MAKING A GLOBAL IMPACT

TOMORROW IS TAKING SHAPE TODAY, AT HERIOT-WATT UNIVERSITY
HELLO AND WELCOME TO THE LATEST ISSUE OF INVEST EDINBURGH.

As the new convener of the City of Edinburgh Council’s Economy Committee, I am excited by the opportunities we have to continue to build on Edinburgh’s economic success.

Under my predecessor, Councillor Frank Ross, the past three years have seen the creation of the Growth Accelerator Model to drive investment in Edinburgh, the launch of the Creative Exchange business incubator, the forging of new economic links with Shenzhen, China, and more. The city is well positioned to build on this momentum.

Our cover feature looks at the global success of Edinburgh’s Heriot-Watt University in our ongoing exploration of the city’s universities. With campuses in Scotland, Malaysia and the United Arab Emirates, Heriot-Watt is a genuinely international university. Flagship developments such as Oriam, the new National Performance Centre for Sport, are establishing Heriot-Watt on the world stage as a centre of excellence.

In 10 Questions, Andrew Kerr, chief executive of the City of Edinburgh Council, sets out his strategy for the organisation and his future vision for Edinburgh. The Council’s plans for Edinburgh – including a major housebuilding programme, the delivery of new prime office accommodation, and the agreement of a ‘City Deal’ – will create significant opportunities for investors.

Capital Focus looks at The Registers, a £60 million regeneration of West Register Street that will deliver close to 10,000m² of new prime office and leisure space along with 50 serviced apartments. The Registers is the first step in a holistic transformation of Register Lanes, an underutilised area in the heart of Edinburgh.

Made in Edinburgh looks at AdAppTive, the world’s first cookie-free marketing platform developed by Red Fox Media, while Irish geotechnical consultancy GDC’s expansion into Edinburgh is the subject of New Arrivals. Meanwhile, car insurance app developer Cuvva is this issue’s 1 to Watch.

Finally, an expanded edition of Making it Happen looks at the exciting developments that are building on the Edinburgh BioQuarter’s status as a global hub for medical research, while our back cover showcases a flagship hotel development opportunity on the Edinburgh Waterfront: just one of the prime opportunities showcased in the Edinburgh Hotel Prospectus.

Thank you for reading.
Vacant 1960s and 1970s office blocks and a derelict former tenement will be reborn as a high-quality office development, while a disused 1940s bank building will be brought back into use as serviced apartments. Hundreds of new jobs will be created upon the completion of the development late next year.

The eight storey Mint Building will be a flagship addition to South St Andrew Street, offering 7,700m² of grade ‘A’ office space. The modern stone and glass building will incorporate the Venetian Gothic façade of the disused 1860s Alexander Cowan & Sons warehouse on West Register Street. Three units on the Mint Building’s ground floor will provide 700m² of leisure space.

The imposing former headquarters of the National Commercial Bank of Scotland, at 42 St Andrew Square, will be converted into 50 luxury serviced apartments. The neoclassical building’s original features will be restored and the later addition of a mezzanine floor removed. Over 800m² of leisure space will be delivered on the ground floor, including a signature restaurant/brasserie within the art deco former banking hall.

The development will include major enhancements to the public realm of West Register Street, which is to be resurfaced and partly pedestrianised, with refuse bins removed from footpaths and improved lighting, greenery and street furniture.

The Registers is at the heart of the wider Register Lanes project, which aims to enhance and enliven the cluster of little-used lanes to the southeast of St Andrew Square, capitalising on their strategic location adjacent to Princes Street and the Edinburgh St James development.

FIND OUT MORE

chrisstewartgroup.com/new-projects/the-registers-edinburgh

Nick White, CuthbertWhite
+44 (0)7786 171 266
nick@cuthbertwhite.com

Cameron Stott, JLL
+44 (0)131 225 8344
cameron.stott@eu.jll.com

Collaboratively designed by Hoskins Architects and Morgan McDonnell Architects, The Registers will turn an unwelcoming and underused area of Edinburgh’s East End into a vibrant new urban quarter.

THE REGISTERS CREATES NEW OPPORTUNITIES IN THE HEART OF EDINBURGH
Cuvva has created a free app that lets UK drivers cheaply and easily purchase car insurance by the hour. The product is aimed at people who need to quickly take out short-term cover so they can borrow a car.

After users input some basic data, along with photos of the car, their driving license and a ‘selfie’, the app communicates with the national Driver and Vehicle Licensing Agency database and uses the information to generate a quote for insurance, with the whole process taking less than 10 minutes. Cuvva receives a commission on policies sold via the app.

Cuvva was born in 2014, after co-founder Freddy Macnamara discovered that the time and cost of taking out short-term insurance policies was making it difficult for him to lend out his car.

“Technology has been used to improve most industries, yet the car insurance model remains largely unchanged,” said Freddy. “What we want to do is enable UK drivers to get simple, quick, and efficient access to other cars.”

After receiving approval from the Financial Conduct Authority, the iOS app launched last October, with Cuvva currently developing an Android version.

Cuvva’s product has the potential to disrupt the UK market for short-term car insurance. The fledgling company secured £110,000 of growth funding in May 2015 and a further £400,000 in January. Cuvva has also been accepted into the Barclays Accelerator, an intensive 13 week mentoring programme aimed at the UK’s most promising financial technology companies.

“Due to its comparative flexibility Cuvva can be viewed as competitive on price,” said Freddy. “However, its real utility is its ease of use – removing the ‘cognitive overhead’ inherent in just borrowing a car.”

> Find out more: www.cuvva.co

Some of Edinburgh’s most promising companies are expanding after securing new funding.

Administrate develop software for training providers. It has raised £1.7m in an oversubscribed funding round led by local syndicate Archangels. Administatre recently tripled its headcount after winning new business in the UK, North America and Asia.

pureLiFi, a pioneer of the nascent Li-Fi technology, has raised £1.4m in its latest funding round. At the Mobile World Congress in February, the company unveiled ‘LiFi-X’, a product that lets mobile devices connect to the Internet via LEDs.

Holoxica has received a £1m European Commission grant to help it develop a prototype holographic video display that will enable CT, MRI and ultrasound data to be displayed as ‘floating’ 3D models. The innovative technology has applications in teaching, diagnostics and surgery.

Blackford Analysis’ medical imaging comparison software is used by radiologists to rapidly analyse MRI and CT scan results. The firm has secured £648,000 to roll-out its technology to clinical fields such as oncology.

Fios Genomics analyses immensely complex biological datasets to identify patterns that offer insights for drug discovery. The company has raised £550,000 from the Scottish Investment Bank and syndicates Archangels and Tri Cap.

Particle Analytics – which develops software to simulate the behaviour of particulate solids such as asphalt and grain – has raised £290,000 in a funding round led by Mercia Fund Management. Since spinning-out from the University of Edinburgh in 2015, Particle Analysis has won orders from multinationals including Johnson Matthey, Pfizer, and P&G.

Gecko Labs has raised £250,000 of equity capital after winning new business in the USA and China. The firm offers software products to help universities and colleges attract students, such as GeckoReader, a white label prospectus app.

Finally, challenger telecoms company TenTel has recruited dozens of additional staff after securing £170,000 of grant funding. In January, TenTel announced that it would begin bundling the Roku Streaming Stick (a dongle that enables over 1,700 channels such as BBC iPlayer, YouTube, and Pandora to be streamed to a television) with its contracts.

> Find out more:
  www.getadministrate.com
  www.purelifi.com
  www.holoxica.com
  www.fiosgenomics.com
  www.blackfordanalysis.com
  www.particle-analytics.com
  www.geckolabs.co.uk
  www.tentel.co.uk
WOW Air is introducing twice weekly outbound flights from Edinburgh to the United States (Boston, Los Angeles, San Francisco and Washington D.C.) and Canada (Montreal and Toronto) with a short stopover in Iceland, priced from £125.

Citivale is developing 7,600m² of high-quality industrial space at the 7Hills Business Park in Sighthill. Units will range from 460m² to 2,300m².

BBC Three is airing Clique, a new six-part drama set at the University of Edinburgh. Filmed on location, the series was created by Skins writer Jess Brittain.

The Chester Residence has been voted Europe’s 11th best hotel in the TripAdvisor Travellers’ Choice Awards.

Mohshin Syed, a pupil at Drummond Community High School, has been chosen to take part in The Junior Academy, a mentoring programme for the world’s most talented STEM students run by the New York Academy of Sciences.

Scotland’s Rural College is to create a poultry research facility at its Easter Bush campus south of Edinburgh alongside The Roslin Institute and the Royal (Dick) School of Veterinary Studies.

Edinburgh distiller Daffy’s Gin has secured a national distribution deal with Waitrose.

Cally Russell, founder of Edinburgh-based fashion shopping app start-up Mallzee, features in Forbes’ ‘30 Under-30 Europe List’, a showcase of Europe’s top young entrepreneurs and innovators.

The University of Edinburgh has begun construction of its 9,300m² Data Technology Institute.

INVESTMENT IN EDINBURGH’S CULTURAL OFFER

Major enhancements to the visitor experience at the National Museum of Scotland and the Scottish National Gallery will be rolled out in 2016.

Work is already underway on the creation of a new plaza on Chambers Street that will improve access to the Museum. The investment marks the Museum’s 150th anniversary, which will also see the launch of a series of new galleries dedicated to scientific discovery, applied arts, fashion, and design.

Set to open in July, the enhanced exhibition space will showcase more than 3,000 objects from the Museum’s vast collection, the majority of them on permanent display for the first time in a generation.

The latest improvements represent the third stage of National Museums Scotland’s ambitious £80m masterplan to improve the visitor experience and restore the much-loved Victorian building to its former grandeur.

Meanwhile, similarly grand plans are in line for the Scottish National Gallery on Princes Street. The exhibition space dedicated to the Gallery’s unrivalled collection of historical Scottish art will be tripled, enabling a previously largely unseen treasure trove of Scottish art – including works by Sir Henry Raeburn, Ian Hamilton Finlay and Sir Eduardo Paolozzi – to be publicly displayed.

By extending the Gallery into Princes Street Gardens, the project will create a new main entrance from the Gardens, greatly improving visitor flow. The new entrance will provide direct access to the Scottish Collection Gallery and to a grand staircase leading to the international collections housed above.

An improved retail and restaurant offering will further augment the visitor experience, while additional exhibition space will be dedicated to Scottish prints and drawings, as well as a flexible space for housing temporary exhibitions.

> Find out more:  
  www.nms.ac.uk  
  www.nationalgalleries.org
ADAPPTIVE AIMS APPEAL AT PUBLISHERS

Red Fox Media is the developer of AdAppTive, the world’s first cookie-free marketing platform and the latest in a long line of disruptive technologies to emerge from Edinburgh.

Targeting tech giants such as Google, which earns upwards of £3.2bn from UK advertising revenues annually, AdAppTive aims to capitalise on the meteoric rise of mobile devices, which now account for 70% of all digital content consumption.

The UK digital advertising marketplace is valued at an incredible £6.6bn/year, yet digital publishers – the owners of both the content and the channel – receive just over £690m by the time advertising spend is subject to arbitrage from multiple third parties.

“Now, with the advent of mobile apps – and by that we mean any channel not browser-based – cookies are becoming increasingly redundant. They don’t work outside of a browser,” explains Red Fox Media chief executive and co-founder Marcus Brook.

Together with co-founder John Noble, former chief technology officer of Lloyds Banking Group, Marcus established Red Fox Media in 2013.

AdAppTive delivers a platform that allows advertisers to reach their target market through advertising embedded into mobile digital content, without having to rely on outmoded websites and cookies.

“Good advertising is relevant advertising and relevance is a function of accurate targeting. Put the right advert in front of the right person at the right time and advertisers will pay more. Only AdAppTive can deliver that across mobile platforms by targeting engaged readers and subscribers.”

Having secured investment of £420,000 from the Scottish Investment Bank, Red Fox Media plans to invest in marketing and sales to promote AdAppTive to more UK publishers.

“We’re also investing in R&D to deliver a self-serving platform in 2016, which will allow advertisers to set up their own campaigns and identify their own target audience,” concludes Marcus.

> Find out more:
www.redfoxmedia.co.uk

ICONIC ARCHES BROUGHT BACK TO LIFE

A row of 19 Victorian storage arches by the Royal Mile has been reborn as a collection of boutique shops and eateries as part of the £150m New Waverley development. A comprehensive refurbishment by award-winning local practice Staran Architects has attracted a diverse range of artisan occupiers.

Already opened are laser engraving studio Etch’d; designer football fashion store 6 Yard Box; bubble tea specialist the Tempo Tea Bar; contemporary gallery Mudo Art; and the Lauren Gollan Academy of Makeup Artistry, soon to be followed by coffee and doughnut emporium Baba Budan; restaurants Gannet & Guga and Chophouse; and organic juice company Juice Warrior.

“The Arches bring an interesting and vibrant new dimension to our New Waverley development, bringing tremendous energy to the area,” said project director Clive Wilding.

Staran has also masterminded the conversion of a rundown lockup in the West End into a chic coffee shop for Brew Lab. The speciality coffee shop – which opened earlier this year on Queensferry Street Lane – offers a range of meticulously brewed espresso and cold brew coffees, along with a rich selection of local artisanal food.

> Find out more:
www.newwaverley.com
www.brewlabcoffee.co.uk
www.staranarchitects.com

ICONIC FISH AND CHIP CHAIN HARRY RAMSDEN’S HAS OPENED A RESTAURANT AND TAKEAWAY ON HUNTER SQUARE ON THE ROYAL MILE.
GOLD GROUP INTERNATIONAL HAS UNVEILED PLANS FOR AN ANN SUMMERS STORE ON PRINCES STREET.
2015 proved that Edinburgh’s global appeal has never been more alluring to travellers. A record 11 million passengers passed through Edinburgh Airport last year (up 9.4 per cent on 2014), with a significant rise in international travellers.

The Edinburgh Festival Fringe recorded a bumper year with more than 2.3 million tickets sales, while VisitScotland named the Royal Yacht Britannia – Queen Elizabeth II’s former floating residence, now permanently berthed at Ocean Terminal in Leith – Scotland’s top visitor attraction for a tenth successive year.

The Travel Magazine acclaimed Edinburgh as one of the world’s top New Year destinations. Edinburgh Castle won a British Travel Award, while the Scotch Whisky Experience was honoured at the Distillery Experience Awards.

The National Museum of Scotland remained Scotland’s most popular free visitor attraction with more than 1.6 million visitors, closely followed by the Scottish National Gallery. The country’s top paid for attractions included Edinburgh Castle, which enjoyed another successful year, attracting 1.5 million visitors, as well as Edinburgh Zoo and Edinburgh Bus Tours.

What’s more, increasing collaboration between local attractions, businesses and tour operators is helping to drive further growth. With recent research from VisitBritain revealing that Chinese visits to the UK were at record levels in 2015 – up 37% from 2014 – the Edinburgh Tourism Action Group Conference in February focused heavily on how the city can better serve this fast growing market.

Looking further head, with 2017 named as the Year of History, Heritage and Archaeology, work is already underway to ensure Edinburgh, home of two UNESCO World Heritage Sites, is ready to capitalise on new opportunities.

DELOITTE HAS DIGITAL DESIGNS ON EDINBURGH

Deloitte Digital has chosen Edinburgh as the home of its third UK Digital Studio. Within three years, a team of up to 70 will be working alongside existing consultants offering services across digital strategy and advisory, creative design, engineering, cyber and analytics.

Deloitte Digital is a relatively new model within Deloitte, which employs over 220,000 people worldwide delivering professional services to help solve complex challenges for major clients. Deloitte Digital combines the services of a digital and creative agency with the existing strengths of Deloitte consulting – enabling true end-to-end capability.

The new Design Studio and ‘Innovation Greenhouse’ will open in summer 2016. Edinburgh’s large financial services sector, vibrant and innovative tech scene, quality of life, and rich supply of local talent made it a natural location to continue Deloitte Digital’s expansion.

NEW ARRIVALS

GDG

WHAT DO THEY DO?

Headquartered in Dublin, Ireland, GDG is a leading geotechnical consultancy that provides specialist support for civil engineering projects such as offshore installations, wind farms, railways and harbours. Services offered by GDG include feasibility studies, design, monitoring, risk assessment and geo-hazard surveys. Highly active in the research sphere, the company is a participant in the pan-European ‘LEANWIND’ project.

WHY THE MOVE?

Founded in 2011, GDG opened a second office in London last July to service its UK client base. Continued growth in this market has led to the opening of an office on Edinburgh’s Young Street.

“The opening of GDG’s Scottish office is clear evidence of our continuing success in the UK,” commented Sean Finlay of Geoscience Ireland (GI). “The provision of specialist geotechnical services for infrastructure development in the UK has become an important key market for GI members.”

WHY EDINBURGH?

Edinburgh is a recognised centre of expertise for geology. The University of Edinburgh’s School of Geosciences brings together over 400 academics and researchers – the single largest grouping of geoscientists in the UK. Meanwhile, Heriot-Watt University is currently developing the Lyell Centre, a £20m purpose-built research centre for geology, petroleum engineering and marine science that will bring together academics, the British Geological Survey, the Shell Centre for Exploration Geoscience and business incubator space.

> Find out more: www.gdgeo.com
IE> You have been in post for around nine months. How have you found your role so far?
AK> It’s been an incredibly busy nine months, building new networks and getting to grips with the opportunities and challenges facing this beautiful city. As a Scotsman, this is the ideal job for anyone working in the public sector. Edinburgh has phenomenal potential to grow sustainably – more than any other UK city outside London. However, although we’re a successful city, we have to continue to punch above our weight because of our relatively small size.

We need to sustain our global reputation by maintaining a truly international outlook.

IE> How have you connected with the city’s business community?
AK> My first six months were spent meeting as many people as possible. Between July and Christmas 2015, I met more than 700 individual members of the business community, so that has helped me build a broad view of all the city’s sector strengths. Because of Edinburgh’s academic strengths, I’ve also spent a lot of time discussing issues with our university community, trying to identify how we can best work together to create a cohesive vision for Edinburgh.

IE> What do you see as the main challenges currently facing Edinburgh?
AK> With success comes the risk of complacency. Edinburgh is a successful city, so there’s a risk we sit back and think we’re ok. However, 22% of our population still live in poverty. We have to save 25% of our budget over the next four years – and that’s a big ask. Getting prepared has required a shift in mindset within the public sector – it’s about fundamentally changing the way we do things.

The integration of health services is probably with biggest single change we’ve introduced, bringing £600m of services together. We’ve created area management teams across the city; centralised service functions and improved digital services so residents can increasingly access online services.

As we re-imagine how services are delivered, we have to focus spending on the key areas that the people of Edinburgh have said they wish to see prioritised – chief among those being health and social care and education.

IE> What can the Council do to help ensure Edinburgh is open for business?
AK> With their complementary skills and proximity to one another Edinburgh and Glasgow should work together to promote the Central Belt of Scotland. With that in mind, through the Scottish Cities Alliance, we’ve been exploring what powers need to be devolved to Scotland’s cities in order to unlock their full potential.

“AS PART OF THE CITY DEAL WE ARE ASKING FOR NEW POWERS OVER, AND FIRST REFUSAL ON, GOVERNMENT-OWNED LAND, PARTICULARLY FOR HOUSING, HOTELS AND OFFICE DEVELOPMENT IN THE CITY.”

The idea is to help realise the potential value of prime sites and generate funds that can be returned to the public coffers. In places such as Scandinavia, where publically owned land is given to developers along with precise specifications as to the type of development being sought, this approach has reaped huge rewards.

What we’re asking for is as much leeway as possible to help make these types of brownfield developments a possibility.

A lot of people’s knowledge about Edinburgh comes through the festivals, so we have an opportunity to sell the city on the back of that cultural introduction.
The message is clear, Edinburgh is a fantastic city in which to live, but we need to back that up with the right housing supply, the right balance of office accommodation, the right infrastructure – everything aligned to create a world-class offering.

**IE>** What role do you see for private investors in the development of Edinburgh?

**AK>** We've invested a significant amount of time talking to investment funds about the opportunities within Edinburgh. Grade ‘A’ office accommodation, where demand continues to outstrip supply, is an area of great interest, as is the development of our retail offering.

The redevelopment of the St James Centre is set to transform the retail landscape to the east of the city centre, but there are further opportunities to enhance Princes Street.

In addition, opportunities remain for both private and institutional investors to think about affordable housing – a development area delivering better-than-average, regular yields.

**IE>** The city has attracted very significant international investor interest. How have the city’s international connections and inward investment strategy helped generate this?

**AK>** They are central to our success. The city’s international reputation as a world-renowned festival city, our strong global connections and key sector strengths in financial services and tech generate considerable interest. So when we attend events such as MIPIM it gives us an opportunity to say Edinburgh is open for business and here are the reasons why; here’s where you can invest, and here’s what we have in the pipeline. It demonstrates proactive engagement with the investor community and reinforces how joined up our approach is – one of the reasons why we're partnering with the University of Edinburgh at MIPIM 2016.

What’s more, it allows us to shape a development strategy, retaining control over the pipeline and ensuring what we promote supports a sustainable long-term vision for Edinburgh.

Looking ahead, we need to continue to support Edinburgh Airport’s ongoing expansion. A big part of that future growth can be secured through direct routes to new markets, especially China.

We attract increasing numbers of Chinese visitors and business innovations such as the Shenzhen Business Incubator have gone a long way to cementing links between Edinburgh and China.

**IE>** The Council proposes to significantly expand its housebuilding programme. What opportunities will this create?

**AK>** Housing is essential if we're to manage our booming population, predicted to reach 600,000 people in 20 years’ time.

That need drives our housebuilding aspirations. Edinburgh aims to deliver 16,000 new homes across the city; but across the region, with the help of City Deal funding, there’s no reason we can’t increase that figure to 32,000. But it’s also about securing the right housing mix and delivering an appealing public realm.

**“BASED ON CURRENT PROJECTIONS, EDINBURGH IS SET TO OVERTAKE GLASGOW AS SCOTLAND’S LARGEST CITY IN 30 YEARS.”**

**IE>** The Council is currently negotiating with the UK Government on a ‘City Deal’. What would it mean for Edinburgh?

**AK>** Edinburgh drives the regional economy. That's why, when we shaped our proposal for the City Deal, we grouped Edinburgh with southeast Scotland to reflect a regional economy. It's a powerful tool to enable the wider city region to coalesce around a single strategic vision. It creates a shared medium-term vision for the city region that brings together the business community, our universities – who represent some of the city region’s largest landowners – as well as the public sector.

In addition to supporting regional growth through house building, and new devolved city powers, another ground-breaking aspect to the City Deal is the creation of a regional skills agency. We need an organisation that recognises the different skills in Edinburgh, makes sure we have the right mix of skills coming out of our schools, and the right quality of schools targeting the right sectors – for example, digital.

**IE>** What actions do you see as being vital to ensure Edinburgh remains a competitive place to do business?

**AK>** The one thing constantly coming back from the business community is the need for a clear vision of what Edinburgh wants to be in 2040 – 2050. The City Deal is one tool to help shape the next five to 10 years, but we need to think longer term. We're going to start an ambitious engagement process with the whole city later this year – encompassing business and communities – to identify our strategic priorities for the next 40 years. There are some excellent examples of how this approach has worked in the past – New York perhaps being the most prominent.

**IE>** Finally, what is your vision for Edinburgh in 10 years’ time?

**AK>** Improved housing stock, a more socially integrated city in which the gap between rich and poor has narrowed. I would hope to see an environmentally sustainable city with a truly integrated public transport system, including trams running to the Edinburgh waterfront and Edinburgh BioQuarter. We also need to ensure we have the right amount of investment supply to deliver the city’s future growth.

Ultimately, we will have succeeded if we maintain our status in the UK as the most successful city outside London.

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**Andrew Kerr, chief executive of City of Edinburgh Council.**

Andrew began his 32-year local government career with Falkirk District Council, since when he has held a number of posts, including former chief executive officer of North Tyneside Council from 2005. In March 2012 he was appointed chief operating officer of Cardiff Council before moving to Cornwall Council, where he successfully negotiated a devolution deal for Cornwall – the first rural authority in England to be offered one. He joined City of Edinburgh Council last July.

A former bronze medal-winning 400m sprinter, Andrew has represented Great Britain in international athletics.

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**CV**

**FIND OUT MORE**

www.investinedinburgh.com
Tomorrow is taking tangible shape today, at Heriot-Watt University.

At its home campus on the outskirts of Edinburgh, the signature curved roof over the largest indoor pitch in Europe is already a dominant feature, as ‘Oriam’, the new £33m National Performance Centre for Sport, approaches completion this autumn. On the other side of the world, a new £35m purpose built satellite campus at Putrajaya, Malaysia officially opened last year, with more than 600 students already enrolled.

Since 2005, the Dubai campus has grown from a fledgling student population of 120 to close to 4,000, with more than 100 nationalities represented in the student body. All academic schools of the University operate at least one programme in Dubai (many offer more) and three schools have recently launched PhD programmes. To accommodate the rapidly increasing student population and diverse spread of subjects on offer at its Dubai campus, Heriot-Watt has constructed assets including engineering and design laboratories, student residences, sports facilities and a food court.

“Our ambition is to operate internationally – to be ‘globally minded and highly impacting’,” explains Professor Richard A. Williams OBE, who took up his post as principal and vice-chancellor in September 2015. “Our campuses overseas are totally integrated with our core operations. Each school’s processes are exactly the same across the world for every course, providing a unified backbone that gives us a real opportunity to provide a global perspective to study. This sets people up for a more culturally connected experience and creates new opportunities for jobs.”

GO GLOBAL

“We encourage our students to ‘Go Global’, whether they experience the world through our main campus here in Edinburgh – where more than a third of our undergraduate students hail from overseas – or by transferring for a semester or a year to continue their studies in either Dubai or Malaysia through our ‘Go Global’ student programme.”

It’s a model that held great appeal for Professor Williams. “Talent is our calling card. We produce terrific talent that meets the needs of society. Our graduates are highly employable globally. My vision is that we can produce the right minds to be major contributors around the world.”

FASHION AND HOMEWARE RETAILER NEXT IS TO OPEN A 7,400M² STORE AT THE PEEL CENTRE SRAITON TO THE SOUTH OF EDINBURGH, CREATING MORE THAN 100 JOBS.
ICT SERVICES PROVIDER MOTHER TECHNOLOGIES HAS OPENED AN OFFICE IN THE SOUTH GYLE NEIGHBOURHOOD OF EDINBURGH. THE COMPANY OFFERS TECHNICAL SUPPORT, CLOUD COMPUTING SOLUTIONS, AND TELECOMS AND BROADBAND SERVICES.

Main: The new £20m Lyell Centre will bring together 200 scientists from the British Geological Survey and Heriot-Watt.
Inset: Oriam, the National Performance Centre for Sport, is set to be complete in autumn 2016.
The past twelve months have witnessed that vision in action. "In 2014, 82% of research at Heriot-Watt was ranked world-class, and our vision is to be world-leading within all our specialist areas: science, engineering, technology and business.

“Our mission remains the same as it has always been,” expands Professor Williams. “That is, to create and exchange knowledge for the benefit of society. But the challenges facing society today are bigger than ever before. Our graduates must produce solutions that are radically different. Our future will be built on ‘engineering resource for life.’"

Take, for example, transportation. Robotics brings together a mish-mash of disciplines – electronics, software engineering, psychology, etc – to create single devices – say driverless cars – that help transform society. Heriot-Watt is a founding member of the new EPSRC UK Robotics and Autonomous Systems Network. It brings together the UK’s core academic capabilities in robotics innovation under national coordination.

"Robots that can learn, adapt and make decisions will revolutionise our economy and society over the next twenty years," explains Professor David Lane, director of the Edinburgh Centre for Robotics and professor of Autonomous Systems Engineering at Heriot-Watt. "This new network will help ensure we maintain a leading edge in this rapidly developing field in land and sea vehicles, and in manufacturing."

Perhaps its transformational relevance may be felt most strongly as a support for critical health functions in ageing populations.

“People in the 21st century will live beyond 100,” adds Professor Williams, "but bones won’t last. Integrating robotic support into healthcare is a future prime area of research.”

There is no doubt that Edinburgh offers the perfect environment to deliver such transformative technologies.

"WE RANK 318TH IN THE WORLD AND 42ND IN THE UK, WHICH PLACES US IN THE TOP 4% OF UNIVERSITIES GLOBALLY."

"Interesting things happen at the interfaces of different disciplines, and Edinburgh has shown that it can be an innovation engine time and time again," says Professor Williams. "Edinburgh’s four universities have complementary areas of expertise and collaborate in many ways, for example the pioneering Edinburgh Research Partnership in Engineering and Mathematics (ERPem) between ourselves and the University of Edinburgh. Our general engineering joint submission in the 2014 Research Excellence Framework came first in the UK and in mathematics we were placed in the top five. The city and its institutions have significant untapped capability to become a bigger cog in global innovation, with technical skills, creative minds and forums that can bring these together collaboratively."

"THE PRIZE FOR US IS DEVELOPING OUR MISSION AS A GLOBAL UNIVERSITY OPERATING ACROSS CAMPUS WITH PARTNERS AND MARKETS. OUR NEXT PHASE IS TO GROW PARTNERSHIPS TO GIVE BETTER VALUE AND INCOME."

“The prize for us is developing our mission as a global university operating across campuses with partners and markets. Our next phase is to grow partnerships to give better value and income. For example, technology that will stimulate growth, especially in Africa and throughout the Middle East.”

“One of the key factors of Heriot-Watt University’s success in Dubai has certainly been the close match between what the University is strong in and what Dubai and the region requires,” confirms Professor Ammar Kaka, head of campus and executive dean for Heriot-Watt in Dubai.

“At master’s level, Heriot-Watt has been successful offering programmes in construction management, energy and renewable energy, petroleum engineering, logistic and supply chain management, and an MBA programme. A significant number of those studying at master’s level are practitioners in local industry and enrol on the programmes on a part-time basis to advance their knowledge and skills.”

EDINBURGH... PART OF OUR COMPETITIVE EDGE

"Place is vital in this," adds Professor Williams. "We couldn’t attract and retain the most talented and ambitious staff and students if Edinburgh was not our home; the city itself has such ambition. Edinburgh is cultured, diverse, and boasts a quality of life, year-round, that is unparalleled in the UK. It is part of our competitive edge and fundamental to our success.”

Commercial links have always been another strength of Heriot-Watt. The University’s Institute of Petroleum Engineering received a prestigious Queen’s Anniversary Prize in 2015 in recognition of its sustained innovation in industry over 40 years. Its interdisciplinary work has recently seen it translate techniques for measuring the porosity of rocks into medicine, to measure the porosity of bone structure.

The School of Engineering and Physical Sciences, also based in Edinburgh, is another
pioneer, working in collaboration with local biotechnology start-up Roslin Cellab and colleagues in China to research the 3D printing of stem cells (see issue 54).

Companies recognise the base Heriot-Watt has in the UK, the Middle East and Asia Pacific, and the University already receives many requests to work with industry.

“The research park next to our Edinburgh campus provides a ‘soft landing’ for spin-outs and start-ups and we have a great heritage in this regard. I expect to see that grow,” adds Professor Williams. “We will have new strategic partnerships in the near future to showcase this, and direct licensing will also offer great opportunities to the University and our commercial partners.”

As it looks to the future, Heriot-Watt has plans to take up blended learning and diversify ways to work with its international student body. For example, the majority of the Edinburgh Business School’s 12,000 students already learn online. Students increasingly expect access 24/7, which is a challenge faced by all universities.

**FLEXIBILITY IN LEARNING**

“I am pleased that flexibility in learning is already recognised as a key strength by our students,” says Professor Williams. “We will be investing appropriately in technology, not just real estate (such as the £20m being invested in delivering 465 new student rooms on the Edinburgh campus). We have found they support us throughout their careers. We look to use that support to put the best available technology into companies in order to meet global needs and to create opportunities for those companies to grow and prosper: making a truly global impact.”

**“IN 2014, 82% OF RESEARCH AT HERIOT-WATT WAS RANKED WORLD-CLASS, AND OUR VISION IS TO BE WORLD-LEADING WITHIN ALL OUR SPECIALIST AREAS: SCIENCE, ENGINEERING, TECHNOLOGY AND BUSINESS.”**

**CHINESE GEO SCIENCES COMPANY MOVES TO RESEARCH PARK**

Beijing, China-based iRes-Geo opened its first Scottish base at Heriot-Watt University’s Research Park in March 2016. The company, which specialises in geosciences and reservoir technology, aims to expand its North Sea and global business and will initially create 10 jobs with plans to see its Scottish operation grow into a substantial hub.

Its chair and founder, Yi Huang, is himself a graduate of Heriot-Watt. “We have set up a new office in Edinburgh to support our North Sea and global expansion plans. To date we have created three positions, two of which are high value jobs, and we’re actively recruiting to take our total staffing levels to five this year.”

The company recognises Scotland’s strengths in the subsurface engineering market and aims to capitalise on these to maximise its opportunities in exploration, appraisal, development and field maturation projects.

**SOFTWARE START-UP DOUBLE HAS JOINED THE EDINBURGH HATCHERY BUSINESS CENTRE AT THE GLOBAL HEADQUARTERS OF THE ROYAL BANK OF SCOTLAND. THE COMPANY, WHICH SECURED FUNDING AFTER APPEARING ON DRAGON’S DEN, HAS DEVELOPED AN APP FOR DOUBLE DATING.**

www.investinedinburgh.com | APRIL TO JUNE 2016 | INVEST EDINBURGH 13
and brightest students. First, the university is one of the best in Britain for getting students into jobs, and good jobs. Over 94% of our graduates found graduate level employment last year. A lot of our courses prepare students for work in key sectors, such as petroleum engineering, actuarial science and brewing and distilling.

Secondly, the university has a renowned business school, with links across the world. Many companies have employees who have benefitted from one of our online MBA courses, or taken another career-enhancing part-time online course with us. So students often find that Heriot-Watt's reputation is known at first hand in the company to which they apply.

Thirdly, close links with industry mean that courses often engage speakers who have worked directly in an industry. That gives students a good feel for what a career in that sector will require, not just in terms of academic knowledge but also in terms of broader strategic skills and an understanding of the demands of corporate life.

In all these respects, Heriot-Watt has strengths which few UK universities can rival. Add that to its home in Edinburgh, one of the world's most interesting and beautiful cities, and it is not surprising that students so often choose Heriot-Watt for their degree course.

"HERIOT-WATT'S HISTORY OF INNOVATIVE ENGINEERING EXPERTISE AND GLOBAL IMPACT PROVIDES A GREAT PLATFORM."
Just how important are Heriot-Watt University’s global links with industry?

David Kemp, head brewer, Edinburgh Beer Factory

The International Centre for Brewing and Distilling (ICBD) is a unique teaching and research facility at Heriot-Watt. The centre is based on a partnership between industry and academics, and makes up part of the School of Life Sciences, which is located on the Riccarton campus, Edinburgh.

It is the only organisation in the UK to offer both honours and master’s degrees in brewing and distilling. As such, it not only supplies the industry with graduates, but also with services, expertise and facilities.

For me, Heriot-Watt’s long tradition of maintaining excellent links with industry is very significant; it got me my job. As a postgraduate student, I had my first interview with the Edinburgh Beer Factory, a new craft brewer, on campus. I was then offered a position through the ‘Fit for Work’ scheme, organised by the Brewing and Distilling department.

Our brewery is located on the west side of Edinburgh, close to the campus. It therefore provides an ongoing source for casual workers as well, when we need further assistance. The tutors in the School of Life Sciences circulate job ads for us among the undergraduate and post-graduate students.

Our technical brewer, Mile Meletopoulo, is currently undertaking the MSc in Brewing and Distilling via distance learning.

“EDINBURGH HAS AMAZED ME IN EVERY WAY AND MY TIME HERE WILL BE GREATLY CARVED IN MY EDUCATION JOURNEY.”

Professor Ammar Kaka, head of campus and executive dean, Heriot-Watt University Dubai

Over the years, Heriot-Watt has established a very large and strong network with industry and employers. The vision for Dubai’s education hub is to attract and retain talent to help build the various economic sectors. A large proportion of Heriot-Watt’s student population (70%) are students that in the past would have left Dubai to go back to their home countries to study in higher education. The rest are students that come to Dubai to study at Heriot-Watt University and look for future job opportunities, which is one of the most important factors for students choosing to study here. So our links with industry are very important to students as it helps them with their search for relevant jobs. Working in a large global organization is particularly attractive to the type of students that join us. In fact this is their expectation when they join a UK university here.

“THE UNIVERSITY IS ONE OF THE BEST IN BRITAIN FOR GETTING STUDENTS INTO JOBS, AND GOOD JOBS. OVER 94% OF GRADUATES FOUND GRADUATE LEVEL EMPLOYMENT LAST YEAR.”

Woei Yng Ong, undergraduate student

I did the first and second year of my course at the Malaysia Campus and I intend to complete my degree here in Edinburgh. Having this once in a lifetime opportunity to study abroad has widened my perspective and it has prompted me to be independent in terms of living and studying. Through this transfer, it has broadened my horizons, as it motivates me to be someone I’d never thought I would be.

It opens more doors for my future career, as I am given the opportunity to apply for an internship/placement year here, not to forget the constant and helpful advice offered by the career services at Heriot-Watt.

In my opinion, it feels very different to step out of my comfort zone and set myself on an adventure in a foreign land. Yet, I truly enjoy every moment here in Edinburgh.

I’ve made lots of international friends (which helps to prevent the feeling of homesickness), and I would never have had this chance had I remained in my home country.

Edinburgh has amazed me in every way and my time here will be greatly carved in my education journey. I strongly encourage more transfer programmes like this to be executed in other universities. Being here for six months, the excitement for everything that Edinburgh has in store is still very fresh.
In just a few short years, Edinburgh BioQuarter has emerged as a global hub for medical research, bringing together clinicians, academics and the private sector to make new discoveries that are helping shape the development of precision medicine.

What’s also interesting is we’re seeing a shift in the types of companies seeking space at BioQuarter. Spin-outs from the University of Edinburgh and public sector-funded organisations are now complemented by global pharmaceutical giants such as GlaxoSmithKline and Johnson & Johnson. Commercial successes include the sale of IOMet Pharma to Merck & Co in 2016. In addition, increasing numbers of partners are seeking to collaborate with BioQuarter to create long-term international research projects. That brings global expertise to the campus and also serves to export the BioQuarter brand globally.

BREAKING THE MOULD

As Julia highlights, BioQuarter breaks the mould as a science park. Mixed-use buildings break down silos and create a truly collaborative environment between clinicians, academics, researchers and industry, helping to drive biomedical innovation and commercialisation. The aim is to foster a sense of community, with shops, cafés and a hotel with conference facilities all forming part of the updated masterplan. Without doubt, BioQuarter has reached a point of critical mass. The University of Edinburgh is building on its world-leading research in stem cells, regenerative medicine, inflammation and scarring – delivered through the established Scottish Centre for Regenerative Medicine (SCRM) – with the construction of the Institute for Regeneration and Repair.

EDINBURGH BIOQUARTER: SHAPING THE FUTURE OF HEALTHCARE

The long-term vision for Edinburgh BioQuarter is being guided by a recently refreshed masterplan, which sets out an ambitious £900m investment programme for the growing campus. It’s a vision shared by all four key stakeholders in the project – Scottish Enterprise, NHS Lothian, the University of Edinburgh and the City of Edinburgh Council – with the aim of creating a truly unique global centre of excellence for translational medicine research.

“We see investment at Edinburgh BioQuarter as a keystone development in the Scottish Government’s life sciences strategy,” explains Julia Brown, senior director, Life and Chemical Sciences, Scottish Enterprise. “Our premium bio-incubator facility, Nine, which was funded through Scottish Enterprise and the UK Department of Business, Innovation and Skills, is now fully occupied. Plans are underway to develop the next phase of space, but in the meantime we aim to provide quality modular expansion space adjacent to Nine to accommodate the growing pipeline of enquiries from existing companies looking to expand and investors seeking to establish a presence at BioQuarter.

INDEPENDENT INSURANCE BROKER PIB HAS LAUNCHED AN OFFICE ON PRINCES STREET.
AUSTRALIAN COSMETICS RETAILER AESOP HAS LAUNCHED AN OUTLET IN STOCKBRIDGE.
of precise molecular markers capable of indicating the presence of specific diseases in patients. The result is that diagnosis of complex diseases such as lung cancer, or respiratory infections can be reduced from days to hours.

Such is the level of interest in EMI’s work that the business has built collaborative partnerships for clinical studies with the Cleveland Institute in the USA, the Leiden Institute in the Netherlands and the Karolinska Institute in Sweden.

INTERDISCIPLINARY COLLABORATION
“Translational research has two ‘prongs’: the first and most obvious is the application of research to the diagnosis, treatment and monitoring of disease. The second is commercialisation,” says Chris. “That’s what Edinburgh BioQuarter is delivering today.

“The vehicle for us moving forward with new reagents and new imaging devices is PROTEUS, an Engineering and Physical Sciences Research Council (EPSRC)-funded interdisciplinary collaboration between the University of Edinburgh, Heriot-Watt University and the University of Bath.

Led by Chris’ EMI co-founders, Professor Mark Bradley and Dr Kev Dhaliwal, PROTEUS aims to transform molecular imaging of multiple biological and pathogenic markers inside the human lung in almost real-time, leading to speedier diagnosis. In addition, through an aligned Centre for Doctoral Training in Optical Medical Imaging, called OPTIMA, supported by the EPSRC and Medical Research Council, 60 PhDs are being trained over the next five years with the necessary and unique skills needed to unlock the potential of optical molecular imaging. OPTIMA embraces entrepreneurship and translation within the programme, with an ethos of ‘a heart for science and a brain for business’.

“This is Star Wars technology. We have optical physicists, engineers and chemists in the team working alongside machine learners who can turn that raw data into information that can be readily interpreted by clinical staff. As a clinician, there are incredible possibilities for bedside imaging in an Intensive Care Unit, where early diagnosis of lung inflammation and infection can save lives.”

Clinicians at BioQuarter can guide research to deliver practical improvements in patient care. That process generates considerable intellectual property, which can be fast-tracked through the presence of commercial partners on the campus.

Once you demonstrate that world-class research – based on actual patient data can be fast tracked in this way – you begin to attract considerable interest from healthcare providers and global pharmaceuticals.

GENETIC SAMPLING AND BIG DATA
It is not just in terms of patient healthcare that BioQuarter is making an impact. As the home of the UK’s universities’ shared supercomputing facility, the University of Edinburgh is uniquely positioned to leverage the strength of its world-renowned School of Informatics to transform how medicine is delivered in the future. When combined with Scotland’s exceptional data resources and long tradition of excellence in eHealth informatics, it becomes possible to develop revolutionary drug delivery mechanisms, through genetic sampling and the use of big data, to create a world of precision medicine in which treatments can be tailored to an individual.

That work is being pioneered through the Usher Institute of Population Health Sciences and Informatics. Also currently based within Nine, the Institute is focused on mining current health services data to identify patterns in healthcare.

“From the University of Edinburgh’s perspective, the first phase of Edinburgh BioQuarter has been almost exclusively focused on stem cell biology and molecular imaging. That work continues, but now the next phase will undoubtedly focus on the emergence of big data in healthcare,” says Chris. As part of that emerging trend, The Usher Institute is already planning to relocate to a dedicated yet-to-be-built facility at BioQuarter.

It all forms part of the new £900m masterplan, which Edinburgh BioQuarter’s stakeholders are now focused on delivering.

“The University of Edinburgh has an outstanding track record of securing funding for large-scale investments and delivering them on time and to cost, but we can’t do this on our own,” adds Hugh Edmiston, director of corporate services, University of Edinburgh. “We need to work with our partners at NHS Lothian and Scottish Enterprise, with support from the City of Edinburgh Council, to deliver the right funding model.”

One thing is certain: with construction well underway on NHS Lothian’s state-of-the-art Royal Hospital for Sick Children, a 600-bed paediatric facility, and work set to begin on the University of Edinburgh’s new Institute for Regeneration and Repair, Edinburgh BioQuarter’s offering continues to go from strength to strength.

BIOQUARTER OFFERS SCOPE FOR SIGNIFICANT FURTHER DEVELOPMENT OF UP 230,000M² OF LIFE SCIENCES SPACE, PLUS 46,000M² OF ANCILLARY SPACE.

For more details on contact:
The City of Edinburgh Council’s Investor Support team
T: +44 (0) 131 529 6600
E: invest@edinburgh.gov.uk

FIND OUT MORE

www.edinburghbioquarter.com
www.crm.ed.ac.uk
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proudhistoriesnewchapters
Running from Edinburgh Airport to the East End, Edinburgh’s tram line is used by more than 5m passengers each year, with Edinburgh Trams winning the ‘Operator of the Year’ award at the latest National Light Rail Awards. Some of the most exciting investment opportunities along the tram route are showcased above.
PARISIAN-INSPIRED CÔTE RESTAURANTS IS TO OPEN A BRASSERIE IN EDINBURGH SPECIALISING IN FRENCH CUISINE.

SAUGHTON: This halt serves the residential suburbs of Saughton, Carrick Knowe and Stenhouse.

MURRAYFIELD STADIUM: BT Murrayfield Stadium is a 67,000-capacity stadium hosting international rugby matches as well as other sporting contests and music concerts. This halt is also close to Tynecastle Stadium, the home of Heart of Midlothian Football Club.

PRINCES STREET: This halt serves Princes Street, Edinburgh’s main shopping thoroughfare, anchored by retailers such as House of Fraser, Marks & Spencer, Primark, and Apple. The halt is in close proximity to destinations such as the Scottish National Gallery (below), Jenners department store and the Balmoral hotel.

BALGREEN: This halt serves the residential suburb of Balgreen. Edinburgh Zoo – home to the UK’s only giant pandas – lies a short walk to the northwest.

HAYMARKET: Immediately adjacent to Haymarket railway station, this halt serves the Exchange District, home to leading financial and professional services companies such as Standard Life, BlackRock, PWC, Scottish Widows, Tesco Bank, Deloitte and Deutsche Bank. New Grade ‘A’ office space is available to pre-let within flagship developments such as The Haymarket Edinburgh (31,600 m²), 2 Semple Street (4,200 m², below), and Capital Square (11,400 m²) – all due to achieve practical completion in early 2018 – while freshly refurbished space is available to let at 40 Torphichen Street (5,000 m²).

WEST END: Edinburgh’s West End is home to a wide selection of boutique independent retailers, along with luxury hotels such as the Waldorf Astoria and the Sheraton and traditional townhouse office accommodation.

ST ANDREW SQUARE: Just minutes from Edinburgh Waverley railway station, this halt is moments away from The Registers and South St Andrew Square – two major developments delivering 15,700 m² of office space and 6,700 m² of retail and leisure space – and Harvey Nichols department store.

YORK PLACE: The current terminus of the Edinburgh tram line, this halt serves Edinburgh St James, a massive ongoing regeneration project that will deliver 79,000 m² of prime retail space along with two hotels, leisure space and hundreds of new homes by 2020.

FIND OUT MORE

Investor Support
The City of Edinburgh Council
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EDINBURGH WATERFRONT
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The emerging design of the flagship hotel. The 28-storey hotel will offer unrivalled views of the River Forth.

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EXPLORE OPPORTUNITIES IN EDINBURGH:

- A flagship development: at 96 metres, the tallest building in Edinburgh, offering stunning panoramic views over the River Forth and Edinburgh.

- Adjacent to the Royal Yacht Britannia, former residence of HM Queen Elizabeth II, now berthed in Edinburgh and one of the UK’s most popular visitor attractions.

- Minutes away from two Michelin-starred eateries: Restaurant Martin Wishart and The Kitchin.

- Alongside Ocean Terminal, a 39,000m² retail and leisure destination anchored by Debenhams, H&M, and a 12-screen Vue cinema.

- On the route of a proposed tram line linking the waterfront with the city centre and Edinburgh Airport.

FIND OUT MORE:

Subjit Jassy
Resolution Property IM LLP
T: +44 (0)20 7518 8383
E: subjit.jassy@resolutionproperty.com

The hotel opportunity: www.bit.ly/1LGhRr9

Edinburgh Hotel Prospectus: www.appstore.com/EdinburghHotelProspectus2015

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