

# **WHAT'S THE ATTRACTION: BUSINESS LOCATION STRATEGIES**

**April 16, 2009**

# Business Location Dynamics

- Limited projects...but interest is picking up in not so usual economic sectors!
- Focus on strategic cost reduction and operational excellence across portfolios/footprints (rationalization, consolidation, monetization, process obsolescence/change management, etc.)
- Pent up desire to think strategically and long term...but no systemic recognition for doing so (P&L, Cash Flow, Access to Financing, Uncertainty of Demand/Forecasting)
- The need for robust decision support and new business intelligence – predictive modeling, empirical ground truth -- no more gut feel!
- Leveraging economic geography and business mobility solutions (FDI, Backshoring, BRIC is risky, Clustering), especially for SG&A asset types, remains viable cost reduction solution
- Readiness...block and tackling...smart innovation in the economic development community and tenacious focus on retention
- Incentives back in play big time – third civil war/war of nations – although targeted and with demonstrative ROI

# Critical Success Factors

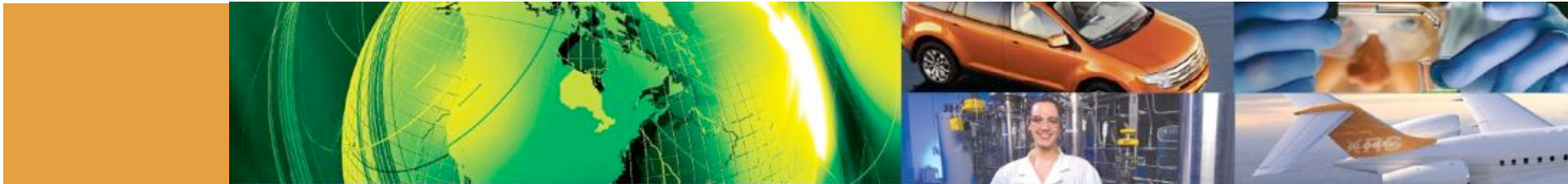
- Leadership – get over it!
- Flexibility and Agility and Lean Processes
- Investment in Top Talent – Target Industries
- Protect and swarm your core clients and revenue streams/adjust your value proposition
- Whatever you do well – do it better than ever!
- Partnership and alliances – shared risk and reward mentality across business processes
- Visibility and being where others are not

# Topics for Today

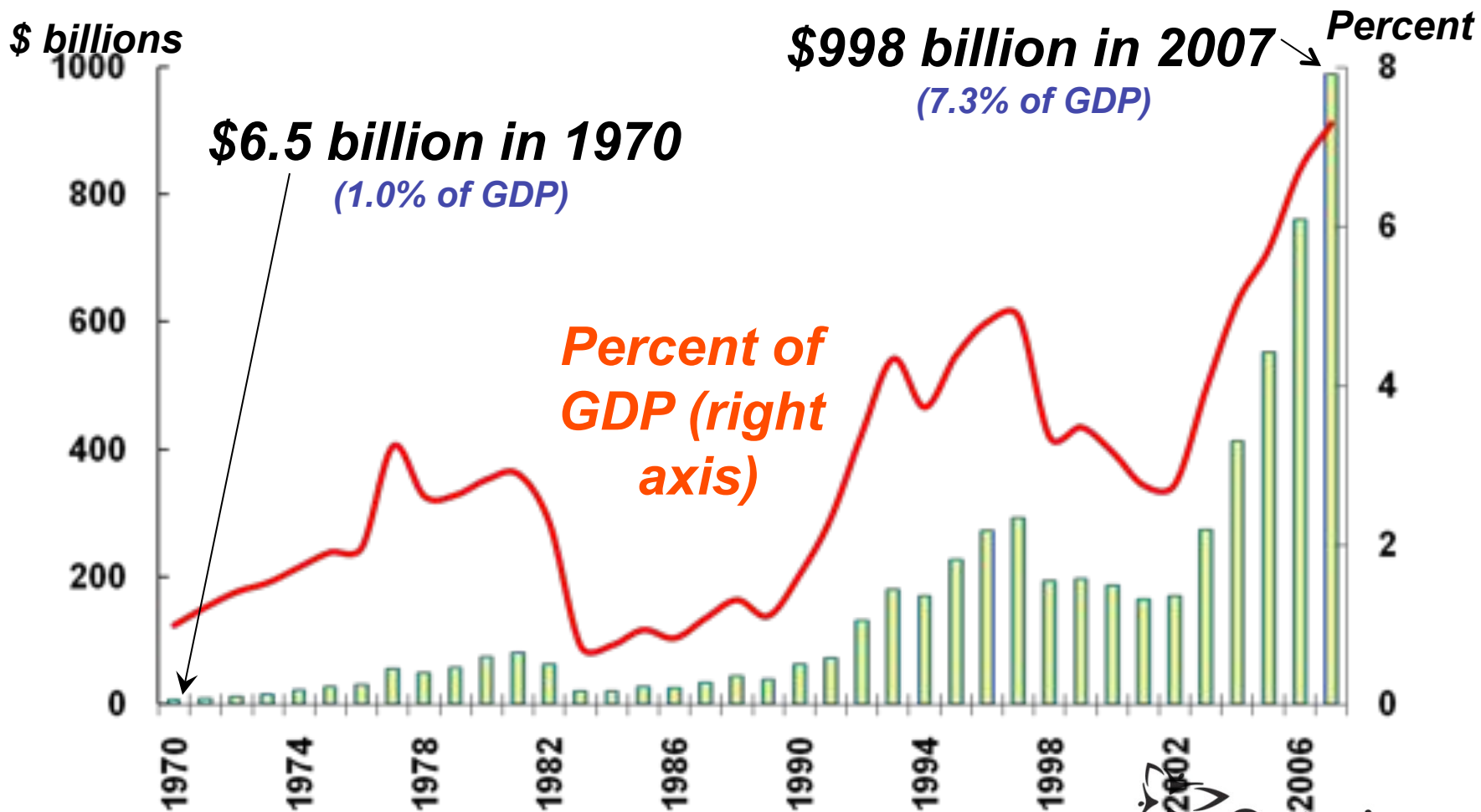
- Economic developer as a valued partner
- Federal stimulus package impact on business development and expansions
- Regionalization and public/private partnerships (sustainability)
- New drivers behind investment trends
- Q&A

# WHAT'S THE ATTRACTION?



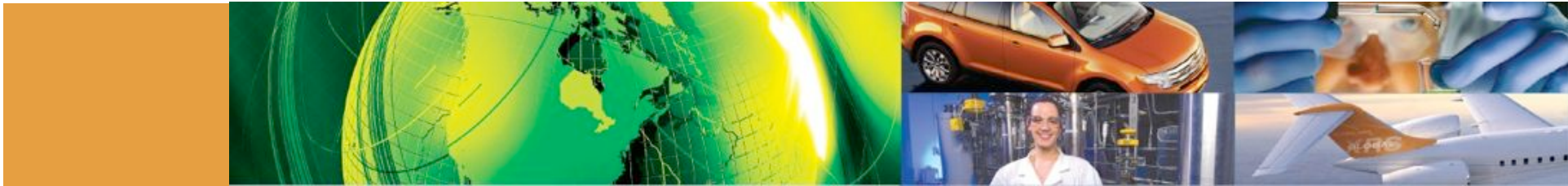


## Global FDI flows have grown steadily, but cyclically

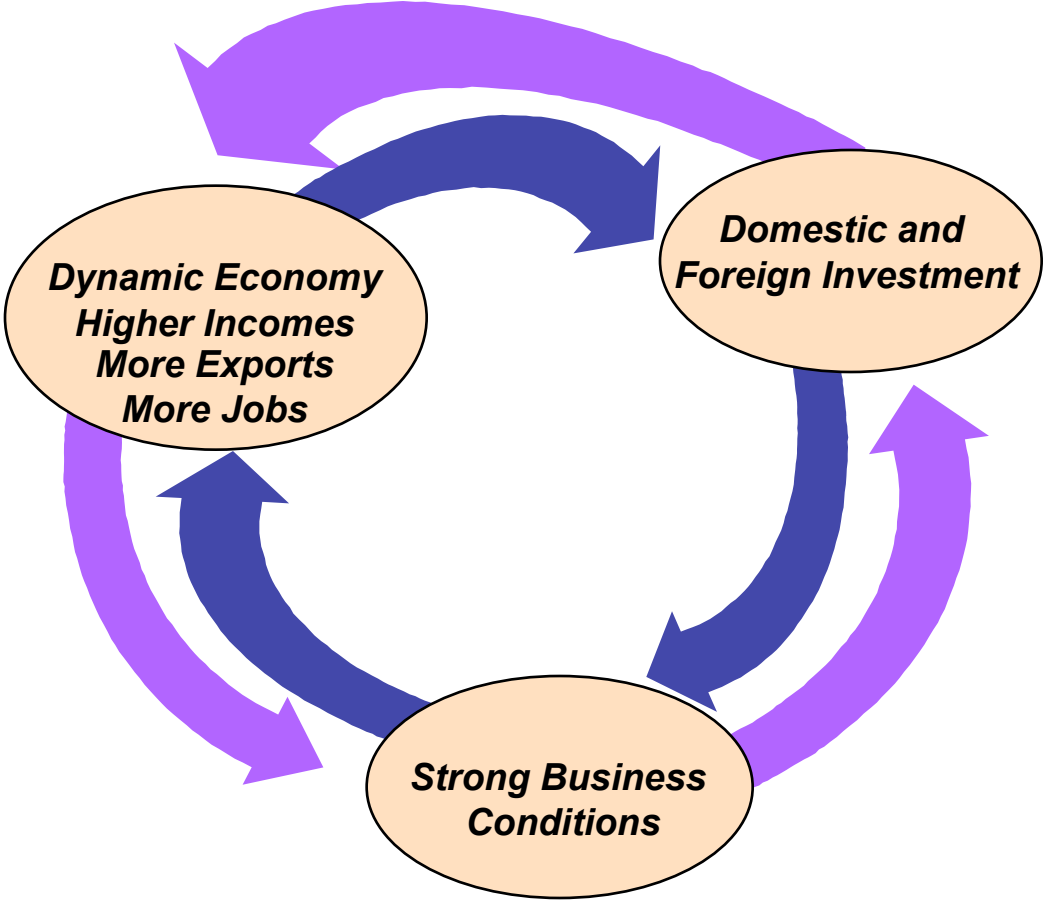


Net private capital flows to developing countries, 1970-2007





# Importance of Foreign Direct Investment



## Ontario

- **\$1 billion of new investments = 8,200 jobs + \$62 million in taxes**
- **75% of all manufactured exports are directly attributable to Foreign Direct Investment**

**Investment creates jobs, stimulates exports & innovation, & increases competitiveness**





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BANKING SYSTEM

## Adapting Marketing to the Environment

### SHOULDN'T YOU BE HERE TOO?

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