

# European Cities and Regions of the Future 2012/2013

## Winners

IN A MORE COMPETITIVE CLIMATE THAN EVER, WITH TOTAL FOREIGN DIRECT INVESTMENT IN EUROPE FALLING BY MORE THAN 7% IN 2011, LONDON HAS MAINTAINED ITS TITLE AS **fdi** MAGAZINE'S EUROPEAN CITY OF THE FUTURE 2012/13, WHILE THE GREATER STOCKHOLM REGION HAS OVERTAKEN THE SOUTH-EAST UK TO BECOME THE EUROPEAN REGION OF THE FUTURE. **RACHEL CRAIG** REPORTS



**L**ondon has maintained its title as **fdi** Magazine's European City of the Future 2012/13, having claimed the top spot in the previous two rankings. The UK capital is followed by Paris in second place and Vienna in third. Other UK cities that have made it into the top 10 are Reading and Cambridge, in fifth and seventh places, respectively. Germany is represented by Munich (sixth) and Berlin (ninth), and Moscow, Dublin and Stockholm also feature in the top 10.

London continues to be the largest recipient of FDI in Europe; the city received 376 greenfield FDI projects in 2011, according to data from **fdi** Markets – an increase of 16% on the number of projects recorded in 2010 and its highest annual figure since the company started data collection in 2003. London also topped the human resources, business friendliness and infrastructure categories. Even though it is not part of mainland Europe, London remains the most accessible city thanks to direct flights to more than 300 destinations and its proximity to large ports.

Vienna was the highest ranking European city of the future for economic potential and scored strongly because of its relative stability and innovative environment, with one of the largest number of patents granted of the cities in the competition. Oslo was the best European city of the future for quality of life. Berlin has been ranked by the independent judging panel as the best European city of the future for FDI promotion strategy and Antwerp in Belgium followed closely in second place.

Edinburgh in Scotland has been ranked as the best large city of the future, followed by Glasgow and Amsterdam in second and third positions, respectively. Edinburgh has been ranked by the judging panel as the best large city for FDI promotion strategy, and scores well in the human resources and quality of life categories, due to its high student population and well-educated workforce.

### **Bristol leads small cities**

The best small city of the future is Bristol in the UK, scoring particularly

well in the business friendliness category, due in part to its concentrated high-tech and knowledge-based sectors (high-tech manufacturing and information and communications technology). Antwerp and Zurich follow in second and third places, respectively. Zurich is the best small city for economic potential, followed by Antwerp and Belfast, while Duisburg in Germany is the highest scoring small city for infrastructure.

Reading and Cambridge in the UK are the only cities in the overall top 10 that are micro cities; Reading is ranked as the top micro city of the future. Luxembourg has been ranked as the micro city with the highest economic potential. It has the fourth highest income per capita of the cities in the competition (behind London, Paris and Oslo) and also scored highly for its quality of life and business friendliness. Bordeaux in France ranks highest for FDI strategy and places sixth in the micro cities ranking overall.

Cities in eastern Europe lead the way in the cost-effectiveness category, with Ternopil in the Ukraine ranked as the best European city of the future for cost effectiveness. Six

of the top 10 cities in the category are in Ukraine, where foreign investors can avail of inexpensive labour costs, cheap utilities and affordable property. Yaroslavl in Russia is the best large city of the future for cost effectiveness.

#### Stockholm tops region list

The Greater Stockholm region of Sweden is the best small region of the future, and has overtaken the UK's South-east to become fDi Magazine's European Region of the Future 2012/13. The UK's South-east region is ranked second overall and is the best large region of the future. Scotland and the Thames Valley also feature in the top ranked regions from the UK, while Ile-de-France and Nordrhein-Westfalen (Germany) remain in the top 10. At sixth, Prague region (Czech Republic) is the only eastern European region in the top 10 ranking.

Nordrhein-Westfalen was considered the best European region for FDI strategy by the judging panel, followed closely by Catalonia in Spain. The Bucharest-Ilfov development region (Romania) was the best European region of the future for cost

effectiveness, followed by Indjija in Serbia. The Greater Dublin Region in Ireland is the best European region of the future for economic potential, on account of the large amount of FDI per capita it has attracted, especially greenfield FDI projects in R&D. The banking crisis in Ireland does not seem to have affected FDI into the Dublin region; project numbers were up 15% year on year in 2011, following the banking bailout at the end of 2010. Investors in Ireland benefit from a favourable corporation tax regime; 20% of FDI projects in the Greater Dublin Region in 2011 were classified as headquarters.

Cities and regions in northern and western Europe dominated the rankings; Moscow is the only city outside these regions to feature in the top 10 overall. There are exceptions, with Moscow and St Petersburg scoring well for human resources, and Warsaw and Prague among the top ranked cities for business friendliness. Southern Europe is the least represented region in the overall rankings; the past year has seen increased uncertainty in the eurozone and downgraded debt ratings for Greece, Italy and Portugal. ■

**TOP 25 EUROPEAN CITIES OVERALL**

RANK	CITY	COUNTRY
1	London	UK
2	Paris	France
3	Vienna	Austria
4	Moscow	Russia
5	Reading	UK
6	Munich	Germany
7	Cambridge	UK
8	Dublin	Ireland
9	Berlin	Germany
10	Stockholm	Sweden
11	Edinburgh	UK
12	Copenhagen	Denmark
13	Hamburg	Germany
14	Glasgow	UK
15	Amsterdam	Netherlands
16	Bristol	UK
17	Oslo	Norway
18	Zurich	Switzerland
19	Brussels	Belgium
20	Prague	Czech Rep
21	Warsaw	Poland
22	Barcelona	Spain
23	Antwerp	Belgium
24	Liverpool	UK
25	Dundee	UK

**TOP 10 MAJOR EUROPEAN CITIES**

RANK	CITY	COUNTRY
1	London	UK
2	Paris	France
3	Vienna	Austria
4	Moscow	Russia
5	Munich	Germany
6	Dublin	Ireland
7	Berlin	Germany
8	Stockholm	Sweden
9	Copenhagen	Denmark
10	Hamburg	Germany

**TOP 10 LARGE EUROPEAN CITIES**

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



London was ranked top European City of the Future for the third consecutive time

**TOP 10 SMALL EUROPEAN CITIES**

RANK	CITY	COUNTRY
1	Bristol	UK
2	Antwerp	Belgium
3	Zurich	Switzerland
4	Lyon	France
5=	Liverpool	UK
5=	Manchester	UK
7	Utrecht	Netherlands
8	Sheffield	UK
9	Belfast	UK
10	Plymouth	UK

**TOP 10 MICRO EUROPEAN CITIES**

RANK	CITY	COUNTRY
1	Reading	UK
2	Cambridge	UK
3	Dundee	UK
4	Slough	UK
5	Milton Keynes	UK
6	Bordeaux	France
7	Oxford	UK
8	Nottingham	UK
9	Eindhoven	Netherlands
10	Cork	Ireland

**TOP 10 NORTHERN EUROPEAN CITIES**

RANK	CITY	COUNTRY
1	London	UK
2	Reading	UK
3	Cambridge	UK
4	Dublin	Ireland
5	Stockholm	Sweden
6	Edinburgh	UK
7	Copenhagen	Denmark
8	Glasgow	UK
9	Bristol	UK
10	Oslo	Norway

**TOP 10 EASTERN EUROPEAN CITIES**

RANK	CITY	COUNTRY
1	Moscow	Russia
2	Prague	Czech Republic
3	Warsaw	Poland
4	St Petersburg	Russia
5	Bucharest	Romania
6	Sofia	Bulgaria
7	Brno	Czech Republic
8	Budapest	Hungary
9	Kraków	Poland
10	Bratislava	Slovakia

**TOP 10 SOUTHERN EUROPEAN CITIES**

RANK	CITY	COUNTRY
1	Barcelona	Spain
2	Madrid	Spain
3	Lisbon	Portugal
4	Istanbul	Turkey
5	Valencia	Spain
6	Milan	Italy
7	Rome	Italy
8	Bilbao	Spain
9	Ljubljana	Slovenia
10	Murcia	Spain

**TOP 10 WESTERN EUROPEAN CITIES**

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



Paris is fDi's leading western European City of the Future

**TOP 10 FDI STRATEGY**  
NORTHERN EUROPE

RANK	CITY	COUNTRY
1	Edinburgh	UK
2	Plymouth	UK
3	Dundee	UK
4	Bristol	UK
5	London	UK
6	Glasgow	UK
7	Sheffield	UK
8	Reading	UK
10=	Cork	Ireland
10=	Liverpool	UK

**TOP 10 FDI STRATEGY:**  
SOUTHERN EUROPE

RANK	CITY	COUNTRY
1	Barcelona	Spain
2	Lisbon	Portugal
3	Murcia	Spain
4	Valencia	Spain
5	Tbilisi	Georgia
6	Konya	Turkey
7	Santa Cruz de Tenerife	Spain
8	Jastrebarsko	Croatia
9	Gaziantep	Turkey
10	Subotica	Serbia

**TOP 10 FDI STRATEGY:**  
EASTERN EUROPE

RANK	CITY	COUNTRY
1	Katowice	Poland
2	Kraków	Poland
3	Lublin	Poland
4	Lviv	Ukraine
5	Brno	Czech Rep
6	Warsaw	Poland
7	Ostrava	Czech Rep
8	Poznan	Poland
9	Cheb	Czech Rep
10	Moscow	Russia

**TOP 10 FDI STRATEGY:**  
WESTERN EUROPE

RANK	CITY	COUNTRY
1	Berlin	Germany
2	Antwerp	Belgium
3	Munich	Germany
4	Hamburg	Germany
5	Leipzig	Germany
6	Bordeaux	France
7	Grenoble	France
8	Lyon	France
9	Vienna	Austria
10	Nuremberg	Germany

Central Berlin illuminated in changing patterns during the annual Festival of Lights in the city, which has been ranked as the best European City of the Future for FDI promotion strategy





The Bridge of Peace over Kura River in Tbilisi, Georgia, which retained its top five position for cost effectiveness in major cities

**TOP 10 MAJOR CITIES:  
COST EFFECTIVENESS**

RANK	CITY	COUNTRY
1	Kharkiv	Ukraine
2	Dnipropetrovsk	Ukraine
3	Tbilisi	Georgia
4	Nizhny Novgorod	Russia
5	Kazan	Russia
6	Rostov-na-Donu	Russia
7	Belgrade	Serbia
8	Samara	Russia
9	Minsk	Belarus
10	Sofia	Bulgaria

**TOP 10 SMALL CITIES:  
COST EFFECTIVENESS**

RANK	CITY	COUNTRY
1	Mykolayiv	Ukraine
2	Kaluga	Russia
3	Plovdiv	Bulgaria
4	Constanta	Romania
5	Timisoara	Romania
6	Brasov	Romania
7	Riga	Latvia
8	Tallinn	Estonia
9	Iasi	Romania
10	Kaunas	Lithuania

**TOP 10 LARGE CITIES:  
COST EFFECTIVENESS**

RANK	CITY	COUNTRY
1	Yaroslavl	Russia
2	Odessa	Ukraine
3	Lviv	Ukraine
4	Chisinau	Moldova
5	Tyumen	Russia
6	Vilnius	Lithuania
7	Kiev	Ukraine
8	Krasnodar	Russia
9	Poznan	Poland
10	Konya	Turkey

**TOP 10 MICRO CITIES:  
COST EFFECTIVENESS**

RANK	CITY	COUNTRY
1	Ternopil	Ukraine
2	Berdiansk	Ukraine
3	Truskavets	Ukraine
4	Pereyaslav-Kmelnysky	Ukraine
5	Vranje	Serbia
6	Jelgava	Latvia
7	Zajecar	Serbia
8	Drohobych	Ukraine
9	Ventspils	Latvia
10	Rivne	Ukraine

**TOP 10 MAJOR CITIES**  
ECONOMIC POTENTIAL

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

**TOP 10 MAJOR CITIES**  
HUMAN RESOURCES

RANK	CITY	COUNTRY
1	London	UK
2	Paris	France
3	Madrid	Spain
4	Berlin	Germany
5	Stockholm	Sweden
6	Moscow	Russia
7	Istanbul	Turkey
8	Barcelona	Spain
9	Saint Petersburg	Russia
10	Brussels	Belgium

**TOP 10 LARGE CITIES**  
ECONOMIC POTENTIAL

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

**TOP 10 LARGE CITIES**  
HUMAN RESOURCES

RANK	CITY	COUNTRY
1	Oslo	Norway
2	Amsterdam	Netherlands
3	Helsinki	Finland
4	Valencia	Spain
5	Kiev	Ukraine
6	Edinburgh	UK
7	Glasgow	UK
8	Gothenburg	Sweden
9	Marseille	France
10	Birmingham	UK

**TOP 10 SMALL CITIES**  
ECONOMIC POTENTIAL

RANK	CITY	COUNTRY
1	Zurich	Switzerland
2	Antwerp	Belgium
3	Belfast	UK
4	Graz	Austria
5	Malmö	Sweden
6	Utrecht	Netherlands
7	Lyon	France
8	Bratislava	Slovakia
9	Bristol	UK
10	Toulouse	France

**TOP 10 SMALL CITIES**  
HUMAN RESOURCES

RANK	CITY	COUNTRY
1	Zurich	Switzerland
2	Utrecht	Netherlands
3	Lyon	France
4	Manchester	UK
5	Cardiff	UK
6	Bilbao	Spain
7	Bristol	UK
8	Montpellier	France
9	Leicester	UK
10	Belfast	UK

**TOP 10 MICRO CITIES**  
ECONOMIC POTENTIAL

RANK	CITY	COUNTRY
1	Luxembourg	Luxembourg
2	Stavanger	Norway
3	Cambridge	UK
4	Geneva	Switzerland
5	Bergen	Norway
6	Linz	Austria
7	Slough	UK
8	Monaco	France
9	Shannon	Ireland
10	Basel	Switzerland

**TOP 10 MICRO CITIES:**  
HUMAN RESOURCES

RANK	CITY	COUNTRY
1	Oxford	UK
2	Nottingham	UK
3	Dundee	UK
4	Cambridge	UK
5	Aberdeen	UK
6	Newcastle upon Tyne	UK
7	Southampton	UK
8	Cork	Ireland
9	Galway	Ireland
10	Geneva	Switzerland



Monte Carlo in the principality of Monaco, which came top for quality of life in micro cities

**TOP 10 MAJOR CITIES** QUALITY OF LIFE

RANK	CITY	COUNTRY
1	Paris	France
2	Stockholm	Sweden
3	Copenhagen	Denmark
4	London	UK
5	Madrid	Spain
6	Brussels	Belgium
7	Dublin	Ireland
8	Munich	Germany
9	Hamburg	Germany
10	Prague	Czech Rep

**TOP 10 SMALL CITIES** QUALITY OF LIFE

RANK	CITY	COUNTRY
1	Zurich	Switzerland
2	Utrecht	Netherlands
3	Bilbao	Spain
4	Malmö	Sweden
5	Toulouse	France
6	Antwerp	Belgium
7	Bristol	UK
8	Bratislava	Slovakia
9	Genova	Italy
10	Lyon	France

**TOP 10 LARGE CITIES** QUALITY OF LIFE

RANK	CITY	COUNTRY
1	Oslo	Norway
2	Frankfurt	Germany
3	Amsterdam	Netherlands
4	Helsinki	Finland
5	Athens	Greece
6	Stuttgart	Germany
7	Zaragoza	Spain
8	Edinburgh	UK
9	Düsseldorf	Germany
10	Gothenburg	Sweden

**TOP 10 MICRO CITIES** QUALITY OF LIFE

RANK	CITY	COUNTRY
1	Monaco	France
2	Luxembourg	Luxembourg
3	Slough	UK
4	Milton Keynes	UK
5	Bergen	Norway
6	Piraeus	Greece
7	Geneva	Switzerland
8	Reading	UK
9	Oxford	UK
10	Cork	Ireland



**TOP 10 MAJOR CITIES** INFRASTRUCTURE

RANK	CITY	COUNTRY
1	London	UK
2	Paris	France
3	Stockholm	Sweden
4	Copenhagen	Denmark
5	Brussels	Belgium
6	Hamburg	Germany
7	Vienna	Austria
8	Munich	Germany
9	Berlin	Germany
10	Barcelona	Spain

**TOP 10 MAJOR CITIES** BUSINESS FRIENDLINESS

RANK	CITY	COUNTRY
1	London	UK
2	Moscow	Russia
3	Brussels	Belgium
4	Warsaw	Poland
5	Prague	Czech Rep
6	Paris	France
7	Copenhagen	Denmark
8	Stockholm	Sweden
9	Bucharest	Romania
10	Dublin	Ireland

**TOP 10 LARGE CITIES** INFRASTRUCTURE

RANK	CITY	COUNTRY
1	Rotterdam	Netherlands
2	Amsterdam	Netherlands
3	Frankfurt	Germany
4	Düsseldorf	Germany
5	Essen	Germany
6	Aachen	Germany
7	Bremen	Germany
8	Gothenburg	Sweden
9	Oslo	Norway
10	Marseille	France

**TOP 10 LARGE CITIES** BUSINESS FRIENDLINESS

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

**TOP 10 SMALL CITIES** INFRASTRUCTURE

RANK	CITY	COUNTRY
1	Duisburg	Germany
2	Utrecht	Netherlands
3	Liverpool	UK
4	The Hague	Netherlands
5	Zurich	Switzerland
6	Wolverhampton	UK
7	Manchester	UK
8	Sheffield	UK
9	Leeds	UK
10	Cardiff	UK

**TOP 10 SMALL CITIES** BUSINESS FRIENDLINESS

RANK	CITY	COUNTRY
1	Zurich	Switzerland
2	Manchester	UK
3	Bristol	UK
4	Antwerp	Belgium
5	Malmö	Sweden
6	Leicester	UK
7	Bratislava	Slovakia
8	Leeds	UK
9	Utrecht	Netherlands
10	Coventry	UK

**TOP 10 MICRO CITIES** INFRASTRUCTURE

RANK	CITY	COUNTRY
1	Slough	UK
2	Basel	Switzerland
3	Reading	UK
4	Milton Keynes	UK
5	Genk	Belgium
6	Stoke	UK
7	Mechelen	Belgium
8	Cambridge	UK
9	Reykjavík	Iceland
10	Nottingham	UK

**TOP 10 MICRO CITIES** BUSINESS FRIENDLINESS

RANK	CITY	COUNTRY
1	Cambridge	UK
2	Luxembourg	Luxembourg
3	Reading	UK
4	Geneva	Switzerland
5	Nottingham	UK
6	Basel	Switzerland
7	Newcastle upon Tyne	UK
8	Aberdeen	UK
9	Slough	UK
10	Aarhus	Denmark



Munich (above) is ranked second behind Berlin for FDI strategy in major cities, while the Belgian city of Antwerp (left) achieved first place in the small cities category of FDI strategy

**TOP 10 MAJOR CITIES** FDI STRATEGY

RANK	CITY	COUNTRY
1	Berlin	Germany
2	Munich	Germany
3	Hamburg	Germany
4	Barcelona	Spain
5	London	UK
6	Vienna	Austria
7	Dublin	Ireland
8	Warsaw	Poland
9	Tbilisi	Georgia
10	Moscow	Russia

**TOP 10 SMALL CITIES** FDI STRATEGY

RANK	CITY	COUNTRY
1	Antwerp	Belgium
2	Plymouth	UK
3	Bristol	UK
4	Lyon	France
5	Katowice	Poland
6	Sheffield	UK
7	Liverpool	UK
8	Lublin	Poland
9	Lisbon	Portugal
10	Murcia	Spain

**TOP 10 LARGE CITIES** FDI STRATEGY

RANK	CITY	COUNTRY
1	Edinburgh	UK
2	Leipzig	Germany
3	Glasgow	UK
4	Kraków	Poland
5	Nuremberg	Germany
6	Lviv	Ukraine
7	Birmingham	UK
8	Valencia	Spain
9	Poznan	Poland
10	Konya	Turkey

**TOP 10 MICRO CITIES** FDI STRATEGY

RANK	CITY	COUNTRY
1	Bordeaux	France
2	Dundee	UK
3	Grenoble	France
4	Reading	UK
5	Cork	Ireland
6	Eindhoven	Netherlands
7	Sunderland	UK
8	Cambridge	UK
10=	Linz	Austria
10=	Galway	Ireland



The Sergels Torg in Stockholm, Sweden, which is ranked the number one region in Europe for FDI

**TOP 25 REGIONS OVERALL**

RANK	REGION	COUNTRY
1	Greater Stockholm	Sweden
2	South-east	UK
3	Copenhagen	Denmark
4	Ile-de-France	France
5	Scotland	UK
6	Prague	Czech Republic
7	Nordrhein-Westfalen	Germany
8	Noord-Holland	Netherlands
9	Greater Dublin	Ireland
10	Thames Valley	UK
11	Greater Zurich	Switzerland
12	Utrecht	Netherlands
13	Northern Ireland	UK
14	Vienna	Austria
15	Västsvrige	Sweden
16	South-west	UK
17	Brussels Capital	Belgium
18	Bratislavský kraj	Slovakia
19	Catalonia	Spain
20	North-west	UK
21	Bayern	Germany
22	Comunidad de Madrid	Spain
23	Isle of Man	UK
24	Kent	UK
25	Central Federal District	Russia

**TOP 25 REGIONS FDI STRATEGY**

RANK	REGION	COUNTRY
1	Nordrhein-Westfalen	Germany
2	Catalonia	Spain
3	Copenhagen	Denmark
4	Comunidad de Madrid	Spain
5	Scotland	UK
6	Utrecht	Netherlands
7	Northern Ireland	UK
8	Flanders	Belgium
9	Greater Stockholm	Sweden
10	Wallonia	Belgium
11	Kainuu region	Finland
12	Thames Valley	UK
13	Val De Marne	France
14	Brabant	Netherlands
15	Bretagne	France
16	Ile-de-France	France
17	Lesser Poland	Poland
18	Pomurje	Slovenia
19	Isle of Man	UK
20	Emilia-Romagna	Italy
21	Bouches Du Rhone in Provence	France
22	Opolskie	Poland
23	Vasterbotten	Sweden
24	Greater Manchester	UK
25	Central Bohemia Region	Czech Republic



Puerta del Sol Square, Madrid, Spain; the Comunidad de Madrid entered the top 10 large regions in the European Cities and Regions of the Future 2012/13 ranking

**TOP 10 LARGE REGIONS OVERALL**

RANK	REGION	COUNTRY
1	South-east	UK
2	Ile-de-France	France
3	Scotland	UK
4	Nordrhein-Westfalen	Germany
5	Noord-Holland	Netherlands
6	South-west	UK
7	Catalonia	Spain
8	North-west	UK
9	Bayern	Germany
10	Comunidad de Madrid	Spain

**TOP 10 LARGE REGIONS FDI STRATEGY**

RANK	REGION	COUNTRY
1	Nordrhein-Westfalen	Germany
2	Catalonia	Spain
3	Comunidad de Madrid	Spain
4	Scotland	UK
5	Flanders	Belgium
6	Wallonia	Belgium
7	Brabant	Netherlands
8	Bretagne	France
9	Ile-de-France	France
10	Lesser Poland	Poland

**TOP 10 SMALL REGIONS OVERALL**

RANK	REGION	COUNTRY
1	Greater Stockholm	Sweden
2	Copenhagen	Denmark
3	Prague	Czech Republic
4	Greater Dublin	Ireland
5	Thames Valley	UK
6	Greater Zurich	Switzerland
7	Utrecht	Netherlands
8	Northern Ireland	UK
9	Vienna	Austria
10	Västsverige	Sweden

**TOP 10 SMALL REGIONS FDI STRATEGY**

RANK	REGION	COUNTRY
1	Copenhagen	Denmark
2	Utrecht	Netherlands
3	Northern Ireland	UK
4	Greater Stockholm	Sweden
5	Kainuu region	Finland
6	Thames Valley	UK
7	Val De Marne	France
8	Pomurje	Slovenia
9	Isle of Man	UK
10	Bouches Du Rhone in Provence	France



The Czech Republic city of Prague ranked first overall for FDI in eastern European regions

**TOP 10 NORTHERN REGIONS  
OVERALL**

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

**TOP 10 EASTERN REGIONS  
OVERALL**

RANK	REGION	COUNTRY
1	Prague	Czech Rep
2	Bratislava	Slovakia
3	Central Federal District	Russia
4	Bucharest	Romania
5	Kozep-Magyarország	Hungary
6	Central Bohemia	Czech Rep
7	Lesser Poland	Poland
8	Masovian	Poland
9	Metropolis Silesia	Poland
10	Pardubice	Czech Rep

**TOP 10 SOUTHERN REGIONS  
OVERALL**

RANK	REGION	COUNTRY
1	Catalonia	Spain
2	Comunidad de Madrid	Spain
3	Andalucia	Spain
4	Aragon	Spain
5	Emilia-Romagna	Italy
6	Asturias	Spain
7	Pomurje	Slovenia
8	Comunidad Valenciana	Spain
9	Lazio	Italy
10	Lombardia	Italy

**TOP 10 NORTHERN REGIONS  
FDI STRATEGY**

RANK	REGION	COUNTRY
1	Copenhagen	Denmark
2	Scotland	UK
3	Northern Ireland	UK
4	Greater Stockholm	Sweden
5	Kainuu region	Finland
6	Thames Valley	UK
7	Isle of Man	UK
8	Vasterbotten	Sweden
9	Greater Manchester	UK
10	Kent	UK

**TOP 10 EASTERN REGIONS  
FDI STRATEGY**

RANK	REGION	COUNTRY
1	Lesser Poland	Poland
2	Opolskie	Poland
3	Central Bohemia	Czech Rep
4	Pilsen Region	Czech Rep
5	Pardubice	Czech Rep
6	Metropolis Silesia	Poland
7	Zaporizhia	Ukraine
8	Stara Zagora Region	Bulgaria
9	Tuapsinsky district	Russia
10	Greater Poland	Poland

**TOP 10 SOUTHERN REGIONS  
FDI STRATEGY**

RANK	REGION	COUNTRY
1	Catalonia	Spain
2	Comunidad de Madrid	Spain
3	Pomurje	Slovenia
4	Emilia-Romagna	Italy
5	Asturias	Spain
6	Canary Islands	Spain
7	Split-Dalmatia County	Croatia
8	Attica	Greece
9	East Macedonia	Greece
10	Castilla-La Mancha	Spain

# REGIONS

## EUROPEAN CITIES AND REGIONS OF THE FUTURE



The Ile-de-France region, comprised mostly of the Paris metropolitan area, leads the way for FDI in western regions.

### TOP 10 WESTERN REGIONS OVERALL

RANK	REGION	COUNTRY
1	Ile-de-France	France
2	Nordrhein-Westfalen	Germany
3	Noord-Holland	Netherlands
4	Greater Zurich	Switzerland
5	Utrecht	Netherlands
6	Vienna	Austria
7	Brussels Capital	Belgium
8	Bayern	Germany
9	Baden-Württemberg	Germany
10	Flanders	Belgium

### TOP WESTERN REGIONS FDI STRATEGY\*

RANK	REGION	COUNTRY
1	Nordrhein-Westfalen	Germany
2	Utrecht	Netherlands
3	Flanders	Belgium
4	Wallonia	Belgium
5	Val De Marne	France
6	Brabant	Netherlands
7	Bretagne	France
8	Ile-de-France	France
9	Bouches Du Rhone in Provence	France

\*Only nine western regions entered



Düsseldorf is the capital of Nordrhein-Westfalen, which is ranked first for FDI strategy in western regions.

Greater Dublin is the region ranked first for economic potential among European regions



**TOP 10 REGIONS**  
ECONOMIC POTENTIAL

RANK	REGION	COUNTRY
1	Greater Dublin	Ireland
2	Greater Zurich	Switzerland
3	Greater Stockholm	Sweden
4	Noord-Holland	Netherlands
5	Vienna	Austria
6	Karlsruhe Technology Region	Germany
7	Copenhagen	Denmark
8	Prague	Czech Rep
9	Ile-de-France	France
10	Thames Valley	UK

**TOP 10 REGIONS**  
HUMAN RESOURCES

RANK	REGION	COUNTRY
1	Ile-de-France	France
2	Central Federal District	Russia
3	South-east	UK
4	Scotland	UK
5	Nordrhein-Westfalen	Germany
6	Greater Stockholm	Sweden
7	Baden-Württemberg	Germany
8	Bayern	Germany
9	Thames Valley	UK
10	Brussels Capital	Belgium

**TOP 10 REGIONS**  
COST EFFECTIVENESS

RANK	REGION	COUNTRY
1	Bucharest-Ilfov	Romania
2	Indjija	Serbia
3	Sremska Mitrovica	Serbia
4	Vojvodina	Serbia
5	Shumsk	Ukraine
6	Ternopil	Ukraine
7	Mohyliv-Podilskyi	Ukraine
8	Transcarpathia	Ukraine
9	Lviv region	Ukraine
10	Kharkiv region	Ukraine

**TOP 10 REGIONS**  
QUALITY OF LIFE

RANK	REGION	COUNTRY
1	Greater Stockholm	Sweden
2	Ile-de-France	France
3	Greater Zurich	Switzerland
4	Comunidad de Madrid	Spain
5	Utrecht	Netherlands
6	Navarra	Spain
7	Copenhagen	Denmark
8	Brussels Capital	Belgium
9	Val De Marne	France
10	Yvelines	France

**TOP 10 REGIONS  
INFRASTRUCTURE**

RANK	REGION	COUNTRY
1	South-east	UK
2	Västsverige	Sweden
3	Scotland	UK
4	Greater Stockholm	Sweden
5	Noord-Holland	Netherlands
6	Hessen	Germany
7	Copenhagen	Denmark
8	Bayern	Germany
9	Nordrhein-Westfalen	Germany
10	Flanders	Belgium

**TOP 10 REGIONS  
BUSINESS FRIENDLINESS**

RANK	REGION	COUNTRY
1	Prague	Czech Rep
2	Greater Stockholm	Sweden
3	South-east	UK
4	Greater Zurich	Switzerland
5	Brussels Capital	Belgium
6	Noord-Holland	Netherlands
7	Copenhagen	Denmark
8	Nordrhein-Westfalen	Germany
9	Utrecht	Netherlands
10	Bratislava	Slovakia

Belfort and Statue of Pieter de Coninck and Jan Breidel at The Markt in Bruges, Flanders, which achieved a top 10 place in the infrastructure ranking

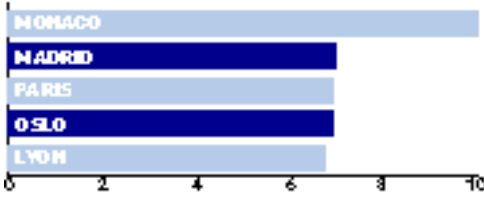




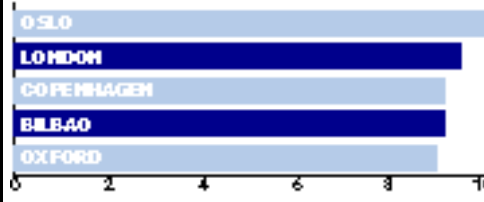


Sofia, Bulgaria, was ranked joint first with Minsk for gross domestic product growth in cities in 2008

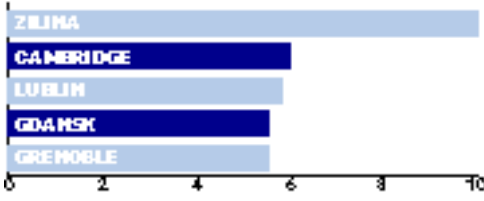
**CITIES: LIFE EXPECTANCY (SCORE OUT OF 10)**



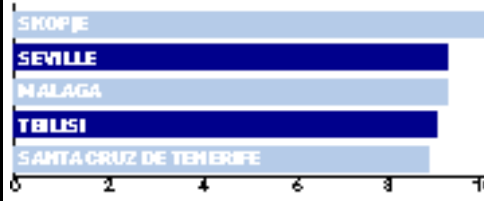
**CITIES: LABOUR FORCE WITH TERTIARY EDUCATION (SCORE OUT OF 10)**



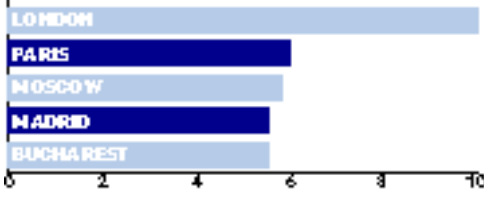
**CITIES: NUMBER OF UNIVERSITY STUDENTS (SCORE OUT OF 10)**



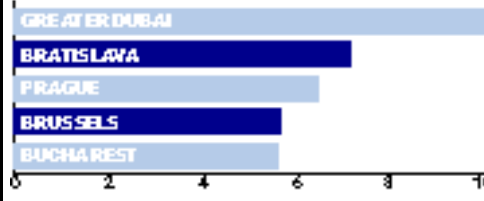
**CITIES: UNEMPLOYMENT RATE FIRST QUARTER OF 2011 (SCORE OUT OF 10)**



**CITIES: TOTAL GREENFIELD FDI PROJECTS (SCORE OUT OF 10)**



**REGIONS: FDI PROJECTS PER 100,000 PEOPLE (SCORE OUT OF 10)**



## JUDGING PANEL



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## METHODOLOGY

fDi Cities and Regions of the Future shortlists were created from an independent collection of data by fDi Benchmark across 253 European cities and 110 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,

73 European cities and 60 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 criterion, which were weighted by importance to give the overall scores. Where data was available at a national rather than city or regional level, a lower weighting was generally applied.

## Categories

- Major cities (population of more than 1 million)
- Large cities (population of between 500,000 and 1 million)
- Small cities (population of between 250,000 and 500,000)
- Micro cities (population of less than 250,000)
- Large regions (population of more than 250,000)
- Small regions (population of up to 250,000)

## JUDGING CRITERIA

### ECONOMIC POTENTIAL

- Population growth rate
- Forecast GDP growth rate (2011-15)
- GDP per capita (2008)
- GDP per capita growth rate (2005-08)
- Unemployment rate (2011)
- Unemployment change (2008-10)
- As source city, number of greenfield FDI projects per 100,000 population (Jan 2003 to Aug 2011)
- As destination city, number of greenfield FDI projects per 100,000 population (Jan 2003 to Aug 2011)
- As destination city, number of greenfield FDI projects in R&D (Jan 2003 to Aug 2011)
- As destination city, number of greenfield FDI projects in manufacturing (Jan 2003 to Aug 2011)
- Number of mega projects (capex of more than €100m)
- Number of mega projects (more than 1000 jobs)
- Total number of patents granted by the USPTO (Jan 2003 to Dec 2010)
- R&D intensity
- Global Competitiveness Index (2011-12)
- Inflation (2011)

### COST EFFECTIVENESS

- Average annual salary for an unskilled worker (€)
- Average annual salary for a semi-skilled worker (€)
- Average annual salary for a skilled worker (€)
- Average yearly office rent for a prime city-centre location (€ per square metre)<sup>1</sup>
- Average yearly rent for a factory/industrial unit in a prime location (€ per square metre)<sup>1</sup>
- Cost of electricity (€ per kWh)
- Rate for a four-star hotel in city-centre location (€)
- Petrol prices (€ per litre)
- Minimum wage (€ per month)
- Cost of registering property (% of property value)
- Cost to export (\$ per container)

- Cost to import (\$ per container)
- Cost of establishing a business (% of income per capita)
- Corporation tax rate
- Value-added tax

### HUMAN RESOURCES

- Labour force
- Unemployment rate (2011)
- Number of higher education institutions
- Total number of university students as a % of total population
- Top 500 universities
- Labour force with tertiary education (%)
- Brain drain (2011)

### QUALITY OF LIFE

- Life expectancy
- Infant mortality
- Number of doctors per 1000 population
- Labour force with tertiary education (%)
- Income per capita (2008)

### INFRASTRUCTURE

- Upload speed (kb/s)
- Download speed (kb/s)
- Number of airports serving city
- Distance to nearest international airport
- Number of international destinations served
- Size of local port (if applicable)
- Cargo volume through local port (tonnes)
- Container traffic through local port (TEU)
- Logistics Performance Index
- Network Readiness Index
- Environmental Performance Index
- ICT Development Index

### BUSINESS FRIENDLINESS

- Number of companies in high-tech manufacturing (2011)
- Number of companies in high-tech services (2011)
- Number of companies in the knowledge-based sector (2011)
- Number of companies in high-tech manufacturing per 100,000

- population (2011)
- Number of companies in high-tech services per 100,000 population (2011)
- Number of companies in the knowledge based sector per 100,000 population (2011)
- Estimated number of jobs created by FDI (Jan 2003 to Aug 2011)
- Top 1000 World Banks (*The Banker*)
- Days taken to start a business
- Firing costs (weeks of salary)
- Ease of Doing Business Index
- Strength of Investor Protection Index
- Economic Freedom Index
- Corruption Perception Index
- Credit Rating (S&P)
- Change in credit rating (2010-11)
- Euromoney Country Risk score

### FDI PROMOTION STRATEGY

- Number of staff dedicated to promoting and facilitating inward investment
  - Key initiatives that are being implemented to attract more investment
  - Information on high growth sectors/sub-sectors in the city which offer excellent potential for inward investment
  - Description of incentives which are available to inward investors, outlining where possible the typical size of incentives
  - High-profile, world-class property/sites available in the city suitable for investors to move into, with basic information on each property if available
- Note: Information collected by fDi Benchmark except for final criteria – this was provided by the cities and assessed by the judging panel. Data is latest available when no year provided.  
<sup>1</sup>Data not considered in regional ranking