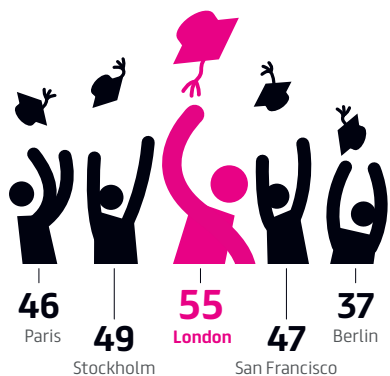


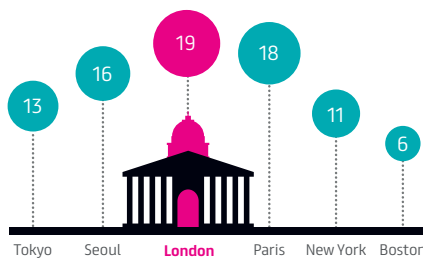
LONDON IS A GLOBAL LEADER

HUB FOR GLOBAL TALENT

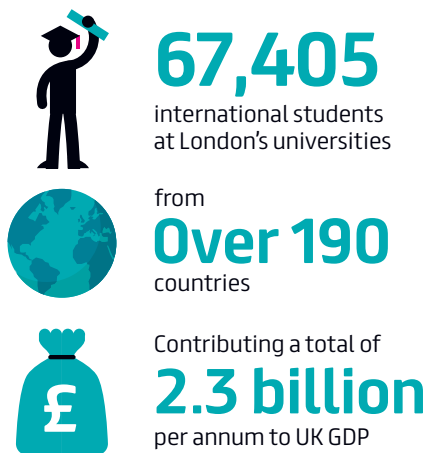
More **graduates** than any other city (%)



More **world leading educational institutions**



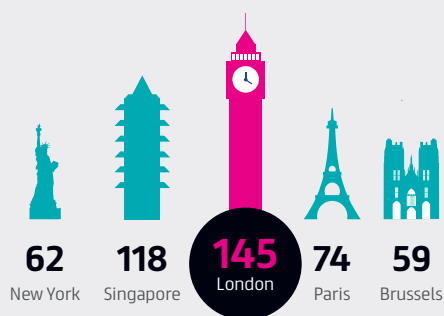
Most **international students**



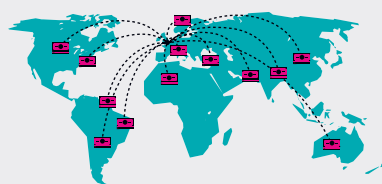
HUB FOR GLOBAL BUSINESS

More **\$1 billion international subsidiaries** than any other city

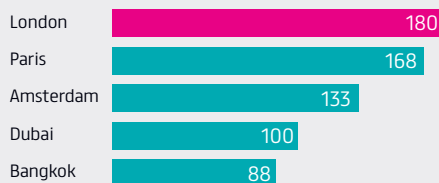
More than Paris and Brussels combined.



Number 1 global city for **FDI**



Top 5 cities by number of projects:



Strong financial services sector, which anchors the rest of the economy.



HUB FOR GLOBAL VISITORS

Tourism is worth over

£11.8 billion

Tourism is growing

280,000

jobs are created by tourism in London



First globally for **international visitors**

Top 5 most visited cities (millions of international tourist arrivals, 2014)



International tourism was boosted by

+18%

after drop in value of the pound



BUT A CHANGING GLOBAL ECONOMY AND THE VOTE TO LEAVE THE EU CHALLENGES LONDON'S POSITION AS A GLOBAL HUB

Only **1 in 5 of EU workers** in the UK



would meet current tier 2 visa requirements

London has a **strong platform for growth**

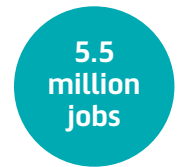
Economy worth



exporting



and supporting

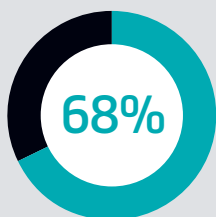


Generates £142bn in taxes, nearly a third of the UK

Businesses face new costs in reorganising supply chains and moving goods and services across borders if the UK leaves the Customs Union.



Cost of leaving customs union – between 1% and 1.2% of GDP.



of future £1 billion companies
will be from emerging markets



TO STAY OPEN FOR BUSINESS LONDON NEEDS TO:



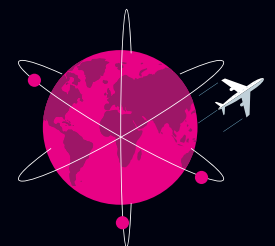
Stay open for commerce and trade



Ensure firms can recruit international talent



Protect and grow its strengths in financial and professional services



Boost international travel and tourism to London