

Essex is as an outstanding business destination

**You'll be in good company in Essex.
World leaders in many different
market sectors recognise that Essex
provides a great environment for
business.**

**Almost 60,000 VAT registered
companies, more than a quarter of the
total in the east of England, operate
in Essex. They employ more than
640,000 people and the county is home
to an ever-increasing number of early-
stage businesses and entrepreneurs.**

Image: SELEX Galileo



Our business profile is diverse, with key sectors including financial and business services, ports and logistics, construction, creative and cultural industries, environmental technologies, public sector, health and education, retail and leisure, advanced manufacturing and tourism.

INVEST Essex can help existing and potential investors to make the most of our strategic location, thriving business environment and quality of life.

You can choose from a good stock of available commercial land and premises for your business.

Hear about Essex from its business community

We are passionate about the benefits and opportunities in Essex for businesses and our case studies demonstrate that Essex based companies are too.

Our case studies highlight a spectrum of Essex companies including large and small, successful start-ups, iconic brands, and companies which have moved to Essex as a platform for growth, as well as illustrating technologies which were invented here, and some of the world-leading products manufactured in Essex.

Read just some of the case studies of other industry leader's views on the advantages that Essex delivers to their business and why they are successful:

- BAE Systems
- Britvic
- Coast Digital
- Ford
- Olympus KeyMed
- Wilkins & Sons

**To view and download other case
studies go to:**

www.investessex.co.uk/index.php/case_studies

BAE Systems

Is a global defence, security and aerospace company delivering a full range of products and services for air, land and naval forces, as well as advanced electronics, security, information technology



solutions and customer support services. The company has approximately 105,000 employees worldwide, with sales in excess of £18.5 billion in 2008.

The group's Technology and Engineering Services (TES), based at Great Baddow near Chelmsford in Essex, provides a research and development facility that delivers innovation, technology and future capability for BAE Systems and its joint venture partners.

"We are pulling technology through from the supply chain in Essex, creating an open innovation environment that involves many of the technology companies in the area. We aim to build an innovation community clustered around the mid-Essex area. There is a lot of good research out there in Essex among both start-ups and established companies" **James Baker, BAE Systems**

Essex has long proven to be a valuable base for technology companies like BAE Systems, with an established community of high-calibre skills and suppliers, as well as excellent transport links to support the high levels of collaboration the company relies on.

Britvic

Is one of the two leading branded soft drinks businesses in the UK and the Republic of Ireland, selling 1.6bn litres of drinks annually, with group revenue of £978.8m for the financial year 2008-9. The company has a portfolio of leading brands such as Robinsons, Tango, J2O and Fruit Shoot as well as Pepsi, 7Up, Gatorade, Lipton Iced Tea and V Water.

Britvic has a long proud association with Essex. The British Vitamin Products Company - from which Britvic takes its abbreviated name



- was founded in the mid-nineteenth century in Chelmsford as a home business run from a chemist's shop.

"Essex is part of the company's history and it is also important to our future. As well as

a factory and head office at Chelmsford, we base our research laboratories here, developing the next generation of innovative products." **Susan Turner, Britvic**

Britvic has a long proud association with Essex and this looks set to continue as the company maintains its growth in the UK and abroad.

Coast Digital

Based at Colchester in Essex, is a highly successful full-service digital marketing agency. Ranked 11th among Britain's fastest-growing private technology companies, Coast Digital has achieved



national recognition for several years now. For a growing company like Coast Digital, Essex has proved a good base.

"When we first set up the company, we had very good advice from Business Link who

also helped us to access funding. As we've grown, we've been able to attract talented people who share our ambitions and appreciate the benefits of living in Essex. The Essex location has certainly been an advantage for us"

"Essex is ideally located for servicing clients too. We're close enough to London, accessible by good road and rail links, and we can reach other parts of the country easily. We also find that convenient flights from London Stansted Airport make it easy to work with companies in Europe." **James Frost, Coast Digital**

Coast Digital is a great example of a 21st century knowledge-based business that has used its Essex location to attract and retain people who can offer a high-quality service at competitive rates to clients around the country.

Ford

Based at four locations in Essex, Ford has been Britain's best-selling car brand for over 30 years, and its commercial vehicles have been market leaders since 1965. The company currently sells around 440,000 cars and commercial vehicles each year and aims to be the ideal vehicle available for all motorists;



including families carrying people and luggage, small car drivers, performance enthusiasts and van drivers.

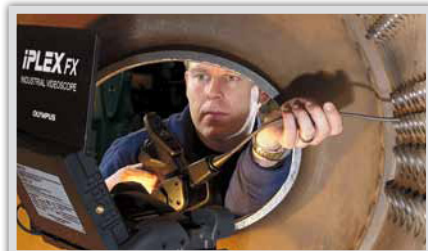
"Essex has proved beneficial in terms of recruiting the

high calibre of staff Ford need. Dunton, for example, had very specific requirements for engineers with power train expertise when it became a centre of excellence. Many of the skills were available locally, but for specialists considering relocating, Essex's quality of life proved a very attractive proposition. We also find that the Essex location encourages suppliers, contractors and other partners to co-locate here." **Oliver Rowe, Ford Britain Public Affairs.**

Ford has been one of the outstanding success stories for the Essex business community, with its long track record of engineering excellence, product quality and market leadership.

Olympus KeyMed

Based at Southend-on-Sea in Essex, is a wholly-owned subsidiary of Olympus Corporation Japan and a key member of the global



Olympus network. The company has specific responsibility for the development and manufacture of market-leading specialised medical ancillary products and industrial equipment for distribution worldwide.

The company is one of the global business centres for Olympus endoscopy products and the exclusive distributor and service centre for the entire Olympus range of flexible and rigid endoscopes, accessories and ancillary products in Great Britain. The county's logistics infrastructure is also vital to a company like Olympus KeyMed that operates in global markets.

"We have sales and marketing responsibility for the UK, Middle East and Africa and we sell our products back to the Olympus Group for distribution in Europe, USA and Japan. Having the international container port at Tilbury so close by makes it very convenient to support our export markets worldwide." **Mike Skelt, Head of Manufacturing – Medical.**

Essex, with its pool of skilled labour, excellent logistics infrastructure and high-tech tradition, is an ideal base for this award-winning international market leader.

Wilkin & Sons

Based at Tiptree in Essex, Wilkin & Sons is famous throughout the world for its range of high-quality jams and marmalades, which



are exported to more than 65 countries. The company has annual sales of around £20 million and has seen revenue rising annually for more than ten years, with the growth trend continuing despite the global economic recession.

The company holds royal warrants for preserves and marmalades and Tiptree products are endorsed by celebrity chefs like Delia Smith. They are used in top hotels and restaurants around the world.

"Tiptree preserves are on the menus of many of the capital's leading hotels and restaurants. Good transport links mean we can deliver products to the city early in the morning so they are fresh for that day's breakfast. And, of course, we are conveniently located for efficient distribution to retailers and catering outlets throughout the rest of the UK and we can deliver our products to local ports like Harwich very quickly"
Ian Thurgood, Joint Managing Director, Wilkin & Sons

Wilkin & Sons is a great example of a local company with strong Essex roots that has used the county's location and transport infrastructure to build a highly-successful global business.

To view and download other case studies go to:

www.investessex.co.uk/index.php/case_studies

Find out more about Essex

Essex is a growing county with a thriving business community offering great opportunities to local, national and international businesses. Find out more about Essex and the opportunities that the county has for your business.

> Take a tour of Essex on our virtual map

> Browse available property on our property portal

> Speak to us about your business aspirations

We are committed to your success and we look forward to welcoming your business to Essex.

At: www.investessex.co.uk

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Essex County Council