



**ABERDEEN
CITY AND
SHIRE**

ENERGY.

The special qualities required to meet the challenges of 21st century energy are already firmly embedded in the nature of the people who live and work in Aberdeen City and Shire.

Technological ingenuity. Appreciation of our natural resources. Drive to make it happen, manage knowledge and enjoy success.

The business people, engineers, scientists and policymakers of Aberdeen City and Shire can draw on lengthy traditions of pioneering achievement.

We have conquered the challenge of extracting oil and gas from the North Sea. We were housing the nation for centuries with that most durable of all natural building materials, granite. And feeding our European neighbours with the abundant harvests of our waters and land.

Now we have hungry new markets to satisfy, looking to pioneer and adapt technologies for energy security, efficiency and sustainability.

And so we relish the latest challenge. We are successfully driving new energy technologies forward by establishing unique concentrations of researchers, developers and entrepreneurs.

It's what we do. It's in our nature...



EXPAND.



expand v.tr. | *ɪkˈspænd* |

- 1. To increase the size, volume, quantity, or scope of*
- 2. To write (a quantity) as a sum of terms in an extended form (Mathematics)*
- 3. To open (something) up or out; spread out*

Aberdeen City and Shire is a hugely influential region in the 21st century energy world. Long established as the Energy Capital of Europe, the region now houses the global and hemispheric headquarters of hundreds of energy corporations. Ever expanding their energy expertise and technologies flow worldwide .

This position of international influence is acknowledged by both the UK government and the Scottish Executive.

Among the concentration of national energy development agencies and institutes headquartered in Aberdeen City and Shire are the DTI's Oil and Gas Division, ITI Energy, Scottish Enterprise Energy Team and the Offshore Division of the HSE.

The city region is widely viewed as a favoured location for the government's new Energy Technologies Institute.

ACCELERATE.





Accelerate v.tr | *a k l s e l ə r ā t* |

- 1. To quicken a motion or a thing in motion*
- 2. To change the velocity of (physics)*
- 3. To hasten the occurrence of*

There's a unique concentration of energy research and oil and gas development expertise in Aberdeen City and Shire. Two excellent universities and a clutch of world-respected research institutes make this the most active region in the country for energy research, with world-leading expertise in geoscience, environmental impact analysis, marine energy, petroleum engineering and other specialist energy disciplines.

There is also significant and growing private sector investment in major new centres of research excellence in the region. There are substantial commitments in place to centralise large segments of international R & D capability in Aberdeen City and Shire.

There's always an opportunity to expand the horizons of your business in the most knowledge-based location in the UK outside London.

A woman with her eyes closed is lying in a field of tall purple flowers. She is wearing a green and white striped shirt. The word "INVIGORATE." is written in large, white, bold, sans-serif capital letters across the middle of the image.

INVIGORATE.



Invigorate v.tr | *inˈvɪgəˌrɑːt* |

- 1. To make someone feel fresher, healthier and more energetic:*
- 2. To activate through physical action (chemistry)*
- 3. To fill with life and energy*

Aberdeen City and Shire is a region which offers both cosmopolitan buzz and contemplative retreat. Its people know how to work well – and live well. Its economy is dynamic and alive to opportunity, attracting world-class investments in energy development, medical research and leisure.

The stress-lowering lifestyle encourages clear thinking and positive attitudes. The diversity of the culture continually revitalises: mountain walks, food festivals, ancient castles, music clubs, golf courses and seafront taverns. A stimulating environment, which makes people work better and more creatively.

You can put down roots here and thrive. This is a family-friendly region, with accessible schools and leisure facilities and a compact travel-to-work area. An ideal region to achieve your goals in life.

GENERATE.





Generate v.tr |*ˈj e n ə ɪ r ā t*|

- 1. To bring into existence (substances, animals etc.)*
- 2. To produce electricity in a central plant (physics)*
- 3. To bring about, give rise to, produce*

Energy businesses and research institutes in Aberdeen City and Shire have a reputation for delivering the goods. There is a lengthy tradition of creativity at work here, healthily rooted in recent oil and gas success, but now blossoming in vibrant new energy technologies.

Clever SMEs, world-leading researchers and success-driven oil and gas businesses regularly pool their talent. The drive to achieve early market leadership in new groundbreaking technologies is clear.

In little over a decade, for example, Aberdeen City and Shire has become the recognised world leader in subsea engineering technology: now the fresh challenges of deepwater offshore wind, marine renewable energy and carbon capture are being taken up with equal vigour by the industry.

TRANSFORM.





Transform v.tr | *trans* | *form* |

- 1. To change the form of, to metamorphose*
- 2. To change the voltage level by means of an electromagnetic device (physics)*
- 3. To change the nature, function, or condition of; convert*

In the inspirational environment of Aberdeen City and Shire, it's second nature to achieve your goals – in business growth, financial achievement and personal development. This is a prolific pro-business location, in which success breeds success.

Here you thrive on our distinctive synergies. New energy technologies. Shrewd investment supporting cutting-edge research. Crossover disciplines like life sciences and software development. A vigorous, sustainable local economy already working to ensure continued long-term prosperity.

Above all, Aberdeen City and Shire enjoys sharing its success. We play a pivotal role at the heart of the country's drive into new energy initiatives, and we are more than ready for the future. We have the expertise. Transform your own future along with us.

CONTACT.

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