Adnams and Greene King
- Suffolk can be regarded as the birthplace of America. In 1602 Bartholomew Gosnold from Otley near Ipswich led an exploratory expedition to "the north parts of Virginia", returning five years later to create the first permanent settlement from England to the New World.
- According to recent MORI research, nine out of ten Suffolk residents are happy with their local area as a place to live
- Ness Point in Lowestoft is Britain's most easterly point and in an area known as the 'sunrise coast'
- Suffolk has a significant American population mainly due to the major US air force bases at Mildenhall and Lakenheath in the west of the county
- Physicist Sir Robert Watson-Watt and his team developed and carried out ground-breaking research on RADAR at Bawdsey in Suffolk to the point where it became an operational reality

1. LOWESTOFT MARINA
2. ADNAMS: SOUTHWOLD
3. SNAPE MALTINGS
4. COVEHITHE: NR SOUTHWOLD
5. ABBEYGATE: BURY ST EDMUNDS

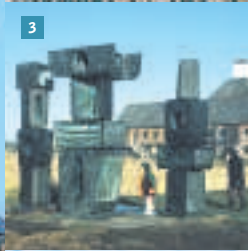


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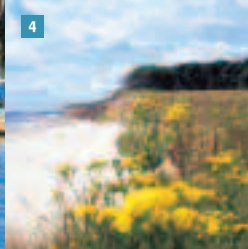
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4



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# AN UNRIVALLED QUALITY OF LIFE

Innovative and forward looking with a thriving economy, Suffolk is also one of the UK's most beautiful and unspoilt counties, with a 45-mile coastline, acres of glorious countryside, a strong maritime heritage and a wealth of culture and history including castles, churches and stately homes in all manner of shapes and sizes. There are excellent educational establishments, with both state and private sector schools consistently performing above the national average, and the quality of life is second to none, with plenty of opportunity to enjoy a wide range of leisure and social activities – from theatre going to sailing.

The former home of composer Benjamin Britten and artists John Constable and Thomas Gainsborough, the county has a lively arts and entertainment scene, with a range of top-class venues, encompassing the Bury St Edmunds charming Theatre Royal and the famous Snape Maltings concert hall. Extensive sporting facilities include just under 30 golf courses, and Suffolk is also widely regarded as one of the country's best locations for sailing, with many well-equipped marinas, particularly along the historic River Orwell. The county is also well stocked with fine restaurants, welcoming pubs and friendly cafés.



THE SUFFOLK DEVELOPMENT AGENCY IS A BUSINESS LED, NOT-FOR-PROFIT COMPANY LARGELY FUNDED BY THE GOVERNMENT AND SUPPORTED BY A PARTNERSHIP OF LOCAL AND REGIONAL GOVERNMENT AGENCIES, BUSINESS ADVICE ORGANISATIONS, CHAMBER OF COMMERCE AND LOCAL COUNCILS.

#### THE SDA OFFERS

- A free business relocation support service
- Extensive commercial property/land search
- Key contacts and sources of advice
- Background information, statistical data and research

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