

## Invest Hertfordshire to represent region at Europe's largest trade fair

For the first time, Hertfordshire will be represented at Europe's premier real estate and investment fair EXPO REAL this October as part of a wider UK delegation.

Invest Hertfordshire, the county's new inward investment service, has been invited alongside UK Innovation Corridor (UKIC) to promote and attract investment into sites across the region at Europe's largest trade fair.

As well as participants spanning the real estate and property sectors, the three-day event from 7-9 October attracts politicians, developers and investors keen to find out about wider trends and market opportunities.

Invest Hertfordshire will bring three key sites to market:

- Herts IQ and Hemel Garden Communities: The county's [enterprise zone](#) is leading the development of 3 million sq. ft. of new commercial space into a zero carbon, digitally connected workplace, just 30 minutes outside London. [Hemel Garden Communities](#) is an ambitious development programme that will transform Hemel Hempstead and create attractive and sustainable new neighbourhoods and communities to the north and east of Hemel Hempstead, through the delivery of around 11,000 new homes and 10,000 new jobs by 2050.
- Stevenage Town Centre: a major £1bn regeneration programme led by Stevenage Borough Council delivering a reinvigorated town centre with a mix of transport facilities, leisure, culture, retail and commercial spaces, and town centre living.
- The Assembly: Developer Reef Origin and investment bank UBS are delivering [The Assembly](#), sitting in the heart of a growing life sciences industry and bringing commercial life science space, retail, restaurant and collaboration areas.

Invest Hertfordshire, managed by Hertfordshire Futures, formerly Hertfordshire LEP, was established in 2023 to showcase the county's key strengths, business clusters and opportunity sites, and act as a gateway for companies looking to relocate or expand. A dedicated inward investment team manages enquiries, tapping into expert sectorial knowledge and local intelligence and providing access to wider networks across education, business support, commercial agents and suppliers. With a new inward investment website, brand and support team, Hertfordshire is now strongly positioned to generate and manage investment queries, helping businesses to successfully land and succeed.

The service was officially launched at the UK's Real Estate, Investment and Infrastructure Forum (UKREiiF) in Leeds (21-23 May 2024). Over the past year, Hertfordshire is now listed in the top five UK locations for foreign direct investment jobs growth (2023/24). Its GVA of £46bn pa is on a par with UK city regions and is driving growth across several key sectors spanning film and TV, the built environment,

advanced manufacturing and life sciences with a global recognised specialism in life-saving cell and gene therapies.

Melanie Miller, Investment Manager, Hertfordshire Futures said: “I am delighted that Invest Hertfordshire has been invited to join the UK delegation. This demonstrates the strength of our offer and enables the county to compete on an international platform, putting Hertfordshire on a par with other cities and regions across Europe. Opportunities such as this enable us to showcase our strategic advantage and ensure the benefits of economic growth are more fully realised.”

Adam Wood, Hertfordshire IQ manager, said: “EXPO REAL presents an exciting opportunity to bring our enterprise zone to an international audience. Located in the heart of the ‘Golden Research Triangle’ between Oxford, Cambridge and London, Herts IQ provides the optimum location outside London to connect tech, talent and research. The zone offers a raft of benefits for a growing business community and is ideal for organisations in agri-tech, sustainable construction and clean tech, of any size from start ups to SMEs and multi-nationals.”

To find out more about the opportunities available, visit the Invest Hertfordshire website:

[www.investhertfordshire.com](http://www.investhertfordshire.com)

To find out more about Invest Hertfordshire and speak to the team, telephone: 01462 244 700 or email:

[info@investhertfordshire.co.uk](mailto:info@investhertfordshire.co.uk).

ENDS

## ABOUT INVEST HERTFORDSHIRE

Invest Hertfordshire offers a free and confidential package of services that are tailored to individual companies’ needs.

By providing access to expert knowledge and local intelligence, Invest Hertfordshire helps de-risk your business investment and can ensure a faster and more successful relocation or expansion.

Support is available to both national and international firms of all sizes that are considering Hertfordshire, and includes:

- Investment case development including market intelligence and research
- Sourcing property solutions
- International market support
- Advice on recruitment and training
- Introductions to appropriate networks, suppliers, agencies and educational establishments
- Helping business and investors understand and navigate potential market opportunities

Invest Hertfordshire works closely with the Department for Business and Trade and other partners to support businesses to invest, grow and export, creating jobs and opportunities. It comprises the 10 districts across Hertfordshire and the county council, and acts as the main funnel for all inward investment enquiries making it easier for business to locate and expand.

Invest Hertfordshire – your partner for growth.

Visit: [www.investhertfordshire.com](http://www.investhertfordshire.com)

Get in touch: tel: 01462 244 700 or email: [info@investhertfordshire.co.uk](mailto:info@investhertfordshire.co.uk)