

European Cities & Regions of the Future 2010/11

THE UK HAS ACHIEVED A DOUBLE VICTORY IN **FDI** MAGAZINE'S CITIES AND REGIONS OF THE FUTURE 2010/11 RANKINGS, WITH LONDON TAKING THE TOP CITY POSITION, AND THE UK'S SOUTH-EAST CLAIMING THE TOP REGIONAL SPOT. **JACQUELINE HEGARTY** REPORTS

JUDGING PANEL



JACQUELINE HEGARTY
Senior analyst, **fDi** Intelligence



DOUGLAS CLARK
Director,
RSM Tenon Techlocate



PAUL GUEST
UK director of research,
Jones Lang LaSalle



STEEN ROSENFALCK
Partner,
Miller Rosenfalck

London has once again been crowned **fDi** Magazine's European City of the Future, with Paris and Moscow following in second and third places, respectively. In the 2010/11 benchmark, London performed well across the spectrum, achieving the top position in the categories of economic potential, human resources and infrastructure, as well as claiming second position for FDI Strategy. London's domination in the competition is unsurprising given the city has attracted more than one-third more FDI projects over the past five years than any other European city, according to **fDi** Markets.

Among the top 25 European Cities of the Future, the UK and Germany dominated, accounting for one-third of the cities. Bucharest, Warsaw and Budapest also put in an appearance in the top 25, ranking 18th, 22nd and 25th, respectively.

London triumphed in most categories of the Major Cities group, though Bucharest claimed the title of the Best Major European City for Cost Effectiveness and Vienna was awarded the Best Major City for Quality of Life. **fDi** Magazine's independent judging panel was particularly impressed by Hamburg's FDI strategy, ranking it as the Best Major City for FDI Strategy, closely followed by London, Berlin, Stockholm and Madrid.

fDi Magazine's European Cities and Regions of the Future 2010/11 shortlists, which took more than six months to research and involved

the collection of data for 223 cities and 142 regions in Europe, ranked Frankfurt as the Best Large City of the Future, with Amsterdam and Oslo ranking second and third, respectively. Leipzig in Germany out-ranked Glasgow (second) and Valencia (third) to claim the title of the Best Large City for FDI Strategy.

Edinburgh was crowned the Best Small City of the Future 2010/11, as well as achieving the best position of any small city in the overall rankings – at 10th position overall. Cities from the UK monopolised the FDI Strategy category in the Small Cities group, with Leeds, Edinburgh and Manchester taking second, fourth and fifth positions, respectively, yet all were beaten by Antwerp, which was awarded Best Small City for FDI Strategy.

The Micro European City of the Future 2010/11 award went to Eindhoven in the Netherlands, primarily due to its high positions in the categories of economic potential and business friendliness. In the same category, Reading in the UK claimed Best Micro City for Infrastructure, while Monaco achieved Best Micro City for Quality of Life.

The UK's South-east was awarded **fDi** Magazine's European Region of the Future 2010/11, followed closely by Ile-de-France and Nordrhein-Westfalen in Germany, with only one percentage point separating the top two regions. **fDi** Magazine's independent judging panel recognised Flanders as the Best



European Region for FDI Strategy.

The UK's South-east also claimed the award for the Best Northern European Region of the Future, followed by the Capital Region of Denmark and Scotland, in second and third places, respectively. The Best FDI Strategy in Northern Europe category was dominated by UK regions, with Yorkshire and Humberside ranking second, followed by Scotland and Thames Valley ranking third and fourth, respectively.

Polish regions accounted for half of the top 10 Eastern European Regions of the Future; however, the Bucharest and Prague regions claimed the top two positions. The Northern Great Plain of Hungary was awarded the Best European Region in Eastern Europe for FDI Strategy, followed by Lesser Poland.

In Southern Europe, Catalonia ranked top for Best Region of the Future, followed closely by Madrid, which was top for Best FDI Strategy in the Southern Europe region. The independent judging panel regarded other Spanish regions such as Catalonia, Andalucia, Navarra, Aragon and Castilla-la Mancha as having an impressive FDI Strategy and so all were included in the top 10 for Best FDI Strategy in Southern Europe.

Ile-de-France topped the Best Western European Region of the Future 2010/11 ranking, while Flanders, Brussels Capital Region and Ouest in France were regarded as the best Western European Regions for FDI Strategy.

Note

In April 2008, the Financial Times Ltd acquired **fDi** Markets and **fDi** Benchmark. **fDi** Markets is an independent database tracking global FDI on a real-time basis and **fDi**

Benchmark is an independent database which benchmarks global locations according to how attractive they are to foreign investors. This division compiled the majority of the data for the Cities and Regions of the Future competition, with the exception of the FDI promotion strategy, which was submitted by individual cities/regions and assessed by the judging panel. These changes have made the competition even more objective.

Methodology

fDi Cities and Regions of the Future shortlists were created from an independent collection of data by **fDi** Benchmark across 223 European cities and 142 European regions. This information was set under six categories: economic potential, human resources, cost effectiveness, quality of life, infrastructure and business friendliness. A seventh category was added to the scoring – FDI promotion strategy. In this category, 99 European cities and regions submitted details about their promotion strategy and this was judged and scored by the independent judging panel.

Cities and regions scored up to a maximum of 10 points under each individual criteria, which were weighted by importance to give the overall scores. Where data was available only at a national rather than city or regional level, a lower weighting was generally applied.

Categories

- Major cities have a population of more than 1 million.
- Large cities have a population of between 500,000 and 1 million.
- Small cities have a population of between 250,000 and 500,000.
- Micro cities have a population of less than 250,000. ■

JUDGING CRITERIA

ECONOMIC POTENTIAL

- Population¹
- Population growth rate¹
- Number of patents¹
- Gross domestic product (GDP) per capita²
- GDP, purchasing power parity²
- Total number of FDI projects (Jan 2003 to Oct 2009)³
- Number of companies in R&D¹
- Total number of FDI megaprojects (Jan 2003 to Oct 2009)³
- Total number of jobs created by FDI (since 2005)²
- Total capital expenditure on R&D FDI projects³
- Employment in the knowledge-intensive sector²
- Global competitiveness index³
- Inflation³
- Forecast GDP growth rate (2010)³

COST EFFECTIVENESS

- Office rent³
- Industrial rent³
- Price of unleaded petrol¹
- Luxurious hotel cost in city centre¹
- Minimum wage³
- Cost of registering property³
- Cost of dealing with construction permits³
- Profit tax³
- Cost to export³
- Cost to import³
- Cost of establishing a business³
- Cost to set up an electricity connection for a new business³
- Domestic logistics costs³
- Average retail price of electricity³
- Redundancy costs³
- Wage of an unskilled worker³
- Wage of a semi-skilled worker³
- Wage of a skilled worker³
- Average residential property price¹

HUMAN RESOURCES

- Unemployment rate³
- Total 'world top-500' universities³
- Number of universities¹
- Number of university students³
- European business school rankings¹
- Graduates, tertiary³
- Gross enrolment rate, tertiary³
- Gross enrolment rate, secondary³
- Gross enrolment rate, primary³
- Labour force with tertiary education³
- Public education expenditure³
- Human resources in sciences and high-tech industries²
- Economically active population²

(continued next page)

JUDGING CRITERIA

QUALITY OF LIFE

- Unemployment rate³
- Number of International Baccalaureate schools¹
- Average residential property price¹
- Number of hospital beds³
- Death rate³
- Health expenditure³
- Life expectancy³
- Quality of life index³
- Global peace index³
- International tourism arrivals³
- GDP per capita²

INFRASTRUCTURE

- Number of international destinations served³
- Upload speed³
- Download speed³
- Number of ports¹
- Type of port¹
- Size of port¹
- Airlines served¹
- Number of terminals¹
- World port rankings¹
- Major railway lines to the city¹
- Access to markets¹
- Time to export²
- Time to import²
- Internet access at home³
- Telephone lines³
- Mobile phone subscribers³
- Logistics performance index³
- Network readiness index²

BUSINESS FRIENDLINESS

- Number of jobs created by FDI¹
- Number of companies within the high-tech manufacturing sector³
- Number of companies within the high-tech services sector³
- Number of companies within the knowledge-based sector³
- Growth of high-tech manufacturing firms³
- Growth of high-tech services firms³
- Growth of knowledge-based firms³
- Top 1000 world banks³
- Days taken to start a business³
- Hiring costs³
- Difficulty of redundancy index³
- Ease of doing business index³
- Corruption perceptions index³
- Economic freedom index³
- Innovation index³

FDI PROMOTION STRATEGY

- Number of staff dedicated to promoting and facilitating inward investment and systems/programmes in place to train staff and measure performance³
- Key initiatives under way to attract more investment³
- Information on high-growth sectors/sub-sectors in the city which offer excellent potential for inward investment³
- Description of incentives available to inward investors and the typical size of incentives³
- Major infrastructure and urban planning projects³
- Bonus question: outline of the location's vision for achieving full FDI potential and why it is a location of the future³

Note: Information collected by **fdi** Benchmark except for final criteria – this was provided by the cities and assessed by the judging panel.

¹City data point only

²Regional data point only

³City and regional data point

TOP 25 EUROPEAN CITIES: OVERALL

RANK	CITY	COUNTRY
1	London	UK
2	Paris	France
3	Moscow	Russia
4	Stockholm	Sweden
5	Barcelona	Spain
6	Dublin	Ireland
7	Vienna	Austria
8	Frankfurt	Germany
9	Brussels	Belgium
10	Edinburgh	UK
11	Madrid	Spain
12	Amsterdam	Netherlands
13	Copenhagen	Denmark
14	Hamburg	Germany
15	Zurich	Switzerland
16	Berlin	Germany
17	Munich	Germany
18	Bucharest	Romania
19	Oslo	Norway
20	Eindhoven	Netherlands
21	Cambridge	UK
22	Warsaw	Poland
23	Helsinki	Finland
24	Manchester	UK
25	Budapest	Hungary

TOP 10 MAJOR EUROPEAN CITIES

RANK	CITY	COUNTRY
1	London	UK
2	Paris	France
3	Moscow	Russia
4	Stockholm	Sweden
5	Barcelona	Spain
6	Dublin	Ireland
7	Vienna	Austria
8	Brussels	Belgium
9	Madrid	Spain
10	Copenhagen	Denmark

TOP 10 LARGE EUROPEAN CITIES

RANK	CITY	COUNTRY
1	Frankfurt	Germany
2	Amsterdam	Netherlands
3	Oslo	Norway
4	Helsinki	Finland
5	Düsseldorf	Germany
6	Stuttgart	Germany
7	Glasgow	UK
8	Rotterdam	Netherlands
9	Gothenburg	Sweden
10	Nuremberg	Germany

TOP 10 SMALL EUROPEAN CITIES

RANK	CITY	COUNTRY
1	Edinburgh	UK
2	Zurich	Switzerland
3	Manchester	UK
4	The Hague	Netherlands
5	Utrecht	Netherlands
6	Lyon	France
7	Antwerp	Belgium
8	Malmö	Sweden
9	Leeds	UK
10	Bristol	UK

TOP 10 MICRO EUROPEAN CITIES

RANK	CITY	COUNTRY
1	Eindhoven	Netherlands
2	Cambridge	UK
3	Grenoble	France
4	Oxford	UK
5	Bordeaux	France
6	Basel	Switzerland
7	Neuilly-sur-Seine	France
8	Reading	UK
9	Galway	Ireland
10	Gent	Belgium

TOP 10 NORTHERN EUROPEAN CITIES

RANK	CITY	COUNTRY
1	London	UK
2	Stockholm	Sweden
3	Dublin	Ireland
4	Edinburgh	UK
5	Copenhagen	Denmark
6	Oslo	Norway
7	Cambridge	UK
8	Helsinki	Finland
9	Manchester	UK
10	Oxford	UK

TOP 10 EASTERN EUROPEAN CITIES

RANK	CITY	COUNTRY
1	Bucharest	Romania
2	Warsaw	Poland
3	Budapest	Hungary
4	Prague	Czech Republic
5	Bratislava	Slovakia
6	Krakow	Poland
7	Kyiv	Ukraine
8	Pilsen	Czech Republic
9	Brno	Czech Republic
10	Wroclaw	Poland

TOP 10 SOUTHERN EUROPEAN CITIES

RANK	CITY	COUNTRY
1	Barcelona	Spain
2	Madrid	Spain
3	Rome	Italy
4	Istanbul	Turkey
5	Milan	Italy
6	Valencia	Spain
7	Lisbon	Portugal
8	Bologna	Italy
9	Athens	Greece
10	Izmir	Turkey

TOP 10 WESTERN EUROPEAN CITIES

RANK	CITY	COUNTRY
1	Paris	France
2	Vienna	Austria
3	Frankfurt	Germany
4	Brussels	Belgium
5	Amsterdam	Netherlands
6	Hamburg	Germany
7	Zurich	Switzerland
8	Berlin	Germany
9	Munich	Germany
10	Eindhoven	Netherlands

**TOP 5 FDI STRATEGY:
NORTHERN EUROPE**

RANK	CITY	COUNTRY
1	London	UK
2	Stockholm	Sweden
3	Leeds	UK
4	Edinburgh	UK
5	Manchester	UK

**TOP 5 FDI STRATEGY:
EASTERN EUROPE**

RANK	CITY	COUNTRY
1	Brno	Czech Republic
2	Stara Zagora	Bulgaria
3	Ostrava	Czech Republic
4	Miskolc	Hungary
5	Debrecen	Hungary

**TOP 5 FDI STRATEGY:
SOUTHERN EUROPE**

RANK	CITY	COUNTRY
1	Madrid	Spain
2	Barcelona	Spain
3	Valencia	Spain
4	Izmir	Turkey
5	Tbilisi	Georgia

**TOP 5 FDI STRATEGY:
WESTERN EUROPE**

RANK	CITY	COUNTRY
1	Hamburg	Germany
2	Berlin	Germany
3	Bordeaux	France
4	Antwerp	Belgium
5	Leipzig	Germany

**TOP 5 MAJOR:
ECONOMIC POTENTIAL**

RANK	CITY	COUNTRY
1	London	UK
2	Moscow	Russia
3	Paris	France
4	Dublin	Ireland
5	Brussels	Belgium

**TOP 5 MAJOR:
COST EFFECTIVENESS**

RANK	CITY	COUNTRY
1	Bucharest	Romania
2	Sofia	Bulgaria
3	Kharkiv	Ukraine
4	Tbilisi	Georgia
5	Dnipropetrovsk	Ukraine

**TOP 5 MAJOR:
HUMAN RESOURCES**

RANK	CITY	COUNTRY
1	London	UK
2	Paris	France
3	Madrid	Spain
4	Barcelona	Spain
5	Rome	Italy

**TOP 5 MAJOR:
QUALITY OF LIFE**

RANK	CITY	COUNTRY
1	Vienna	Austria
2	Copenhagen	Denmark
3	Munich	Germany
4	Prague	Czech Republic
5	Paris	France

**TOP 5 MAJOR:
INFRASTRUCTURE**

RANK	CITY	COUNTRY
1	London	UK
2	Paris	France
3	Moscow	Russia
4	Barcelona	Spain
5	Hamburg	Germany

**TOP 5 MAJOR:
BUSINESS FRIENDLY**

RANK	CITY	COUNTRY
1	Moscow	Russia
2	St Petersburg	Russia
3	Bucharest	Romania
4	Kyiv	Ukraine
5	Copenhagen	Denmark

**TOP 5 MAJOR:
FDI STRATEGY**

RANK	CITY	COUNTRY
1	Hamburg	Germany
2	London	UK
3	Berlin	Germany
4	Stockholm	Sweden
5	Madrid	Spain

**TOP 5 LARGE:
ECONOMIC POTENTIAL**

RANK	CITY	COUNTRY
1	Frankfurt	Germany
2	Oslo	Norway
3	Stuttgart	Germany
4	Amsterdam	Netherlands
5	Düsseldorf	Germany

**TOP 5 LARGE:
COST EFFECTIVENESS**

RANK	CITY	COUNTRY
1	Riga	Latvia
2	Vilnius	Lithuania
3	Lviv	Ukraine
4	Odessa	Ukraine
5	Lódz	Poland

**TOP 5 LARGE:
HUMAN RESOURCES**

RANK	CITY	COUNTRY
1	Valencia	Spain
2	Seville	Spain
3	Birmingham	UK
4	Lviv	Ukraine
5	Marseille	France

**TOP 5 LARGE:
QUALITY OF LIFE**

RANK	CITY	COUNTRY
1	Nuremberg	Germany
2	Frankfurt	Germany
3	Stuttgart	Germany
4	Oslo	Norway
5	Helsinki	Finland

**TOP 5 LARGE:
INFRASTRUCTURE**

RANK	CITY	COUNTRY
1	Frankfurt	Germany
2	Amsterdam	Netherlands
3	Oslo	Norway
4	Helsinki	Finland
5	Düsseldorf	Germany

**TOP 5 LARGE:
BUSINESS FRIENDLY**

RANK	CITY	COUNTRY
1	Amsterdam	Netherlands
2	Rotterdam	Netherlands
3	Gothenburg	Sweden
4	Odessa	Ukraine
5	Frankfurt	Germany

**TOP 5 LARGE:
FDI STRATEGY**

RANK	CITY	COUNTRY
1	Leipzig	Germany
2	Glasgow	UK
3	Valencia	Spain
4	Konya	Turkey
5	Vilnius	Lithuania

**TOP 5 SMALL:
ECONOMIC POTENTIAL**

RANK	CITY	COUNTRY
1	Edinburgh	UK
2	Zurich	Switzerland
3	Luxembourg	Luxembourg
4	Belfast	UK
5	Bratislava	Slovakia

**TOP 5 SMALL:
COST EFFECTIVENESS**

RANK	CITY	COUNTRY
1	Brasov	Romania
2	Iasi	Romania
3	Timisoara	Romania
4	Kaunas	Lithuania
5	Constanta	Romania

**TOP 5 SMALL:
HUMAN RESOURCES**

RANK	CITY	COUNTRY
1	Lille (Nord)	France
2	Edinburgh	UK
3	Lisbon	Portugal
4	Lyon	France
5	Skopje	Macedonia, FYR

**TOP 5 SMALL:
QUALITY OF LIFE**

RANK	CITY	COUNTRY
1	Graz	Austria
2	Zurich	Switzerland
3	Antwerp	Belgium
4	Strasbourg	France
5	Lyon	France

**TOP 5 SMALL:
INFRASTRUCTURE**

RANK	CITY	COUNTRY
1	The Hague	Netherlands
2	Utrecht	Netherlands
3	Zurich	Switzerland
4	Duisburg	Germany
5	Manchester	UK

**TOP 5 SMALL:
BUSINESS FRIENDLY**

RANK	CITY	COUNTRY
1	The Hague	Netherlands
2	Utrecht	Netherlands
3	Zurich	Switzerland
4	Malmö	Sweden
5	Lisbon	Portugal

**TOP 5 SMALL:
FDI STRATEGY**

RANK	CITY	COUNTRY
1	Antwerp	Belgium
2	Leeds	UK
3	Brno	Czech Rep
4	Edinburgh	UK
5	Manchester	UK

**TOP 5 MICRO:
ECONOMIC POTENTIAL**

RANK	CITY	COUNTRY
1	Cambridge	UK
2	Eindhoven	Netherlands
3	Basel	Switzerland
4	Grenoble	France
5	Neuilly-sur-Seine	France

**TOP 5 MICRO:
COST EFFECTIVENESS**

RANK	CITY	COUNTRY
1	Ventspils	Latvia
2	Jelgava	Latvia
3	Liepaja	Latvia
4	Panevezys	Lithuania
5	Ploiesti	Romania

**TOP 5 MICRO:
HUMAN RESOURCES**

RANK	CITY	COUNTRY
1	Oxford	UK
2	Milton Keynes	UK
3	Málaga	Spain
4	Bordeaux	France
5	Grenoble	France

**TOP 5 MICRO:
QUALITY OF LIFE**

RANK	CITY	COUNTRY
1	Monaco	France
2	Salzburg	Austria
3	Linz	Austria
4	Klagenfurt	Austria
5	Basel	Switzerland

**TOP 5 MICRO:
INFRASTRUCTURE**

RANK	CITY	COUNTRY
1	Reading	UK
2	Neuilly-sur-Seine	France
3	Cannes	France
4	Eindhoven	Netherlands
5	Gent	Belgium

**TOP 5 MICRO:
BUSINESS FRIENDLY**

RANK	CITY	COUNTRY
1	Eindhoven	Netherlands
2	Aarhus	Denmark
3	Maastricht	Netherlands
4	Venlo	Netherlands
5	Geneva	Switzerland

**TOP 5 MICRO:
FDI STRATEGY**

RANK	CITY	COUNTRY
1	Bordeaux	France
2	Stara Zagora	Bulgaria
3	Cork	Ireland
4	Miskolc	Hungary
5	Limerick	Ireland

TOP 25 REGIONS: OVERALL

RANK	REGION	COUNTRY
1	South-east	UK
2	Ile-de-France	France
3	Nordrhein-Westfalen	Germany
4	Bayern	Germany
5	Capital Region	Denmark
6	Centre-est	France
7	Flanders	Belgium
8	Scotland	UK
9	Greater Dublin Region	Ireland
10	Greater Stockholm Region	Sweden
11	Catalonia	Spain
12	Baden-Württemberg	Germany
13	Ouest	France
14	Bassin Parisien	France
15	Noord-Holland	Netherlands
16	Brussels Capital Region	Belgium
17	Zuid-Holland	Netherlands
18	Mediterranee	France
19	Hessia	Germany
20	Yvelines	France
21	North-west	UK
22	Västsverige	Sweden
23	Central Federal District	Russia
24	Yorkshire & Humberside	UK
25	Bucharest-Ilfov	Romania

TOP 25 REGIONS: FDI STRATEGY

RANK	REGION	COUNTRY
1	Flanders	Belgium
2	Brussels Capital Region	Belgium
3	Capital Region	Denmark
4	Ouest	France
5	Comunidad de Madrid	Spain
6	Wallonia	Belgium
7	Ile-de-France	France
8	Yorkshire & Humberside	UK
9	Piedmont	Italy
10	Catalonia	Spain
11	Scotland	UK
12	Thames Valley	UK
13	Medjimurje County	Croatia
14	South-east	Ireland
15	Andalucia	Spain
16	Kent	UK
17	Navarre	Spain
18	Wales	UK
19	Aragon	Spain
20	South-west	UK
21	Northern Ireland	UK
22	South-east	UK
23	Mid-west	Ireland
24	Northern Great Plain	Hungary
25	Castilla-la Mancha	Spain

**TOP 10 LARGE REGIONS:
OVERALL**

RANK	REGION	COUNTRY
1	South-east	UK
2	Ile-de-France	France
3	Nordrhein-Westfalen	Germany
4	Bayern	Germany
5	Centre-est	France
6	Flanders	Belgium
7	Scotland	UK
8	Catalonia	Spain
9	Baden-Württemberg	Germany
10	Ouest	France

**TOP 10 SMALL REGIONS:
OVERALL**

RANK	REGION	COUNTRY
1	Capital Region	Denmark
2	Greater Dublin Region	Ireland
3	Greater Stockholm	Sweden
4	Yvelines	France
5	Västsverige	Sweden
6	Bucharest-Ilfov	Romania
7	Thames Valley	UK
8	Vienna	Austria
9	Northern Ireland	UK
10	Prague	Czech Rep

**TOP 10 LARGE REGIONS:
FDI STRATEGY**

RANK	REGION	COUNTRY
1	Flanders	Belgium
2	Brussels Capital Region	Belgium
3	Ouest	France
4	Comunidad de Madrid	Spain
5	Wallonia	Belgium
6	Ile-de-France	France
7	Yorkshire & Humber	UK
8	Piedmont	Italy
9	Catalonia	Spain
10	Scotland	UK

**TOP 10 SMALL REGIONS:
FDI STRATEGY**

RANK	REGION	COUNTRY
1	Capital Region	Denmark
2	Thames Valley	UK
3	Medijmurje County	Croatia
4	South-east	Ireland
5	Kent	UK
6	Navarre	Spain
7	Aragon	Spain
8	Northern Ireland	UK
9	Mid-west	Ireland
10	Northern Great Plain	Hungary

**TOP 10 SOUTHERN REGIONS:
OVERALL**

RANK	REGION	COUNTRY
1	Catalonia	Spain
2	Comunidad de Madrid	Spain
3	Lisbon Region	Portugal
4	Andalucia	Spain
5	Lombardy	Italy
6	Comunidad Valenciana	Spain
7	Piedmont	Italy
8	Lazio	Italy
9	Tuscany	Italy
10	Aragon	Spain

**TOP 10 SOUTHERN REGIONS:
FDI STRATEGY**

RANK	REGION	COUNTRY
1	Comunidad de Madrid	Spain
2	Piedmont	Italy
3	Catalonia	Spain
4	Medijmurje County	Croatia
5	Andalucia	Spain
6	Navarre	Spain
7	Aragon	Spain
8	Castilla-la Mancha	Spain
9	Herzegovina	Bosnia-Herzegovina
10	Split-Dalmatia County	Croatia

**TOP 10 WESTERN REGIONS:
OVERALL**

RANK	REGION	COUNTRY
1	Ile-de-France	France
2	Nordrhein-Westfalen	Germany
3	Bayern	Germany
4	Centre-est	France
5	Flanders	Belgium
6	Baden-Württemberg	Germany
7	Ouest	France
8	Bassin Parisien	France
9	Noord-Holland	Netherlands
10	Brussels Capital Region	Belgium

**TOP 10 WESTERN REGIONS:
FDI STRATEGY**

RANK	REGION	COUNTRY
1	Flanders	Belgium
2	Brussels Capital Region	Belgium
3	Ouest	France
4	Wallonia	Belgium
5	Ile-de-France	France
6	Noord-Holland	Netherlands
7	Greater Zurich Region	Switzerland
8	Karlsruhe Tech Region	Germany
9	Lorraine	France
10	Zuid-Holland	Netherlands

**TOP 10 NORTHERN REGIONS:
OVERALL**

RANK	REGION	COUNTRY
1	South-east	UK
2	Capital Region	Denmark
3	Scotland	UK
4	Greater Dublin Region	Ireland
5	Greater Stockholm	Sweden
6	North-west	UK
7	Västsverige	Sweden
8	Yorkshire & Humber	UK
9	South-west	UK
10	Thames Valley	UK

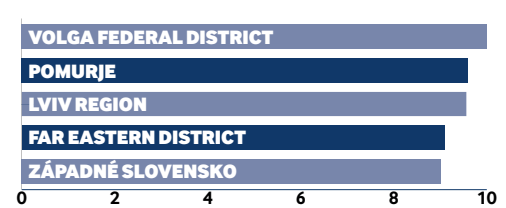
**TOP 10 NORTHERN REGIONS:
FDI STRATEGY**

RANK	REGION	COUNTRY
1	Capital Region	Denmark
2	Yorkshire & Humber	UK
3	Scotland	UK
4	Thames Valley	UK
5	South-east	Ireland
6	Kent	UK
7	Wales	UK
8	South-west	UK
9	Northern Ireland	UK
10	South-east	UK

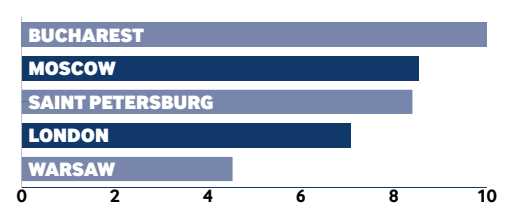
**TOP 10 EASTERN REGIONS:
OVERALL**

RANK	REGION	COUNTRY
1	Bucharest	Romania
2	Prague	Czech Rep
3	Kozep-Magyarország	Hungary
4	Masovia	Poland
5	Bratislava Region	Slovakia
6	Silesia	Poland
7	Lesser Poland	Poland
8	Lower Silesia	Poland
9	Greater Poland	Poland
10	Kozep-Dunantul	Hungary

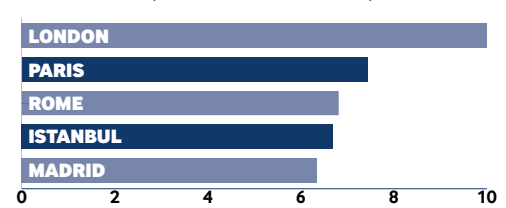
**REGIONS: LOWEST INDUSTRIAL
RENT (SCORE OUT OF 10)**



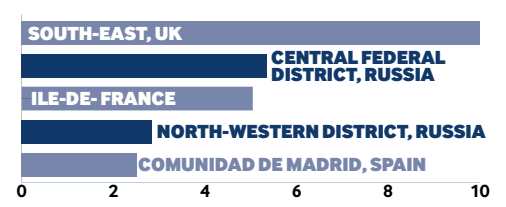
**CITIES: TOTAL FDI MEGAPROJECTS
(SCORE OUT OF 10)**



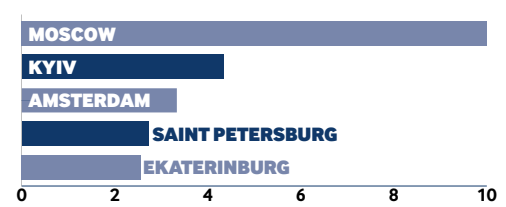
**CITIES: NUMBER OF UNIVERSITY
STUDENTS (SCORE OUT OF 10)**



**REGIONS: TOTAL INWARD FDI
(SCORE OUT OF 10)**



**CITIES: TOTAL COMPANIES
WITHIN THE HIGH-TECH SERVICES
SECTOR (SCORE OUT OF 10)**



**TOP 5 EASTERN REGIONS:
FDI STRATEGY**

RANK	REGION	COUNTRY
1	Northern Great Plain	Hungary
2	Lesser Poland	Poland
3	Lviv Region	Ukraine
4	Greater Poland	Poland
5	Mogilev-Podolskiy, Vinnitsa	Ukraine