

LONDON & PARTNERS

FDI BAROMETER

JANUARY 2010

As the official promotion agency for London and the voice of foreign direct investment (FDI) in London, London & Partners (formerly Think London) have commissioned a long-term study that tracks the satisfaction, confidence and loyalty of overseas-owned companies towards London as a business location.



The survey is conducted on behalf of London & Partners by Ipsos MORI three times a year, tracking movements in business confidence and changes of opinion amongst the capital's more than 20,000 overseas-owned companies.

The survey respondents are C-level decision makers responsible for selecting and maintaining a company's location. Interviews were conducted over the phone. The results of the interviews are treated on an anonymous basis and the data are weighed by sector and country of origin to match the profile of foreign-owned businesses in London.

Every effort has been made to ensure that the survey fully represents the diversity of London's FDI in terms of sector, size and country of origin. More than 300 companies have participated in the second survey, representing an employment base in excess of 130,000 staff across the capital.

SUMMARY OF KEY FINDINGS:

- 90% of overseas-owned companies are satisfied with London as a location for their business, including 51% rating as 'very satisfied'.
- 61% of firms said they were more confident of the prospects for their business in London over the next 12 months, when compared to the previous 12 months. Only 17% said that they were less confident.

- The majority of respondents anticipate that they will increase their employment levels in the year ahead.
- By far the most important determinant of business location is London's proximity to markets and customers, cited by over three quarters of respondents.
- When asked what single factor they would most like to see changed in London, around a fifth of companies identify transportation, while a further fifth cite taxation. Changes to taxation were particularly important for firms in the Financial Services sector, with over a third of companies highlighting this as an area of concern.
- 74% of businesses see London Underground's upgrade programme as important for their business.

Survey conducted between December 2009 and January 2010

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