

Invest Hertfordshire @EXPO REAL 2024

Communications Pack



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About Invest Hertfordshire

Invest Hertfordshire, the county's new inward investment service, has been invited alongside UK Innovation Corridor (UKIC) to join the UK Cities and Partners delegation at Europe's largest trade fair - EXPO REAL. The event will enable Invest Hertfordshire to promote and attract investment into sites across the region.

Invest Herts offers a free and confidential package of services that are tailored to investors and individual company's needs. By providing access to expert knowledge and local intelligence, Invest Hertfordshire helps de-risk investor decisions and can ensure businesses 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:

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

Invest Hertfordshire works closely with Government, Hertfordshire Growth Board, Hertfordshire County Council and the districts across the county to attract investment and support businesses to grow and export, creating jobs and opportunities that will enable Hertfordshire to thrive.

Press Release



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

Lucy Gravett | September 2024



Our press release provides comprehensive information on Invest Hertfordshire and its purpose.

[DOWNLOAD HERE](#)



Social Media templates

We have a wide range of social media resources to promote Invest Hertfordshire.

[DOWNLOAD HERE](#)



Discover card



Join us card



Meet us card



Website promotion card



Site Opportunity card

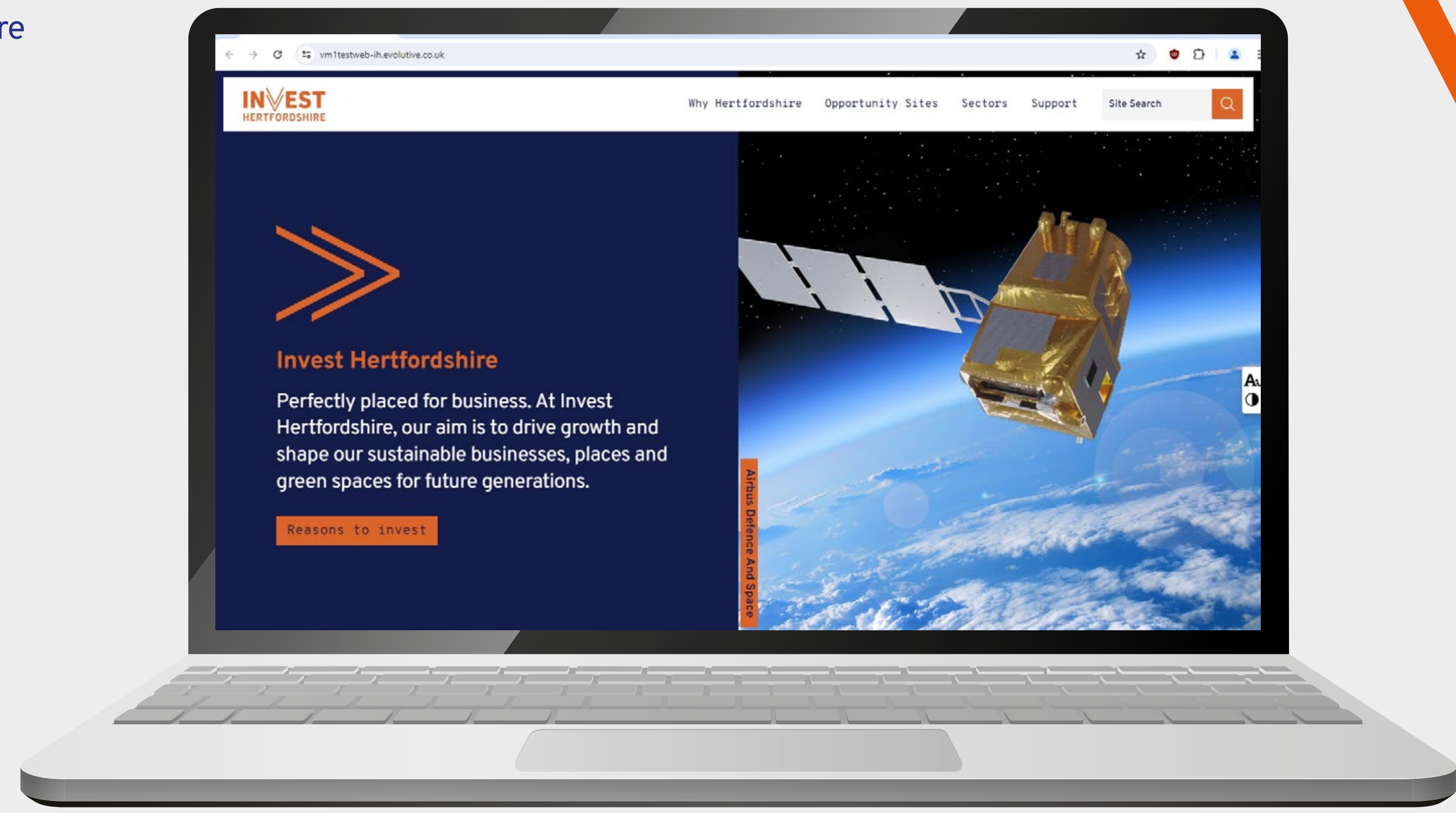


Website/Prospectus

A website and investment prospectus are available to promote Invest Hertfordshire and its opportunities.

WEBSITE

PROSPECTUS



Thank you

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