EUROPEAN CITIES MONITOR 2010

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EUROPEAN CITIES MONITOR

Introduction

This is the 21st year that Cushman & Wakefield has conducted this survey on Europe's major business cities. Since 1990 the survey has provided an overview of the perceptions that corporates have about cities across Europe and their relative attractiveness, and how perceptions have changed over that time.

With a slow recovery from recession and with companies continuing to focus on being located in cities that can provide them with a cost effective yet efficient base, cities continue to be in competition with each other to attract inward investment. The *European Cities Monitor* examines a number of key issues that corporates consider when considering new locations and indicates how effectively each European city is perceived to perform and where improvements are seen to have been made over the last year.

The underlying data was researched independently for Cushman & Wakefield by TNS BMRB and senior executives from 500 European companies gave their views on Europe's leading business cities.

If you require any assistance on your location strategy or with your property, please contact the Location Analysis Team featured on page 29, who will be happy to discuss how we might help.

Elaine Rossall
October 2010

HIGHLIGHTS FROM THE FINDINGS

The leading cities for business

- London, Paris and Frankfurt remain the top three cities for business. The top two cities are still comfortably ahead of the nearest challengers, although Frankfurt sees its score improve.
- Brussels moves back into fourth place ahead of Barcelona with an improved score over the year.
- This year Vienna is the biggest mover, rising up the ranking by six places to 22nd place. Düsseldorf breaks into the top 10 for the first time, moving up by five places. As a result, German cities account for four of the top ten cities.

Key factors in deciding where to locate

- The top four factors remain some way ahead in terms of their importance. *Easy access to markets, customers or clients* remains the most essential factor for the second year running. *Availability of quality staff* is the second most essential factor, closely followed by *Quality of telecommunications* which edges further ahead of *Transport links with other cities and internationally*.
- London is the top rated city in seven of the 12 major rankings, including *Transport links with other cities and internationally*, *Ease of travelling within the city*, *Easy access to markets, customers or clients* and *Availability of quality staff* and *Quality of telecommunications* and *Languages spoken*.
- Warsaw regains first place in terms of the *Cost of staff*, whilst Leeds retains first position for *Value for money of offices*.
- Dublin again comes top for the *Climate created by government*, while both Barcelona and Berlin retain the top position for *Quality of life*, and *Availability of office space* respectively. Stockholm jumps two places to become the best city in terms of *Freedom from pollution*.

Impact on business

- The factor most likely to impact on business over the next five years is *Opportunities from emerging markets for products and services*. With concerns regarding an ageing population across Europe, *Demographic and workforce change* is the second highest ranked factor.

- It has been a tough year for corporates across the region. Almost two thirds are more positive than a year ago, with 18% of respondents a lot more positive than 12 months ago.

Company expansion

- Companies are still expecting to expand across Europe over the next five years, and the number of companies anticipating expansion is greater than last year.

- Central and Eastern Europe (CEE) remains the most popular part of the region, with Moscow replacing Warsaw as the city expected to see the largest influx between 2010-15.

- The number of corporates anticipating global expansion is up on 12 months ago and the focus is primarily on the BRIC economies. Shanghai and New Delhi are the most popular global destinations, closely followed by São Paulo. Beijing moves back up the ranking, and along with Mumbai, complete the top five most popular destinations.

Vienna, Austria

City promotion

- London and Paris retain their positions as the best known cities in Europe. Brussels moves into third place, ahead of Barcelona with Frankfurt completing the top five. The proportion of those cities that are known very or fairly well improved marginally this year, with nine cities being known very or fairly well by at least half the companies sampled.

- Berlin is viewed as the city doing the most to improve itself, jumping from third in 2009. It has overtaken Barcelona and London, although both see a higher rating than in 2009. Madrid maintains fourth place and Paris moves ahead of Prague into fifth.

Amsterdam, Netherlands

Best cities to locate a business today

London is still the leading city in which to do business, with a similar score to 2009. Paris remains in second place and Frankfurt in third, with the gap between second and third place closing slightly. Brussels regains fourth place from Barcelona, while Amsterdam moves back up the ranking to sixth place. This year the most impressive rise in the rankings is seen by Vienna, increasing six places to 22nd. Düsseldorf moves up from 15th to 10th over the year, while Manchester also advances four places from 16th to 12th. This year both Edinburgh and Bratislava are new cities to the ranking, and they are ranked 27th and 32nd respectively.

Location	**2010 Rank**	**2010 Score**	2009 Score	2009 Rank	1990 Rank
London	**1**	**0.85**	0.85	1	1
Paris	**2**	**0.55**	0.56	2	2
Frankfurt	**3**	**0.36**	0.33	3	3
Brussels	**4**	**0.29**	0.28	5	4
Barcelona	**5**	**0.27**	0.28	4	11
Amsterdam	**6**	**0.25**	0.20	8	5
Berlin	**7**	**0.24**	0.18	9	15
Madrid	**8**	**0.22**	0.23	6	17
Munich	**9**	**0.22**	0.21	7	12
Düsseldorf	**10**	**0.14**	0.10	15	6
Milan	**11**	**0.13**	0.15	10	9
Manchester	**12**	**0.12**	0.10	16	13
Zurich	**13**	**0.12**	0.11	13	7
Geneva	**14**	**0.12**	0.14	11	8
Hamburg	**15**	**0.11**	0.11	12	14
Stockholm	**16**	**0.11**	0.08	20	19
Lisbon	**17**	**0.10**	0.09	17	16
Birmingham	**18**	**0.09**	0.10	14	-
Lyon	**19**	**0.09**	0.09	19	18
Dublin	**20**	**0.08**	0.09	18	-
Prague	**21**	**0.07**	0.07	21	23
Vienna	**22**	**0.06**	0.05	28	20
Leeds	**23**	**0.06**	0.06	24	-
Warsaw	**24**	**0.06**	0.06	23	25
Copenhagen	**25**	**0.06**	0.06	25	-
Istanbul	**26**	**0.05**	0.05	27	-
Edinburgh	**27**	**0.05**	-	-	-
Rome	**28**	**0.04**	0.07	22	-
Glasgow	**29**	**0.04**	0.04	29	10
Budapest	**30**	**0.04**	0.06	26	21
Helsinki	**31**	**0.04**	0.03	31	-
Bratislava	**32**	**0.03**	-	-	-
Moscow	**33**	**0.03**	0.03	32	24
Oslo	**34**	**0.03**	0.03	33	-
Bucharest	**35**	**0.02**	0.04	30	-
Athens	**36**	**0.02**	0.02	34	22

In 1990 only 25 cities were included in the study.
Base: 500
Scores have been rounded.

Essential factors for locating a business

Companies were asked to think about which factors they consider in deciding where to locate their business and the relative importance of these factors.

Easy access to markets, customers or clients remains the most essential factor when deciding to locate a business, with the *Availability of qualified staff the second* most important factor. *The quality of telecommunications and transport links* with other cities remain in third and fourth place respectively. Overall, these four factors remain the most important, with over half of the sample continuing to class these factors as absolutely essential when deciding to locate a business.

Factor	**2010** %	2009 %
Easy access to markets, customers or clients	**61**	60
Availability of qualified staff	**58**	57
The quality of telecommunications	**55**	54
Transport links with other cities and internationally	**51**	51
Value for money of office space	**36**	34
Cost of staff	**33**	35
Availability of office space	**31**	25
The climate governments create for business through tax policies or financial incentives	**27**	26
Languages spoken	**27**	24
Ease of travelling around within the city	**26**	23
The quality of life for employees	**20**	21
Freedom from pollution	**19**	17

'Absolutely essential' responses only are included here.
Base: 500

Familiarity with cities as a business location

Companies were asked how well they know each of the cities as a business location.

There is some change to the order in terms of familiarity this year. The top two cities from last year, London and Paris retain the same positions in 2009 but Brussels moves into third place. Barcelona edges down to fourth, closely followed by Frankfurt.

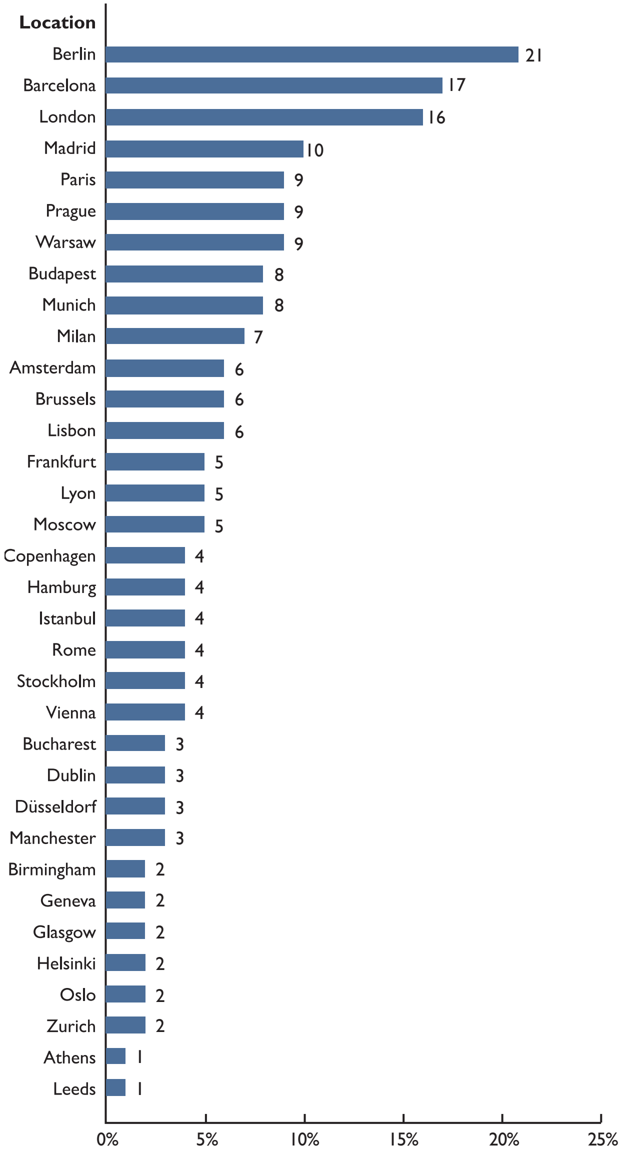
Location	**2010** %	2009 %
Amsterdam	**48**	46
Athens	**16**	18
Barcelona	**64**	65
Berlin	**53**	47
Birmingham	**28**	25
Bratislava	**13**	-
Brussels	**65**	62
Bucharest	**13**	13
Budapest	**21**	23
Copenhagen	**27**	25
Dublin	**32**	34
Düsseldorf	**45**	43
Edinburgh	**25**	-
Frankfurt	**62**	62
Geneva	**43**	46
Glasgow	**21**	18
Hamburg	**40**	37
Helsinki	**18**	18
Istanbul	**23**	23
Leeds	**19**	17
Lisbon	**34**	34
London	**82**	82
Lyon	**39**	39
Madrid	**53**	54
Manchester	**33**	34
Milan	**51**	56
Moscow	**26**	28
Munich	**52**	52
Oslo	**17**	16
Paris	**74**	77
Prague	**31**	31
Rome	**42**	44
Stockholm	**26**	23
Vienna	**33**	33
Warsaw	**21**	21
Zurich	**38**	40

The percentages are the proportion of all respondents who know each city very or fairly well.
Base: 500

Cities improving themselves

Companies were asked which city they think is doing the most to actually improve themselves.

Berlin is the city that is seen to be doing the most to improve itself this year, with an increase of 8% in terms of nominations. Barcelona drops into second place followed by London, with London seeing an increase in the proportions of nominations. Brussels and Lisbon fall outside the top ten, replaced by Milan and Munich.



Base: 500

Worldwide expansion

Companies were asked about global expansion and asked to consider in which cities outside Europe, where they are not currently represented, they may expand to in five years' time.

There is a rise in the number of European companies who state that they may consider global expansion, with four cities nominated by more than 20 companies. The BRIC economies dominate the top 10 destinations, with Shanghai and New Delhi anticipated being the most popular destinations over the next five years.

City	No. of Companies
Shanghai	29
New Delhi	29
São Paulo	28
Beijing	22
Mumbai	19
Rio de Janeiro	16
New York	14
Tokyo	13
Cairo	12
Singapore	11
Buenos Aires	10
Mexico City	9
Johannesburg	9
Hong Kong	8
Seoul	8
Santiago	6
Bangkok	6
Bogata	6
Abu Dhabi	5
Sydney	5
Cape Town	5
Jakarta	5
Washington DC	5
Caracas	5
Toronto	4
Los Angeles	4
Melbourne	4
Chicago	4
Kuala Lumpur	4
Bangalore	4
Lima	4
San Francisco	4

Base: 500

Best cities in terms of easy access to markets

Companies were asked which are the top three cities in terms of easy access to markets, customers or clients.

London and Paris once again both score very strongly in terms of easy access to markets. While the top three remain the same this year, there has been some movement around the top 10. Lyon and Berlin break into the top 10, while Amsterdam sees its position improve by five places, against a much improved score.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**4**	9	**0.60**	0.39
Athens	**33**	32	**0.06**	0.08
Barcelona	**13**	10	**0.33**	0.34
Berlin	**9**	16	**0.37**	0.26
Birmingham	**9**	6	**0.37**	0.42
Bratislava	**33**	-	**0.06**	-
Brussels	**5**	5	**0.49**	0.44
Bucharest	**36**	25	**0.04**	0.14
Budapest	**27**	34	**0.11**	0.06
Copenhagen	**25**	21	**0.12**	0.19
Dublin	**31**	32	**0.07**	0.08
Düsseldorf	**14**	13	**0.32**	0.29
Edinburgh	**22**	-	**0.17**	-
Frankfurt	**3**	3	**0.74**	0.68
Geneva	**20**	19	**0.23**	0.23
Glasgow	**28**	26	**0.10**	0.11
Hamburg	**15**	18	**0.31**	0.25
Helsinki	**33**	23	**0.06**	0.15
Istanbul	**17**	23	**0.26**	0.15
Leeds	**16**	11	**0.27**	0.33
Lisbon	**31**	26	**0.07**	0.11
London	**1**	1	**1.31**	1.32
Lyon	**8**	15	**0.38**	0.27
Madrid	**7**	8	**0.40**	0.40
Manchester	**12**	12	**0.34**	0.30
Milan	**6**	4	**0.42**	0.47
Moscow	**19**	16	**0.24**	0.26
Munich	**9**	6	**0.37**	0.42
Oslo	**30**	29	**0.09**	0.09
Paris	**2**	2	**1.15**	1.15
Prague	**25**	26	**0.12**	0.11
Rome	**28**	29	**0.10**	0.09
Stockholm	**17**	13	**0.26**	0.29
Vienna	**22**	29	**0.17**	0.09
Warsaw	**24**	19	**0.15**	0.23
Zurich	**21**	21	**0.19**	0.19

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of qualified staff

Companies were asked which are the top three cities in terms of recruiting qualified staff.

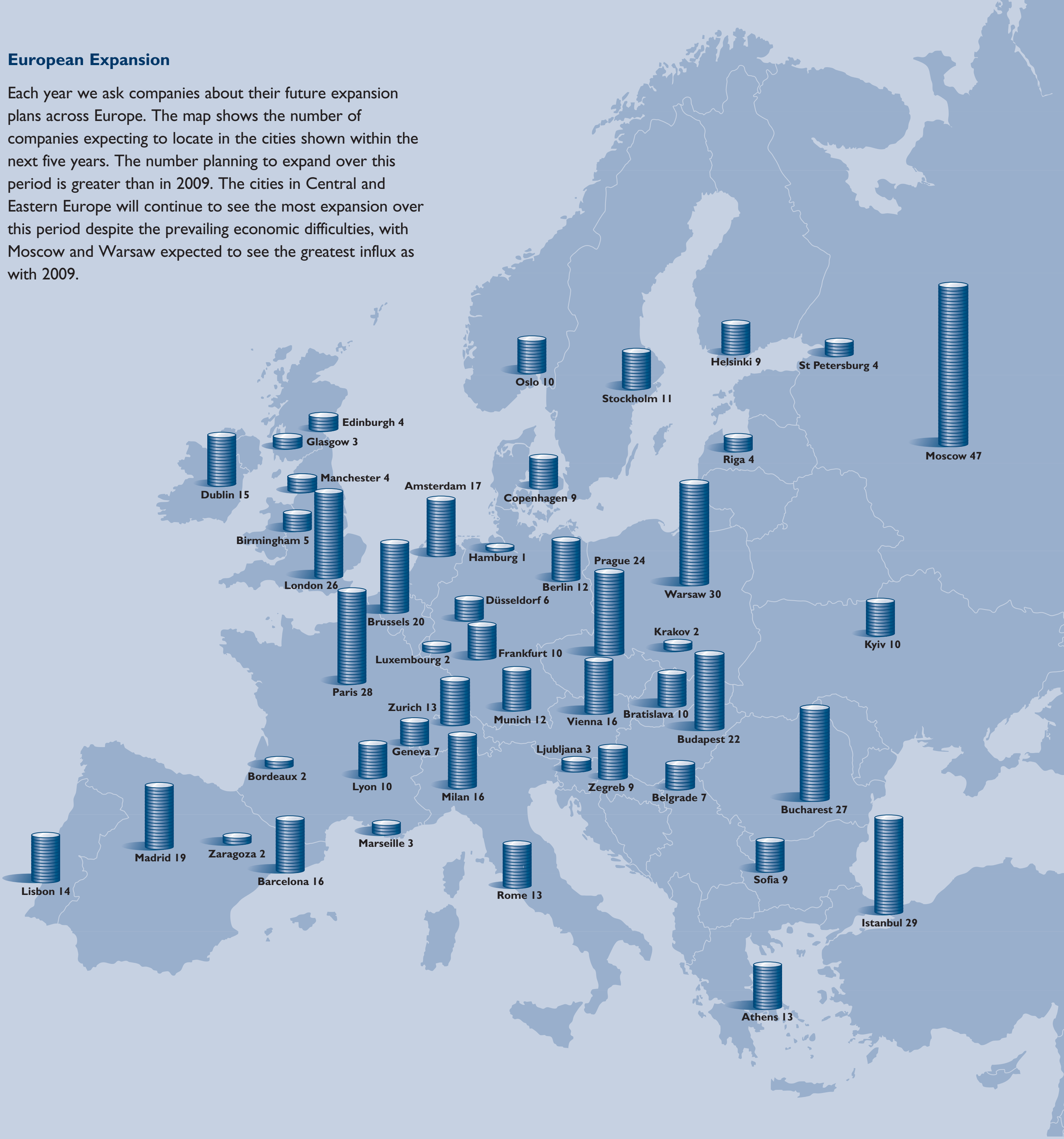
The top four cities show no change in position, although Paris closes the gap on London in terms of score. Both Frankfurt and Munich remain in third and fourth place respectively, although Frankfurt extends its lead over Munich. Berlin moves up the ranking into fifth place. Both Milan and Stockholm also move upwards, while Birmingham and Hamburg fall outside the top 10 this year.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**8**	5	**0.45**	0.42
Athens	**36**	34	**0.03**	0.00
Barcelona	**13**	12	**0.31**	0.35
Berlin	**5**	13	**0.48**	0.30
Birmingham	**16**	5	**0.30**	0.42
Bratislava	**18**	-	**0.21**	-
Brussels	**9**	7	**0.42**	0.40
Bucharest	**32**	31	**0.06**	0.06
Budapest	**32**	21	**0.06**	0.16
Copenhagen	**22**	22	**0.17**	0.15
Dublin	**23**	18	**0.14**	0.21
Düsseldorf	**13**	18	**0.31**	0.21
Edinburgh	**21**	-	**0.02**	-
Frankfurt	**3**	3	**0.69**	0.63
Geneva	**18**	14	**0.21**	0.29
Glasgow	**26**	26	**0.13**	0.10
Hamburg	**13**	8	**0.31**	0.38
Helsinki	**23**	18	**0.14**	0.21
Istanbul	**34**	33	**0.04**	0.02
Leeds	**17**	17	**0.29**	0.23
Lisbon	**31**	25	**0.07**	0.13
London	**1**	1	**1.46**	1.55
Lyon	**26**	30	**0.13**	0.08
Madrid	**10**	11	**0.37**	0.36
Manchester	**10**	15	**0.37**	0.25
Milan	**6**	8	**0.46**	0.38
Moscow	**34**	32	**0.04**	0.04
Munich	**4**	4	**0.57**	0.59
Oslo	**29**	26	**0.09**	0.10
Paris	**2**	2	**0.86**	0.75
Prague	**23**	29	**0.14**	0.09
Rome	**28**	23	**0.10**	0.14
Stockholm	**6**	10	**0.46**	0.37
Vienna	**30**	26	**0.08**	0.10
Warsaw	**18**	23	**0.21**	0.14
Zurich	**12**	15	**0.33**	0.25

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

European Expansion

Each year we ask companies about their future expansion plans across Europe. The map shows the number of companies expecting to locate in the cities shown within the next five years. The number planning to expand over this period is greater than in 2009. The cities in Central and Eastern Europe will continue to see the most expansion over this period despite the prevailing economic difficulties, with Moscow and Warsaw expected to see the greatest influx as with 2009.



Base: 500

Best cities in terms of quality of telecommunications

Companies were asked which cities are the top three cities in terms of telecommunications.

The top five cities in terms of the quality of telecommunications remain static, but there is some movement below. Perceptions of Berlin and Helsinki are much improved over the year, with both cities jumping two places to sixth and eighth respectively, while Brussels, Milan and Oslo fall outside the top 10 this year.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**7**	7	**0.44**	0.35
Athens	**30**	32	**0.03**	0.01
Barcelona	**15**	14	**0.23**	0.23
Berlin	**6**	9	**0.45**	0.32
Birmingham	**15**	15	**0.23**	0.20
Bratislava	**33**	-	**0.02**	-
Brussels	**11**	6	**0.31**	0.36
Bucharest	**29**	29	**0.04**	0.02
Budapest	**30**	29	**0.03**	0.02
Copenhagen	**19**	21	**0.14**	0.09
Dublin	**21**	21	**0.12**	0.09
Düsseldorf	**12**	13	**0.28**	0.24
Edinburgh	**24**	-	**0.07**	-
Frankfurt	**3**	3	**0.64**	0.63
Geneva	**13**	20	**0.24**	0.13
Glasgow	**24**	19	**0.07**	0.14
Hamburg	**18**	17	**0.20**	0.18
Helsinki	**8**	10	**0.43**	0.25
Istanbul	**36**	34	**0.00**	0.00
Leeds	**20**	25	**0.13**	0.07
Lisbon	**27**	24	**0.06**	0.08
London	**1**	1	**1.44**	1.28
Lyon	**22**	21	**0.10**	0.09
Madrid	**9**	8	**0.34**	0.34
Manchester	**9**	15	**0.34**	0.20
Milan	**17**	10	**0.21**	0.25
Moscow	**33**	32	**0.02**	0.01
Munich	**5**	5	**0.46**	0.38
Oslo	**27**	10	**0.06**	0.25
Paris	**2**	2	**0.81**	0.80
Prague	**35**	27	**0.01**	0.05
Rome	**23**	25	**0.08**	0.07
Stockholm	**4**	4	**0.48**	0.42
Vienna	**24**	27	**0.07**	0.05
Warsaw	**30**	29	**0.03**	0.02
Zurich	**13**	18	**0.24**	0.17

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of external transport links

Companies were asked which are the top three cities in terms of transport links with other cities and internationally.

The top five cities again remain unchanged, although the gap between third placed Frankfurt and second placed Paris closes slightly due to a strong improvement in the perceptions of Frankfurt. Zurich and Berlin enter the top 10, at the expense of Birmingham, Manchester and Copenhagen.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**4**	4	**0.80**	0.61
Athens	**27**	31	**0.05**	0.03
Barcelona	**11**	12	**0.27**	0.24
Berlin	**9**	13	**0.28**	0.23
Birmingham	**11**	8	**0.27**	0.36
Bratislava	**31**	-	**0.02**	-
Brussels	**5**	5	**0.60**	0.53
Bucharest	**36**	27	**0.00**	0.06
Budapest	**34**	27	**0.01**	0.06
Copenhagen	**13**	9	**0.26**	0.28
Dublin	**29**	29	**0.03**	0.05
Düsseldorf	**14**	16	**0.25**	0.19
Edinburgh	**23**	-	**0.08**	-
Frankfurt	**3**	3	**1.23**	1.14
Geneva	**16**	17	**0.19**	0.17
Glasgow	**19**	18	**0.12**	0.15
Hamburg	**17**	15	**0.15**	0.20
Helsinki	**31**	33	**0.02**	0.01
Istanbul	**34**	31	**0.01**	0.03
Leeds	**18**	23	**0.14**	0.08
Lisbon	**23**	23	**0.08**	0.08
London	**1**	1	**1.75**	1.76
Lyon	**20**	20	**0.11**	0.10
Madrid	**7**	6	**0.44**	0.51
Manchester	**8**	9	**0.37**	0.28
Milan	**15**	14	**0.22**	0.22
Moscow	**31**	25	**0.02**	0.07
Munich	**6**	7	**0.50**	0.45
Oslo	**26**	33	**0.06**	0.01
Paris	**2**	2	**1.37**	1.51
Prague	**28**	29	**0.04**	0.05
Rome	**23**	19	**0.08**	0.14
Stockholm	**20**	22	**0.11**	0.09
Vienna	**22**	20	**0.10**	0.10
Warsaw	**29**	25	**0.03**	0.07
Zurich	**9**	11	**0.28**	0.26

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of value for money of office space

Companies were asked which are the top three cities in terms of value for money of office space.

There is some movement in the ranking although Leeds retains its position as offering the best value for money office space for the third year running. Lisbon moves back into second place above Berlin, which moves up four places this year. The largest rise up the ranking is Glasgow, which rises eleven places to fourth, and Manchester performs well too, up eight places. Istanbul, Bucharest and Budapest fall outside the top 10.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**18**	18	**0.39**	0.36
Athens	**22**	22	**0.35**	0.30
Barcelona	**8**	6	**0.56**	0.67
Berlin	**3**	7	**0.66**	0.61
Birmingham	**5**	1	**0.59**	0.88
Bratislava	**10**	-	**0.51**	-
Brussels	**15**	13	**0.41**	0.50
Bucharest	**21**	9	**0.36**	0.60
Budapest	**13**	10	**0.44**	0.56
Copenhagen	**34**	31	**0.13**	0.15
Dublin	**22**	16	**0.35**	0.42
Düsseldorf	**13**	21	**0.44**	0.31
Edinburgh	**28**	-	**0.22**	-
Frankfurt	**18**	20	**0.39**	0.32
Geneva	**31**	27	**0.15**	0.19
Glasgow	**4**	15	**0.60**	0.43
Hamburg	**15**	14	**0.41**	0.49
Helsinki	**31**	30	**0.15**	0.16
Istanbul	**11**	7	**0.50**	0.61
Leeds	**1**	1	**0.80**	0.88
Lisbon	**2**	4	**0.76**	0.71
London	**26**	23	**0.25**	0.24
Lyon	**6**	5	**0.57**	0.69
Madrid	**12**	12	**0.47**	0.51
Manchester	**9**	17	**0.53**	0.40
Milan	**29**	24	**0.16**	0.21
Moscow	**35**	34	**0.09**	0.05
Munich	**27**	19	**0.24**	0.34
Oslo	**36**	33	**0.05**	0.06
Paris	**25**	24	**0.27**	0.21
Prague	**20**	11	**0.37**	0.53
Rome	**33**	27	**0.14**	0.19
Stockholm	**17**	26	**0.40**	0.20
Vienna	**24**	32	**0.33**	0.14
Warsaw	**6**	3	**0.57**	0.78
Zurich	**29**	29	**0.16**	0.17

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of cost of staff

Companies were asked which are the top three cities in terms of cost of staff.

The ranking shows some volatility compared to last year and there are some changes at the top. Warsaw retakes first place, with a much improved score and Bratislava enters the ranking in second place. Lisbon moves back into third and, alongside Istanbul and Bucharest, completes the top five. Athens moves into the top 10 this year, ahead of Leeds and Birmingham.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**23**	25	**0.21**	0.17
Athens	**8**	11	**0.64**	0.58
Barcelona	**9**	10	**0.63**	0.63
Berlin	**17**	15	**0.39**	0.38
Birmingham	**15**	8	**0.50**	0.74
Bratislava	**2**	-	**1.40**	-
Brussels	**28**	23	**0.16**	0.20
Bucharest	**5**	1	**1.03**	1.51
Budapest	**7**	3	**0.98**	1.16
Copenhagen	**34**	30	**0.06**	0.1
Dublin	**16**	13	**0.49**	0.51
Düsseldorf	**21**	24	**0.24**	0.19
Edinburgh	**23**	-	**0.21**	-
Frankfurt	**26**	26	**0.17**	0.16
Geneva	**36**	33	**0.03**	0.03
Glasgow	**10**	9	**0.61**	0.72
Hamburg	**22**	20	**0.22**	0.24
Helsinki	**26**	21	**0.17**	0.23
Istanbul	**4**	2	**1.21**	1.19
Leeds	**10**	6	**0.61**	0.81
Lisbon	**3**	4	**1.23**	1.04
London	**30**	28	**0.15**	0.12
Lyon	**20**	17	**0.27**	0.29
Madrid	**12**	12	**0.60**	0.53
Manchester	**14**	14	**0.51**	0.44
Milan	**28**	22	**0.16**	0.22
Moscow	**18**	19	**0.38**	0.26
Munich	**34**	30	**0.06**	0.10
Oslo	**37**	32	**0.02**	0.04
Paris	**32**	28	**0.13**	0.12
Prague	**6**	6	**1.01**	0.81
Rome	**25**	16	**0.19**	0.33
Stockholm	**19**	18	**0.33**	0.28
Vienna	**31**	27	**0.14**	0.13
Warsaw	**1**	4	**1.42**	1.04
Zurich	**33**	34	**0.07**	0.01

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of availability of office space

Companies were asked which are the top three cities in terms of availability of office space.

Berlin continues to be ranked the highest in terms of the perception of the supply of offices, with Manchester recovering ground this year and moving up five places into second position. London falls two places, and is now behind Madrid which retains third place. Perceptions of Düsseldorf are much improved, while Frankfurt also sees an increase in its score and position.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**19**	14	**0.30**	0.33
Athens	**30**	27	**0.15**	0.13
Barcelona	**6**	4	**0.53**	0.61
Berlin	**1**	1	**0.63**	0.70
Birmingham	**4**	5	**0.54**	0.58
Bratislava	**22**	-	**0.25**	-
Brussels	**11**	10	**0.39**	0.43
Bucharest	**24**	17	**0.24**	0.28
Budapest	**26**	8	**0.23**	0.44
Copenhagen	**32**	25	**0.12**	0.17
Dublin	**15**	17	**0.32**	0.28
Düsseldorf	**9**	21	**0.44**	0.25
Edinburgh	**32**	-	**0.12**	-
Frankfurt	**9**	12	**0.44**	0.37
Geneva	**34**	33	**0.10**	0.07
Glasgow	**12**	22	**0.33**	0.23
Hamburg	**20**	11	**0.29**	0.38
Helsinki	**27**	32	**0.20**	0.09
Istanbul	**15**	26	**0.32**	0.16
Leeds	**7**	6	**0.46**	0.49
Lisbon	**12**	15	**0.33**	0.30
London	**4**	2	**0.54**	0.65
Lyon	**17**	20	**0.31**	0.26
Madrid	**3**	3	**0.56**	0.62
Manchester	**2**	7	**0.59**	0.45
Milan	**27**	23	**0.20**	0.21
Moscow	**21**	29	**0.27**	0.10
Munich	**24**	15	**0.24**	0.30
Oslo	**29**	34	**0.18**	0.04
Paris	**8**	13	**0.45**	0.35
Prague	**22**	23	**0.25**	0.21
Rome	**36**	28	**0.07**	0.12
Stockholm	**17**	19	**0.31**	0.27
Vienna	**31**	29	**0.13**	0.10
Warsaw	**12**	8	**0.33**	0.44
Zurich	**34**	29	**0.10**	0.10

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of the climate governments create

Companies were asked which are the top three cities in terms of the climate governments create for business through tax policies and availability of financial incentives.

Dublin remains in first place, followed by London, which moves up from fourth place last year. Warsaw maintains third position this year, while Zurich and Bratislava complete the top five. Zurich sees a significant uplift in score and hence position, while Bratislava is a new city this year. Geneva falls down from second place to ninth, while Bucharest, Glasgow and Brussels move out of the top 10 this year.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**6**	7	**0.48**	0.45
Athens	**27**	31	**0.17**	0.10
Barcelona	**10**	9	**0.35**	0.44
Berlin	**6**	13	**0.48**	0.35
Birmingham	**16**	18	**0.30**	0.21
Bratislava	**5**	-	**0.49**	-
Brussels	**11**	7	**0.34**	0.45
Bucharest	**19**	5	**0.28**	0.51
Budapest	**8**	10	**0.47**	0.40
Copenhagen	**29**	24	**0.14**	0.17
Dublin	**1**	1	**0.86**	0.95
Düsseldorf	**25**	31	**0.20**	0.10
Edinburgh	**31**	-	**0.13**	-
Frankfurt	**18**	18	**0.29**	0.21
Geneva	**9**	2	**0.38**	0.63
Glasgow	**14**	6	**0.31**	0.46
Hamburg	**27**	25	**0.17**	0.16
Helsinki	**31**	31	**0.13**	0.10
Istanbul	**21**	28	**0.24**	0.12
Leeds	**21**	15	**0.24**	0.30
Lisbon	**24**	23	**0.21**	0.18
London	**2**	4	**0.56**	0.53
Lyon	**33**	18	**0.11**	0.21
Madrid	**16**	14	**0.30**	0.34
Manchester	**13**	27	**0.32**	0.14
Milan	**29**	28	**0.14**	0.12
Moscow	**35**	26	**0.08**	0.15
Munich	**23**	16	**0.22**	0.28
Oslo	**34**	22	**0.10**	0.19
Paris	**14**	17	**0.31**	0.26
Prague	**12**	12	**0.33**	0.38
Rome	**36**	31	**0.06**	0.10
Stockholm	**20**	21	**0.26**	0.20
Vienna	**26**	30	**0.19**	0.11
Warsaw	**3**	3	**0.55**	0.55
Zurich	**4**	10	**0.50**	0.40

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of languages spoken

Companies were asked which are the top three cities in terms of the languages spoken.

The top 10 cities for languages spoken this year comprise the same cities as in 2009. London remains the best perceived city in terms of languages spoken, with Brussels and Amsterdam tying for second place. London's score decreases and the gap between second place closes as both cities also see an uplift in score. Stockholm and Zurich both move up one position to fourth and fifth respectively. Paris recovers from its fall in 2009, and moves back to sixth place.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**2**	3	**1.07**	0.97
Athens	**35**	34	**0.06**	0.04
Barcelona	**13**	13	**0.31**	0.27
Berlin	**9**	8	**0.38**	0.49
Birmingham	**11**	14	**0.32**	0.25
Bratislava	**29**	-	**0.11**	-
Brussels	**2**	2	**1.07**	1.00
Bucharest	**27**	29	**0.12**	0.09
Budapest	**31**	29	**0.10**	0.09
Copenhagen	**10**	10	**0.37**	0.34
Dublin	**26**	21	**0.13**	0.16
Düsseldorf	**20**	17	**0.22**	0.22
Edinburgh	**29**	-	**0.11**	-
Frankfurt	**7**	7	**0.56**	0.50
Geneva	**8**	4	**0.55**	0.73
Glasgow	**36**	33	**0.01**	0.05
Hamburg	**16**	16	**0.24**	0.23
Helsinki	**15**	18	**0.27**	0.21
Istanbul	**31**	26	**0.10**	0.13
Leeds	**24**	27	**0.14**	0.10
Lisbon	**23**	22	**0.17**	0.15
London	**1**	1	**1.33**	1.42
Lyon	**34**	32	**0.08**	0.06
Madrid	**22**	12	**0.20**	0.28
Manchester	**19**	20	**0.23**	0.20
Milan	**16**	18	**0.24**	0.21
Moscow	**27**	27	**0.12**	0.10
Munich	**11**	10	**0.32**	0.34
Oslo	**13**	14	**0.31**	0.25
Paris	**6**	9	**0.59**	0.47
Prague	**24**	23	**0.14**	0.14
Rome	**33**	29	**0.09**	0.09
Stockholm	**4**	5	**0.72**	0.68
Vienna	**20**	23	**0.22**	0.14
Warsaw	**16**	23	**0.24**	0.14
Zurich	**5**	6	**0.64**	0.62

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of internal transport

Companies were asked which are the top three cities in terms of ease of travelling around within the city.

The top four cities remain the same as last year and there is little movement in the top ten overall. London, Paris, Berlin and Madrid are still perceived as the easiest cities in which to travel around, although a sizeable gap in scores remains between the top two cities and their nearest rivals. Frankfurt falls outside the top ten as Manchester moves up to replace it.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**8**	8	**0.39**	0.42
Athens	**36**	33	**0.01**	0.03
Barcelona	**6**	6	**0.56**	0.51
Berlin	**3**	3	**0.69**	0.67
Birmingham	**18**	15	**0.23**	0.34
Bratislava	**30**	-	**0.06**	-
Brussels	**12**	12	**0.33**	0.38
Bucharest	**32**	29	**0.04**	0.11
Budapest	**30**	31	**0.06**	0.09
Copenhagen	**24**	13	**0.16**	0.35
Dublin	**24**	20	**0.16**	0.24
Düsseldorf	**14**	22	**0.30**	0.20
Edinburgh	**21**	-	**0.20**	-
Frankfurt	**11**	10	**0.36**	0.39
Geneva	**13**	16	**0.31**	0.33
Glasgow	**28**	19	**0.12**	0.26
Hamburg	**18**	17	**0.23**	0.31
Helsinki	**16**	22	**0.24**	0.20
Istanbul	**35**	34	**0.02**	0.01
Leeds	**15**	10	**0.29**	0.39
Lisbon	**24**	26	**0.16**	0.15
London	**1**	1	**1.35**	1.23
Lyon	**23**	21	**0.18**	0.21
Madrid	**4**	4	**0.57**	0.56
Manchester	**10**	13	**0.37**	0.35
Milan	**22**	24	**0.19**	0.18
Moscow	**33**	26	**0.03**	0.15
Munich	**4**	7	**0.57**	0.44
Oslo	**18**	25	**0.23**	0.16
Paris	**2**	2	**1.17**	1.14
Prague	**24**	28	**0.16**	0.14
Rome	**29**	31	**0.07**	0.09
Stockholm	**7**	5	**0.40**	0.54
Vienna	**16**	18	**0.24**	0.28
Warsaw	**33**	29	**0.03**	0.11
Zurich	**9**	9	**0.38**	0.41

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of the quality of life for employees

Companies were asked which are the top three cities in terms of quality of life for employees.

Barcelona is still perceived as the best city in terms of quality of life for employees but its lead over the new second placed city of Munich is reduced. The other cities which make up the top five, have all seen an improvement in perception and hence in their position over the year. Edinburgh, a new city in the survey this year, enters the top 10 in eighth place. Oslo sees sharp drop in score and along with Hamburg fall outside the top 10.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**17**	12	**0.37**	0.46
Athens	**30**	28	**0.11**	0.13
Barcelona	**1**	1	**1.08**	1.13
Berlin	**13**	21	**0.44**	0.29
Birmingham	**26**	22	**0.18**	0.21
Bratislava	**29**	-	**0.14**	-
Brussels	**16**	16	**0.41**	0.37
Bucharest	**33**	30	**0.07**	0.09
Budapest	**32**	31	**0.08**	0.07
Copenhagen	**7**	8	**0.59**	0.56
Dublin	**19**	17	**0.30**	0.34
Düsseldorf	**22**	24	**0.29**	0.19
Edinburgh	**8**	-	**0.57**	-
Frankfurt	**26**	24	**0.18**	0.19
Geneva	**9**	2	**0.56**	0.82
Glasgow	**31**	24	**0.09**	0.19
Hamburg	**11**	10	**0.45**	0.53
Helsinki	**18**	29	**0.33**	0.11
Istanbul	**34**	31	**0.05**	0.07
Leeds	**24**	17	**0.25**	0.34
Lisbon	**19**	14	**0.30**	0.40
London	**10**	11	**0.52**	0.47
Lyon	**15**	14	**0.43**	0.40
Madrid	**6**	5	**0.62**	0.63
Manchester	**23**	22	**0.26**	0.21
Milan	**25**	20	**0.24**	0.30
Moscow	**36**	34	**0.01**	0.01
Munich	**2**	3	**0.85**	0.68
Oslo	**13**	4	**0.44**	0.65
Paris	**4**	7	**0.64**	0.57
Prague	**28**	27	**0.17**	0.16
Rome	**19**	13	**0.30**	0.45
Stockholm	**3**	6	**0.71**	0.59
Vienna	**11**	19	**0.45**	0.33
Warsaw	**35**	33	**0.03**	0.02
Zurich	**5**	9	**0.63**	0.54

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Best cities in terms of freedom from pollution

Companies were asked which are the top three cities in terms of freedom from pollution.

Scandinavian and Swiss cities continue to dominate the freedom from pollution ranking but this year are joined by Edinburgh in third place. Stockholm moves up from third to first place, with Geneva, last years first place, easing down into fifth place. Perceptions of Copenhagen are improved over the year and the city rises two places into fourth.

City	Rank		Score	
	2010	2009	**2010**	2009
Amsterdam	**11**	11	**0.56**	0.46
Athens	**29**	32	**0.10**	0.03
Barcelona	**13**	14	**0.47**	0.41
Berlin	**19**	20	**0.30**	0.21
Birmingham	**27**	19	**0.11**	0.22
Bratislava	**21**	-	**0.17**	-
Brussels	**18**	16	**0.34**	0.32
Bucharest	**35**	30	**0.00**	0.09
Budapest	**30**	22	**0.08**	0.18
Copenhagen	**4**	6	**0.95**	0.82
Dublin	**9**	10	**0.65**	0.52
Düsseldorf	**15**	18	**0.42**	0.27
Edinburgh	**3**	-	**0.98**	-
Frankfurt	**21**	21	**0.17**	0.19
Geneva	**5**	1	**0.93**	1.22
Glasgow	**27**	17	**0.11**	0.28
Hamburg	**14**	9	**0.44**	0.55
Helsinki	**7**	4	**0.89**	1.02
Istanbul	**34**	32	**0.04**	0.03
Leeds	**16**	15	**0.39**	0.39
Lisbon	**12**	13	**0.53**	0.43
London	**25**	29	**0.13**	0.10
Lyon	**17**	12	**0.35**	0.45
Madrid	**23**	28	**0.16**	0.14
Manchester	**24**	25	**0.15**	0.15
Milan	**33**	32	**0.05**	0.03
Moscow	**35**	31	**0.00**	0.07
Munich	**8**	7	**0.67**	0.67
Oslo	**2**	2	**1.18**	1.20
Paris	**25**	25	**0.13**	0.15
Prague	**20**	22	**0.22**	0.18
Rome	**30**	25	**0.08**	0.15
Stockholm	**1**	3	**1.22**	1.10
Vienna	**10**	8	**0.57**	0.64
Warsaw	**32**	24	**0.06**	0.17
Zurich	**6**	5	**0.90**	0.91

The score is derived from the nominations for best, second best and third best
Base: All familiar with location

Property strategy that was most important for your business.

Companies were asked which aspects of the property strategy were the most important over the last 12 months.

The impact of economic slowdown is evident in terms of the property strategy that companies have implemented over the last 12 months, with more than one in five companies stating that *Consolidation or space reduction* was the most important strategy. Strategies all regarding rationalisation and the reduction of costs were also more prevalent than a year ago.

	2010	2009
Expansion	**19%**	28%
Consolidation or space reduction	**27%**	21%
Greater efficiency of property use, through working practices	**19%**	16%
Relocation to lower cost location or lower cost property	**12%**	10%
Upgrade to better quality property or better location	**10%**	8%
Raising capital from property	**4%**	4%
Using capital to buy in freeholds	**3%**	4%

Base: All respondents

Property Strategy that will be most important for your business in 2010/11

Looking forward, companies were asked what the most important property strategy would be for the coming 12/18 months.

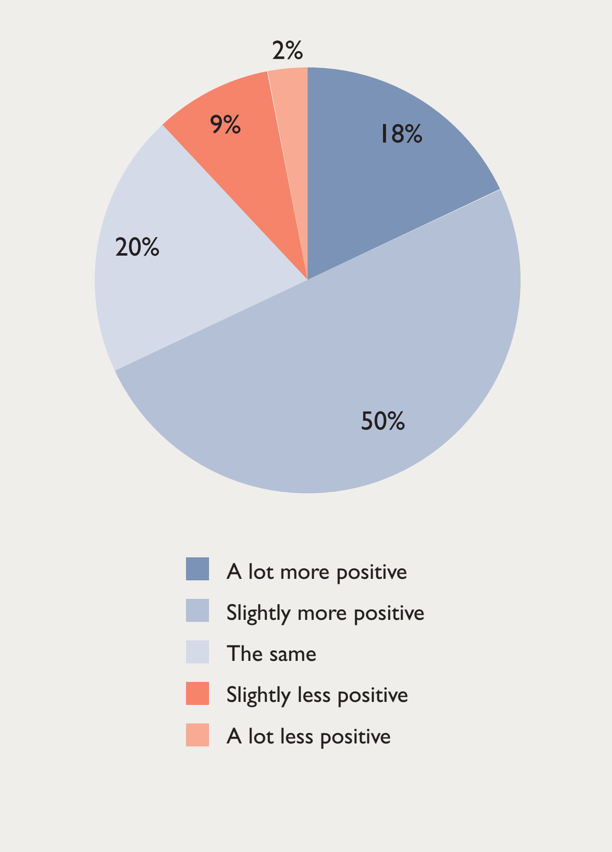
Companies anticipate that the most important business strategy over the next 12/18 months will be the *Greater efficiency of property use, through working practices* as corporates use property to reduce their property liabilities while the European economy recovers from recession. There are some signs of strengthening optimism from occupiers, with 23% contemplating expansion, up from 20%, while a lower proportion are now considering consolidation or space reduction than a year ago. Raising capital and buying in freeholds are still likely to be of limited appeal to occupiers overall.

	2010	2009
Consolidation or space reduction	**20%**	23%
Greater efficiency of property use, through working practices	**25%**	23%
Expansion	**23%**	20%
Relocation to lower cost location or lower cost property	**11%**	11%
Upgrade to better quality property or better location	**9%**	8%
Raising capital from property	**4%**	4%
Using capital to buy in freeholds	**3%**	3%

Base: All respondents

Business Prospects

Companies are generally more positive in terms of their overall feeling regarding their business prospects than a year ago. Almost one in five of those surveyed feel a lot more positive than 12 months ago, and overall more than two thirds are more positive overall. Just 11% remain less positive, albeit the majority are only slightly less positive than a year ago.

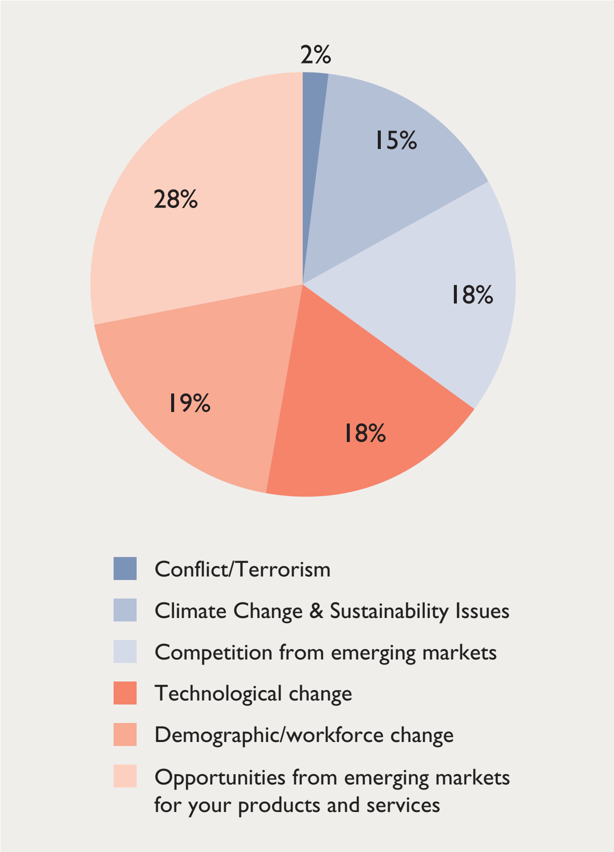


Base: 500

Greatest impact on business

Companies were asked which factors they think will have the greatest impact on business over the next five years.

Opportunities from emerging markets for products and services is regarded to have the greatest impact on business over the next five years. More than a quarter of all companies feel it is the most influential factor. In contrast 18% felt that *Competition from emerging markets* would be the major influencing factor on their business over the same period. With concerns regarding an ageing population across Europe, *Demographic and workforce change* is the second highest ranked factor, with almost one in five mentioning this as having the greatest impact on their business.



Base: 500

How the survey was conducted

In total, 500 companies were surveyed from nine European countries. The sample was systematically selected from "Europe's largest companies".

A representative sample of industrial, consumer, retail & distribution companies and professional services companies were included. The sample changes typically by around half of the companies each year.

The interviewees were Board Directors or Senior Managers, with responsibility for location.

All interviews were conducted by telephone in May/June 2010 by mother tongue interviewers. Interviews took an average of 20 minutes to complete.

The Scores

The scores shown for each city throughout the report are based on the responses and weighted by TNS BMRB according to nominations for the best, second best and third best. Each score provides a comparison with other cities' scores and over time for the same city.

The Cities

The cities originally selected in 1990 for the sample were those we perceived to have the strongest business representation. Over the years of the study, we have added further cities nominated by respondents as important.

From time to time, we formally check representation in cities to ensure our main list of cities remains valid.

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Location analysis service

Cushman & Wakefield can assist in identifying the best location, nationally or globally, to meet an organisation's business objectives. Using an analytical approach to distil the requisite information enables an objective, informed final location decision to be made. The service is run out of the European Research Group to provide an independent and objective analysis of potential locations.
The location consulting process investigates all the criteria that are critical to the successful operation of the organisation. A mix of qualitative and quantitative factors will invariably be the main drivers for most location decisions. Typically our solutions are multi-phased, enabling macro to micro level analysis to be undertaken.

Cushman & Wakefield's extensive geographical coverage allows us to provide the most up-to-date and reliable information on a wide variety of markets – enabling corporate occupiers to respond more rapidly to changing market conditions. We continuously monitor all aspects of European property markets through our systematic collection of information on trends, rents, new developments and activities of the key players.

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