

**This is Greater
Birmingham, UK**



**Business
Birmingham**
West Midlands Growth Company

This is Guhring



Global manufacturer Guhring set up its new UK HQ in Birmingham following £12million worth of investment.

GUHRING

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Find out more about Guhring
guhring.co.uk

The German-owned company chose Birmingham's Advanced Manufacturing Hub - a site specifically designed to support the region's manufacturing and engineering sectors - as the location to expand its offering to global clients including BMW, JLR, Ford, Nissan, Airbus & BAE Systems.

Why Greater Birmingham?

The German-owned company chose Birmingham's Advanced Manufacturing Hub - a site specifically designed to support the region's manufacturing and engineering sectors - as the location to expand its offering to global clients including BMW, JLR, Ford, Nissan, Airbus & BAE Systems.

The opening of the new HQ saw Guhring create 50 new jobs and safeguard a further 75. The firm has announced ambitious plans to double in size within its first five years at the new site.

Mike Dinsdale, former Managing Director of Guhring Ltd, commented:

"The UK was Guhring's first location to create a subsidiary outside of Germany. Now the group has in excess of 70 similar production and service operations throughout the world. Creating a new facility in Birmingham is a major step towards meeting the company's strategic focus to strengthen our global presence. Guhring's new UK headquarters will allow the company to further expand both its manufacturing, regrinding and R&D offering and serve our global client-base.

"Birmingham's engineering and manufacturing capabilities are world-class, and locating in the Advanced Manufacturing Hub will ensure we can easily access local supply chain networks, a wide pool of skilled engineers, and easily connect with target markets in the UK and internationally".

The Advanced Manufacturing Hub (AMH) is one of six Economic Zones in Birmingham established by Birmingham City Council. The site is designed to support new and expanding businesses by offering incentives such as simplified planning, gap funding and recruitment support.

Guhring represents the second foreign direct investment (FDI) project into the AMH, which has already attracted Hydraforce – a US hydraulics manufacturer, which opened a new 120,000 sq ft factory there in 2016.

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Former Managing Director



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About Business Birmingham

Business Birmingham is Greater Birmingham's official inward investment programme; part of the West Midlands Growth Company (WMGC). Business Birmingham was recently named as the best regional Investment Promotion Agency in Western Europe by Site Selection magazine.

This project is partially funded by the England 2014 to 2020 European Structural and Investment Funds Growth Programme through its ERDF Investing in Greater Birmingham Project. Business Birmingham aims to position Greater Birmingham as a leading inward investment location and major engine of UK growth. For more information, visit Business Birmingham's website or sign up to its newsletter.

European Regional Development Fund

The project has received funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund.



EUROPEAN UNION
European Regional Development Fund

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