

London's Shoreditch set to become the UK's Silicon Valley



London is a perennial wise property investment, currently plague by extreme under supply. As the world's leading financial, business, cultural, medical and education hub, London continues to be one of the preferred investment destinations of Asian investors.

Nestled in the city's east end is Shoreditch, once a working-class neighbourhood that has seen a radical transformation over the last decade. A series of old warehouse conversions have turned the area into London's newest creative hotbed, with designers, IT companies, advertising agencies and artists taking up residence. It's now defined by its hip shopping and dining and the city's trendiest and most stylish patrons.

That's part of the reason Prime Minister David Cameron recently announced a £400 million (approximately HK\$4.8 billion) regeneration project aimed at making Shoreditch the United Kingdom's very own Silicon Valley. Special

business visas will be granted to stimulate investment in the technology industries, as evidenced by early commitments from Google, Intel and Facebook have already agreed to set up offices and research centres in Shoreditch.

The project has also stimulated property investment. London developer Derwent, which currently holds a £2.5 billion portfolio, plans to construct a 220,000-square foot "white collar factory" in the district.

One of Shoreditch latest investment opportunities is brought to you exclusively by IP Global. 29 Eagle Wharf Road is a small niche development located a stone's throw from the booming neighbourhood of Shoreditch and London's city centre. 29 Eagle Wharf Road will provide an excellent investment with strong rental yields (as high as 5.5 percent) for purchasers on units starting at £315,000 (HK\$3.7 million) and ranging up to 830 square feet. Shoreditch is a mishmash of fashion boutiques, design agencies and some

of the world's most advanced technological companies, providing investors and its residents with a truly unique environment heaving with opportunity.

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