

WELCOME FÀILTE

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Inverlochlarig, Loch Lomond
and Trossachs National Park

As you will discover, Scotland is a country of limitless possibilities.

Our country is an ancient nation, firmly focused on the future. At the heart of our past, present and tomorrow are the people who call Scotland home. People who thrive on creativity, ingenuity and fairness.

We develop our own and attract talent from across the world. Nowhere is this more apparent than in our life sciences, financial services and energy sectors. Scotland is leading the way in innovation through strong ties between universities and businesses at home and abroad to draw the very best people to our shores.

We boast the brightest minds. There's been a university in Scotland since the 15th century and only one other country can boast more universities ranked in the world's top 200 per head of population. Whether they are drawn to ancient history or bio-technology, there are many reasons why international students choose to study in Scotland.

Our nation's story and iconic imagery are held dear by many. Today's visitor finds a contemporary Scotland with a brave and bold cultural scene. From the world famous Edinburgh Hogmanay to summer music festivals and all year round entertainment we provide the unexpected and inspirational.

Last year we showed the world how to throw not one but two of the worlds' major sporting events with the best ever Commonwealth Games and Ryder Cup. Add in more than 1,000 events held as part of Homecoming 2014 and the MTV Europe Music Awards and last year established Scotland in the eyes of the world as the home of major events.

We intend to build on the massive success of 2014 with more great events in 2015 including the World Gymnastics Championships and the Turner Prize ceremony.

A trip to Scotland this year is also special given that 2015 is our national Year of Food and Drink.

While many take in our beautiful scenery, historic cities and stunning coastlines, Scotland can also be enjoyed by our taste buds. In Scotland, you are never far from an award winning producer of quality food, a wonderful restaurant, a farmers' market or a distiller creating a bit of magic from our natural resources. All are only possible because of Scotland's seas, rivers and soil and a larder that is second to none.

You are always welcome in Scotland and whether it is for business, pleasure or to broaden the mind, a visit to Scotland is always an unforgettable experience.

THE RT HONOURABLE NICOLA STURGEON MSP
THE FIRST MINISTER OF SCOTLAND

A handwritten signature in black ink, reading "Nicola Sturgeon".



WELCOME FÀILTE

Scotland is a fair land,
not just beautiful, but fair.

Fair to our citizens by creating
sustainable opportunities for all
of Scotland to flourish.

Fair to the unlimited potential
of young people with free
access to higher education.

Fair to our natural resources
by championing sustainability
and to our planet by forging
true progress on the difficult
challenges that face us all.

Fair to future generations
by pooling our resources with
like-minded countries to solve
the big problems in science,
medicine and the environment.

We believe in equality. We are
a land where visitors are warmly
welcomed. Where inventiveness
and creativity are woven into
our fabric, a land that creates
the conditions that encourage
investment and innovation.

A land that believes in the
power of education to be
a force of good in the world.

We want to speak up and
speak out with a strong voice.

A voice for humanity.

A voice for progressiveness.

A voice for tolerance.

More than our mountains and
our glens, our fauna and flora,
our traditions and rich history,
it is these values that make
Scotland.

So let us tell you a bit more
about what makes our land,
our Scotland.



Red Hot Chilli Pipers, The Forth Bridge, Fife

2015 – WE ARE TAKING SCOTLAND TO THE WORLD

EVERY YEAR SCOTLAND OFFERS VISITORS FROM AROUND THE GLOBE TRULY UNIQUE EXPERIENCES AND IN 2015, THE YEAR OF FOOD AND DRINK, WE WILL CONTINUE TO INSPIRE THE WORLD.

Scotland is world-famous for its stunning scenery, vibrant culture, exciting annual sporting and cultural events, and in 2015 we're offering even more brilliant moments for our visitors to enjoy.

In golf we'll enjoy the pinnacle of The Open at St Andrews, with The Scottish Open at Gullane and the Women's British Open at Turnberry. Plus Davis Cup Tennis, The World Gymnastics Championships, IPC World Swimming Championships, the World Orienteering

Championships in the Highlands and European Eventing in Perthshire. In music and culture, Edinburgh's festivals lead the world and this year Glasgow has the privilege of hosting the Turner Prize.

Tourism is at the heart of Scotland's economy, and VisitScotland, our national tourism organisation, is working with partners in the industry to capitalise on the successes of 2014 – with events such as the Ryder Cup and Commonwealth Games being deemed as the greatest

ever – ensuring continued growth in the coming years. Scotland will continue to present itself as the perfect destination for leisure and business tourism, creating even more reasons for people to visit again and again. Increasingly, Scotland's ability to deliver a high quality visitor experience is recognised around the world, with many international tourism organisations keen to learn more about the work of VisitScotland and to find ways of sharing this expertise.



OPPOSITE:
The Kelpies Opening Ceremony, April 2014,
The Helix, Falkirk

TOP:
Mountain biking, Nevis Range, Fort William
Photocredit Gary Williamson

BOTTOM:
Eilean Donan Castle, Lochalsh
Photocredit VisitScotland/Scottish Viewpoint

CELEBRATING OUR CULTURE AND DIVERSITY

SCOTLAND HAS A BIG FAMILY. WHILE 5.3 MILLION OF US LIVE HERE, THERE ARE A FURTHER 50 MILLION PEOPLE AROUND THE WORLD WHO CLAIM SCOTTISH DESCENT.



Please visit www.scotland.org/welcometoscotland/sources for sources throughout.

Scotland's cultural life and heritage cannot be defined in a single style or image; rather, a wealth of what we might describe as 'stories' as diverse as the people, land and places of this dynamic nation.

There is no one thing that defines us. There are, of course, iconic poems, films, artists, writers, performers, compositions, images, buildings and landscapes that evoke our sense of 'Scotland'.

Edinburgh's festivals are distinctively Scottish yet profoundly international, drawing artists, audiences and media from over **70 countries** each year. From the first Edinburgh International Festival in 1947, to today's 12 individual festivals which **attract audiences of over 4 million and generate £261m annually**.

Scotland's festivals, like our culture, are enriched by global influences. Just take a look at the **Edinburgh Mela**, a colourful celebration of Scotland's diverse communities and cultural heritage that attracts over 30,000 visitors each year.

Scotland is home to breathtaking architecture. From **Skara Brae** in Orkney dating back to 3180 BC, to the **UNESCO World Heritage Site of Edinburgh's Old and**

New Towns, to the instantly recognisable work of renowned Scottish architect **Charles Rennie Mackintosh** to **Kengo Kuma's** V&A museum in Dundee, due to open to the public in June 2018.

From the **adventures of Robert Louis Stevenson's Treasure Island** to the gritty sci-fi of **Iain M Banks**, our literature has inspired and delighted people across the world.

Scotland's textiles industry offers a unique fusion of rich heritage, innovation and unrivalled creativity. From arguably the best **cashmere, tweed and tartan** products in the world through to sophisticated woven and printed fabrics for interiors, Scottish Textiles and Scottish designers such as

Christopher Kane and Holly Fulton continue to inspire customers all over the globe.

Our traditional music scene is celebrated globally from the **Rajasthan International Folk Festival** to **Celtic Connections** which brings together artists from across the globe in one of the largest celebrations of Celtic music.

We are home to a diverse mix of cultures, with **over 170 languages** spoken here. From **Punjabi to Polish, Cantonese to Gaelic** these are languages that reflect today's Scotland.

Once the main language across the country, Gaelic language and culture is supported across Scotland from increasing the learning of Gaelic in schools, to vibrant Gaelic film awards and a dedicated TV channel.



TOP RIGHT:
Pudsai, Korean Dancers,
Edinburgh Festivals

BOTTOM LEFT:
Edinburgh Festival Fringe
Photocredit Janeanne Gilchrist

OPPOSITE:
Edinburgh Mela

BOTTOM RIGHT:
Tynninghame Beach,
East Lothian,
garments by Judy R Clark

Did you know?

- 40 bottles of Scotch Whisky are exported every second (yes, second!)
- 2/3 of the world's langoustine are sourced in Scotland.
- Scotch Whisky accounts for almost 1/4 of all UK food & drink exports.
- Scottish lobsters are on the menu in over 20 Michelin-starred restaurants in Tokyo alone.
- 20 million casks of Scotch Whisky are currently maturing in warehouses in Scotland.
- More Scotch Whisky is sold in one month in France than cognac in a whole year.
- Scottish Salmon was the first foreign product to gain France's prestigious 'Label Rouge' quality mark.



Loch Katrine, Callander

 YEAR OF
FOOD & DRINK
SCOTLAND 2015

WHERE GREAT FOOD AND DRINK COMES NATURALLY

Our beautiful, rugged and untouched coastline combined with our hilly green landscapes give us a fantastic natural larder. With **exports reaching £5.3bn** in 2013, it is in demand the world over.

Scotch Beef, Scottish Salmon, Scotch Whisky – name any city on earth and these are sure to be on the menu. These are our standard-bearers, synonymous with excellence, but there is much, much more.

Whisky is one of Scotland's most famous exports. **Sold in around 200 markets worldwide**, whisky or '*uisge beatha*' as we say in Gaelic (meaning 'the water of life') accounts for 80% of our food and drink export market with a **global value of £4.3bn in 2013**.

Scotland's whisky traditions are no accident. We see a fair amount of rain in Scotland. But all that water means green fertile landscapes that are perfect for making the finest whisky. From the smoky peatiness of Islay malts through to the complex malts of Speyside, **whiskies from our 109 distilleries** are beyond compare.

SCOTLAND
HAS A THRIVING
FOOD AND
DRINK INDUSTRY
DESIGNED
BY NATURE.



Photo Credit © Marc Millar/Tom Kitchin



A PROUD TRADITION OF EXCELLENCE IN LEARNING



Graduates,
Calton Hill, Edinburgh

SCOTLAND HAS LED THE WORLD IN A COMMITMENT TO EXCELLENCE IN EDUCATION FOR CENTURIES. FROM OUR PLACE AS THE FIRST COUNTRY IN THE WORLD TO PROVIDE UNIVERSAL EDUCATION BY ESTABLISHING A SCHOOL IN EVERY PARISH IN THE 17TH CENTURY, TO TODAY'S PIONEERING APPROACH TO LEARNING.

The Scottish Government wants Scotland to be the best place to grow up, learn and work. We have invested in **progressive early learning and childcare strategies**, adopting a pioneering approach to learning with a coherent curriculum for young people from age 3 to 18 in the form of Curriculum for Excellence.

We are a nation that believes in the unlimited potential of providing **free access to education** and we have an egalitarian approach to higher education, with free tuition to all eligible Scottish-domiciled undergraduate students.

Scotland is the most highly educated country in Europe according to the Office for National Statistics with the proportion of the population going into higher and further education, being one of the highest in the world.

Scotland has long been an intellectual driving force and through the explosion of energy that fuelled the **Scottish Enlightenment**, a constellation

of geniuses emerged. People such as **David Hume, Adam Smith, Dugald Stewart, James Hutton and John Playfair**, blazed the trail in philosophy and economics, physics and medicine, engineering and geology. These Scots thinkers and inventors inspired a tradition and a quality of education that continues today, offering first-class education at all stages of learning.

Today, Scottish universities are renowned for their teaching in the humanities, medicine and law, while our national science and research base is world-class.

Staff, students and researchers are responsible for many world changing discoveries and innovations including the **MRI scanner, development of keyhole surgery**, and the theory that first posited the existence of the **Higgs-Boson particle**.

Our 25 colleges, with courses from **construction to computer-aided design, languages to legal studies**, are at the heart of developing Scotland's workforce of the future.

Scottish universities and colleges are popular with international students. Our universities have fully developed links with well over half of the world's countries. Many have established campuses around the world, from Heriot-Watt University in Dubai and Malaysia, Glasgow School of Art in Singapore, Queen Margaret University in Singapore, to Glasgow Caledonian University in New York.

SCOTLAND – GOOD FOR BUSINESS

WITH HEALTHY PUBLIC FINANCES AND THE STRONG ECONOMIC ADVANTAGES OF A MODERN, OPEN ECONOMY, RICH IN POTENTIAL AND NATURAL RESOURCES, SCOTLAND HAS A REPUTATION FOR SUPPORTING NEW INDUSTRY SECTORS TO EMERGE AND THRIVE.

Scotland is an excellent place to invest and our track record proves it. Scotland has twice been voted European Region of the Future by FDI Magazine. In 2013, Scotland was the top UK region for direct foreign investment after London according to Ernst & Young.

In 2013, Scotland's onshore GDP in nominal cash terms was around £129bn. When a geographical share of North Sea Oil and Gas activity is included this increases to around £147bn.

In terms of GDP per head the Financial Times has ranked Scotland as one of the top 20 countries globally.

Our economy grew by 1.9% during 2013, and in September – November 2014 employment was at a record level of around 2.6m. Economic output surpassed pre-recession levels in the first quarter of 2014 and continued to expand over the year to reach a record high.

SCOTLAND IS HOME TO A BROAD INDUSTRIAL BASE WITH PARTICULAR STRENGTHS IN:



Financial and Business Services – Scotland is one of Europe's leading financial centres. The sector employs over 91,000 people directly.



Tourism – Tourism makes a significant contribution to Scotland's economy, **employing over 210,000 people, and generating almost £6.4bn annually.**



Energy – Scotland is home to world-class research, development and production in many energy sectors including: **Oil & Gas, Wind, Marine, Carbon Capture & Storage, Smart Grids, Fuel Cells and Bio-Energy.**



Education – Our world-class academic sector makes a major economic contribution – **our universities contributed £6.7bn in gross value added to the Scottish economy.**



Food and Drink – The food and drink sector is thriving, **contributing £13.9bn worth of turnover.**



Creative Industries – Scotland boasts app developers and specialist animators to established games developers. Scotland is home to one of the finest 3D animation studios in Europe, **the best-selling action series – Grand Theft Auto** – and a growing cluster of games companies, from start-ups to established players.



Life Sciences – Scotland is home to one of the most rapidly growing life sciences communities in Europe – **more than 650 organisations employ over 35,000 staff.**



10 REASONS TO DO BUSINESS IN SCOTLAND

1. HIGH RETURNS

Scotland is one of the most cost-effective regions in the UK. Operating costs in Scotland are almost 30% lower than London. In 2013, Scotland was the top UK region for foreign direct investment projects outside of London.

2. LOW RISK

You will be in illustrious company here. Scotland is already home to over 2,000 foreign firms with a combined turnover of £100bn, including Amazon, Blackrock, HERO BPO, Intelenet, Mitsubishi, SKNL, Tata Steel and United Spirits.

3. INNOVATION

Scotland has a strong tradition of creativity, ingenuity and invention from MRI scanning, the ATM, cloning research (Dolly the sheep), television and penicillin to name but a few.

4. EDUCATIONAL EXCELLENCE

In the latest Times Higher Education World University Rankings 2014-2015, Scotland has four of the top 200 universities in the world (Edinburgh, St Andrews, Aberdeen and Glasgow).

5. IMPRESSIVE QUALITY

An impressive quality of graduates and talented young population ensures high skills availability.

6. RESEARCH & DEVELOPMENT

In 2013/14, Scotland secured 33% of all R&D projects into the UK (18.5%, 2012/13). The number of R&D projects attracted into Scotland hit a record high of 17 – an increase of 70% – up from 10 from 2012/13.

7. SCIENTIFIC SUCCESS

Scotland is internationally renowned for scientific expertise. The Universities of Aberdeen, Dundee, Edinburgh, Glasgow and St Andrews are rated amongst the top 20 best scientific institutions in the world for scientists.

8. ACADEMIC COLLABORATION

Scotland's 19 higher education institutes work with over 26,000 companies every year to turn R&D into new products.

9. QUALITY OF LIFE

Scotland's workforce enjoys a high quality of life – from accessible commuting times and vibrant cultural scene, to having the great outdoors on your doorstep, it's no coincidence that in 2014 Inverness was ranked the 2nd happiest place to live in the UK.

10. 'ANGEL INVESTMENT'

Scotland has more angel investment per capita than any other country in Europe.

Construction at Clyde Arc,
Glasgow

SCOTLAND – A NATURAL POWERHOUSE

WITH NORTH SEA OIL AND GAS, WIND, WAVE AND TIDAL POWER, WE ARE A NATION RICH IN ENERGY.

Our energy sector is internationally renowned for research and innovation. We lead the way in renewable developments, rising to the intellectual and technological challenges and developments that renewables represent.



TOP:
Atlantis Resources AR1000 launching at EMEC, Orkney

BOTTOM:
Aberdeen Harbour



SCOTLAND HAS:

1. RICH ENERGY RESERVES

It is estimated that up to 24bn barrels of recoverable oil and gas remain in the North Sea. On an internationally comparable basis, Scotland is estimated to have the largest oil reserves in the EU.

Scotland is also estimated to have the second largest volume of proven gas reserves in the EU after the Netherlands.

2. INSPIRED FUTURE GENERATIONS

Al Gore, Former US Vice President and Nobel Peace Prize laureate, praised Scotland as 'an inspiration to the world' in our commitment to green energy.

3. AMBITIOUS TARGETS

We aim to meet the equivalent of 100% of our electricity requirements from renewable sources by 2020 – one of the most ambitious in the world. We already meet 44% of that demand from renewables.

4. GLOBAL REPUTATION

40 years of offshore energy production in some of the world's most challenging conditions helping drive groundbreaking innovations and a global reputation for research excellence.

5. HIGHLY-SKILLED WORKFORCE

Over a quarter of a million people are employed in Scotland's Oil & Gas sector, a highly skilled and agile workforce with long experience in onshore and offshore services.

6. DEPTH OF EXPERIENCE

2,000 supply chain companies supporting the oil and gas industry with engineering, maintenance, structural design, geoscience consultancy, seismic instruments, IT, inspection and other specialist services.

7. PIONEERING APPROACH

A pioneering approach in the field of carbon capture and storage. Depleting energy fields in the North Sea offer a natural storage hub for vast volumes of carbon dioxide.

8. SUSTAINABILITY

25% of Europe's offshore wind and tidal energy potential and 10% of its wave resources (with a combined resource of 206 gigawatts).

9. GLOBAL REACH

One in four of Petroleum Intelligence Weekly's top 50 global oil and gas companies have operations in Scotland.

10. COLLABORATIVE APPROACH

An Aberdeen-based Oil and Gas Innovation Centre – currently under development – will bring together over 2,300 operators and service companies with 12 Scottish universities and more than 450 academics and researchers working on fast-track pioneering oil and gas technologies.

A CLOSER LOOK AT SCOTLAND

 DIRECT FLIGHTS TO OVER 32 COUNTRIES  110 MINUTES FROM PARIS  75 MINUTES FROM LONDON

 HOME TO FIVE WORLD HERITAGE SITES

25%
OF EUROPE'S OFFSHORE WIND AND TIDAL ENERGY POTENTIAL

 OUR CREATIVE INDUSTRIES GENERATE **OVER £5bn**
A YEAR FOR OUR ECONOMY

 SCORED **5.8 OUT OF 7**
FOR UNIVERSITY-INDUSTRY COLLABORATION IN RESEARCH & DEVELOPMENT ABOVE OECD COUNTRIES SUCH AS THE USA, GERMANY AND JAPAN


 RANKED **THIRD**
IN EUROPE'S TOP 50 GAMES DEVELOPER LOCATIONS

 SCOTTISH SALMON WAS THE 1ST FOREIGN PRODUCT TO GAIN FRANCE'S PRESTIGIOUS 'LABEL ROUGE' QUALITY MARK


 AN ESTIMATED **£2.3bn** IS CONTRIBUTED TO OUR ECONOMY BY OUR OWN **HISTORIC** ENVIRONMENT SUPPORTING **60,000 JOBS**

4 UNIVERSITIES IN THE TIMES HIGHER EDUCATION WORLD **TOP 200** IN 2014-15



 **8,500**
NUMBER OF JOBS GENERATED BY THE SCOTTISH TEXTILE INDUSTRY

 **OVER 200**
FESTIVALS OF CULTURE & HERITAGE EVERY YEAR

 ALREADY GENERATING **44%** OF OUR ELECTRICITY NEEDS FROM RENEWABLES AND A **WORLD LEADER** IN THE FAST GROWING **GREEN** TECHNOLOGY SECTOR

ONE IN FOUR  OF THE PETROLEUM INTELLIGENCE WEEKLY'S **TOP 50** GLOBAL OIL & GAS COMPANIES HAVE OPERATIONS IN SCOTLAND

SCOTLAND'S OIL AND GAS SECTOR SUPPORTS **2,000** SUPPLY CHAIN COMPANIES, **225,000** JOBS AND HAS EXPORTED TO **100**  COUNTRIES OVER THE LAST YEAR

FOR 150 YEARS **SCOTS** HAVE WORKED WITH THE PEOPLE OF MALAWI HELPING THEM DEVELOP BASIC EDUCATION AND HEALTH SYSTEMS

 **THE FIRST £3 MILLION** FUNDING ROUND WAS ANNOUNCED ON 31 MAY, **2012** AND THE SECOND IN APRIL 2014

40  BOTTLES OF SCOTCH WHISKY ARE SHIPPED OVERSEAS EACH **SECOND**

 **SCOTCH WHISKY** ACCOUNTS FOR ALMOST **1/4** OF ALL UK FOOD AND DRINK EXPORTS

 **MORE SCOTCH WHISKY** IS SOLD IN ONE MONTH IN FRANCE THAN COGNAC **IN A YEAR**

To discover more about Scotland visit Scotland.cn

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