Maximising Sheffield's global success

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Background

- No longer emerging economies!
  - Corus owned by Indian Tata Steel – 800 redundancies in Stocksbridge and Rotherham
- Sheffield companies do not operate in as many international markets as would be expected (Sheffield Economic Masterplan: 2005)
- City international strategy

  - Short term – existing markets such as USA – Silicon Valley
  - Long term – China and India
- 2050 – 3 largest economies in order – China, USA and India

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What next?

- Overseas markets – opportunity as UK economy struggles
- Relationship with an Indian city
- Sheffield Trade Series
- Successful cities – international cities