EUROPEAN CITIES MONITOR 2009

CUSHMAN & WAKEFIELD®
Global Real Estate Solutions

Front cover picture: Birmingham, England

EUROPEAN CITIES MONITOR

Introduction

This is the 20th 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 corporate occupiers have about cities across Europe and their relative attractiveness.

Over the last 20 years Europe's business landscape has changed dramatically, particularly with the emergence of Central and Eastern European economies and new consumer markets. The rapid spread of technology has also contributed to the way companies organise themselves and has allowed them to capitalise on lower costs and to be located closer to new markets.

Cities are increasingly recognising that they are in competition with each other to attract inward investment, never more so than in these difficult economic times. The *European Cities Monitor* examines a number of key issues that cities need to address to draw in new corporates 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 500 senior executives from leading 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 33, who will be happy to discuss how Cushman & Wakefield might help.

Elaine Rossall
October 2009

HIGHLIGHTS FROM THE FINDINGS

The leading cities for business

- London, Paris and Frankfurt remain the top three cities for business. These three cities have held the top three positions since the survey started back in 1990. This year London extends its lead slightly on Paris, although the top two cities are still comfortably ahead of the nearest challengers.

- The top five cities remain the same overall, but Barcelona edges above Brussels into fourth place with an improved score over the year.

- Birmingham is the biggest mover this year, rising up the ranking by seven places to 14th place. The other cities to move up this year are: Madrid (7th to 6th), Munich (9th to 7th), Milan (13th to 10th), Hamburg (17th to 12th), Rome (25th to 22nd), Leeds (28th to 24th) and Istanbul (29th to 27th).

- A number of cities fell in the overall ranking including: Amsterdam (6th to 8th), Zurich (10th to 13th), Düsseldorf (12th to 15th), Manchester (14th to 16th), Dublin (15th to 18th), Prague (19th to 21st) and Budapest (22nd to 26th).

Key factors in deciding where to locate

- The top four factors remain some way ahead in terms of their importance, although the order has slightly changed this year.

- Easy access to markets, customers or clients replaces availability of quality staff as the most important factor. These two factors are followed by quality of telecommunications which edges further ahead of transport links with other cities and internationally.

- In the current economic climate, it is no surprise that value for money of office space is increasingly significant for occupiers, with 34% of companies regarding the factor as the most important, up from 26%.

- London remains the top rated city in half of the 12 major rankings, including easy access to markets, transport links with other cities and internationally, ease of travelling within the city, availability of qualified staff, quality of telecommunications and languages spoken.

- Bucharest is now perceived to be the least expensive location in terms of the cost of staff, with Istanbul second and Budapest third. Leeds is now joined by Birmingham in first place for value for money of offices, with Warsaw now third.

- 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. Geneva replaces Oslo as the best city in terms of freedom from pollution.

Impact on business

- Companies were asked which of a series of factors is most likely to impact on their business over the next ten years. The performance of the European economy is regarded as having the greatest impact on business over the next ten years. Almost a quarter of all companies feel it is the most influential factor.

- The credit crunch or availability of corporate finance almost doubles in terms of the number of companies that feel it will have the greatest impact on business over the next ten years, rising from fifth to the second most important factor.

- As a result, the impact of economic growth of Eastern Europe lessens compared to last year and declining by almost the same amount is the growth of China as markets for products and services.

- It has been a tough year for corporates across the region and business sentiment noticeably weakened over the year, with half of companies less positive than a year ago. Nevertheless, a quarter of respondents are slightly more positive than 12 months ago, as a number of companies start to feel that the worst of the economic difficulties are over.

Frankfurt, Germany

Company expansion

- Companies are still expecting to expand across Europe over the next five years, although the numbers are noticeably reduced from last year. Central and Eastern Europe (CEE) remains a popular destination with Warsaw replacing Moscow as the city expected to see the largest influx over this period.

- Other CEE cities that can expect interest from significant numbers of companies include Bucharest and Budapest. Of the more established business cities, Paris and London remain the most popular destinations for European expansion.

- The number of corporates anticipating global expansion is down on 12 months ago. New York can expect the largest influx of companies globally, with Shanghai now the second most popular global destination and São Paulo third. Beijing sees its popularity decline markedly from second place in 2008 to seventh in 2009.

City promotion

- London, Paris and Barcelona retain their positions as the best known cities in Europe. Brussels and Frankfurt are now tied for fourth place. The proportion of those cities that are known very or fairly well dropped again, with only the top 8 being known very or fairly well by at least half the companies sampled. This highlights the requirement of cities to promote themselves to a greater degree especially in the current difficult economic conditions.

- Barcelona continues to lead the way in terms of cities promoting themselves, although the gap is closer between the new second placed city, London, which rises from fifth in 2008. Berlin also moves up by three places over the year and is now third. Madrid and Prague fall to fourth and fifth places respectively.

Best cities to locate a business today

London is still the leading city in which to do business, and it extends its advantage over the year. Paris remains in second place and Frankfurt in third, although the gap between second and third place remains large. Barcelona edges past Brussels into fourth place, with the other Spanish city in the ranking, Madrid, also moving up one place from seventh to sixth.

As a result of the upward movement of Madrid and Barcelona, Amsterdam moves down two places from sixth to eighth. The most impressive rise in the rankings is seen by Birmingham, moving up from 21st to 14th over the year, although Hamburg also advances from 17th to 12th and Leeds moves up four places from 28th to 24th. A number of cities move down by three places in this year's ranking including Budapest, Zurich, Dublin and Düsseldorf.

Location	**2009 Rank**	**2009 Score**	2008 Score	2008 Rank	1990 Rank
London	**1**	**0.85**	0.80	1	1
Paris	**2**	**0.56**	0.57	2	2
Frankfurt	**3**	**0.33**	0.32	3	3
Barcelona	**4**	**0.28**	0.26	5	11
Brussels	**5**	**0.28**	0.28	4	4
Madrid	**6**	**0.23**	0.22	7	17
Munich	**7**	**0.21**	0.20	9	12
Amsterdam	**8**	**0.20**	0.24	6	5
Berlin	**9**	**0.18**	0.20	8	15
Milan	**10**	**0.15**	0.11	13	9
Geneva	**11**	**0.14**	0.12	11	8
Hamburg	**12**	**0.11**	0.10	17	14
Zurich	**13**	**0.11**	0.13	10	7
Birmingham	**14**	**0.10**	0.08	21	-
Düsseldorf	**15**	**0.10**	0.12	12	6
Manchester	**16**	**0.10**	0.11	14	13
Lisbon	**17**	**0.09**	0.10	16	16
Dublin	**18**	**0.09**	0.10	15	-
Lyon	**19**	**0.09**	0.09	18	18
Stockholm	**20**	**0.08**	0.08	20	19
Prague	**21**	**0.07**	0.08	19	23
Rome	**22**	**0.07**	0.06	25	-
Warsaw	**23**	**0.06**	0.07	24	25
Leeds	**24**	**0.06**	0.05	28	-
Copenhagen	**25**	**0.06**	0.07	23	-
Budapest	**25**	**0.06**	0.08	22	21
Istanbul	**27**	**0.05**	0.04	29	-
Vienna	**28**	**0.05**	0.05	26	20
Glasgow	**29**	**0.04**	0.05	27	10
Bucharest	**30**	**0.04**	0.03	31	-
Helsinki	**31**	**0.03**	0.03	30	-
Moscow	**32**	**0.03**	0.03	32	24
Oslo	**33**	**0.03**	0.03	33	
Athens	**34**	**0.02**	0.03	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 is now regarded as the most important factor when deciding to locate a business, replacing the availability of qualified staff. 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	**2009** %	2008 %
Easy access to markets, customers or clients	**60**	59
Availability of qualified staff	**57**	60
The quality of telecommunications	**54**	54
Transport links with other cities and internationally	**51**	53
Cost of staff	**35**	40
Value for money of office space	**34**	26
The climate governments create for business through tax policies or financial incentives	**26**	27
Availability of office space	**25**	24
Languages spoken	**24**	27
Ease of travelling around within the city	**23**	25
The quality of life for employees	**21**	21
Freedom from pollution	**17**	18

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

Essential factors by type of business

Although factors tend to vary depending on the type of business, the factor that scores over 60% for each type of business is easy access to markets, customers or clients. It is the most important factor for companies in the Consumer, Retail and Distribution sector. Both availability of qualified staff and transport links with other cities and internationally score marginally higher for industrial companies, while the quality of telecommunications is scored as the most important factor for professional services companies.

Factor	Industrial %	Consumer Retail & Distribution %	Professional Services %
Availability of qualified staff	61	55	54
Easy access to markets, customers or clients	60	61	60
The quality of telecommunications	52	46	63
Transport links with other cities and internationally	61	45	45
Cost of staff	37	33	34
The climate governments create for business through tax policies or financial incentives	31	20	25
Value for money of office space	29	36	37
Languages spoken	29	22	19
Availability of office space	25	16	32
Ease of travelling around within the city	18	21	31
The quality of life for employees	20	19	22
Freedom from pollution	19	16	15

'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.

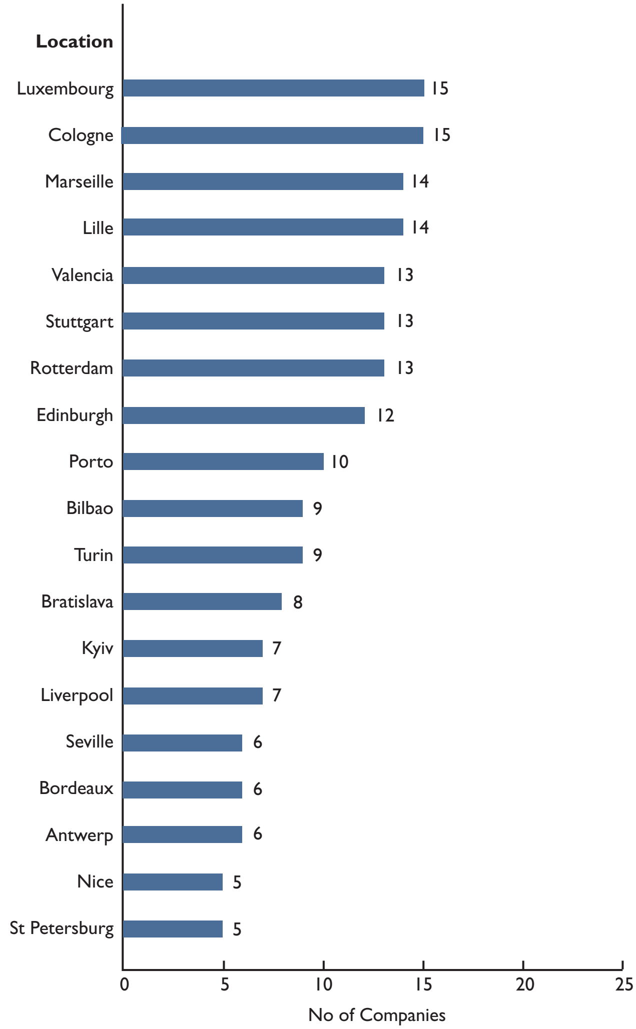
The three top cities from last year, London, Paris then Barcelona, retain the same positions in 2009, although London and Paris are significantly more well known than Barcelona. Both Brussels and Frankfurt now tie for fourth place, followed by Milan, Madrid and Munich. This year fewer respondents are familiar with Amsterdam as a business city and it falls from eighth to tenth over the year, as the German cities of Munich and Berlin overtake it this year.

Location	**2009** %	2008 %	1990 %
London	**82**	82	94
Paris	**77**	77	94
Barcelona	**65**	65	64
Brussels	**62**	65	85
Frankfurt	**62**	59	78
Milan	**56**	52	74
Madrid	**54**	55	68
Munich	**52**	51	64
Berlin	**47**	50	43
Amsterdam	**46**	51	67
Geneva	**46**	44	69
Rome	**44**	43	-
Düsseldorf	**43**	48	61
Zurich	**40**	40	67
Lyon	**39**	37	43
Hamburg	**37**	38	58
Lisbon	**34**	36	44
Dublin	**34**	34	-
Manchester	**34**	31	32
Vienna	**33**	39	50
Prague	**31**	34	16
Moscow	**28**	23	24
Copenhagen	**25**	30	-
Birmingham	**25**	28	-
Budapest	**23**	27	20
Stockholm	**23**	26	40
Istanbul	**23**	24	-
Warsaw	**21**	23	15
Glasgow	**18**	24	26
Helsinki	**18**	20	-
Athens	**18**	19	25
Leeds	**17**	18	-
Oslo	**16**	18	-
Bucharest	**13**	14	-

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

Familiarity with other European cities

Our study this year allows for 34 major European cities to be studied in depth. The list of important business cities is, of course, very much longer. Companies were asked which other European cities they feel are important as business locations and how well they know them. This year Luxembourg City and Cologne move to the top of the ranking followed by Marseille and Lille.

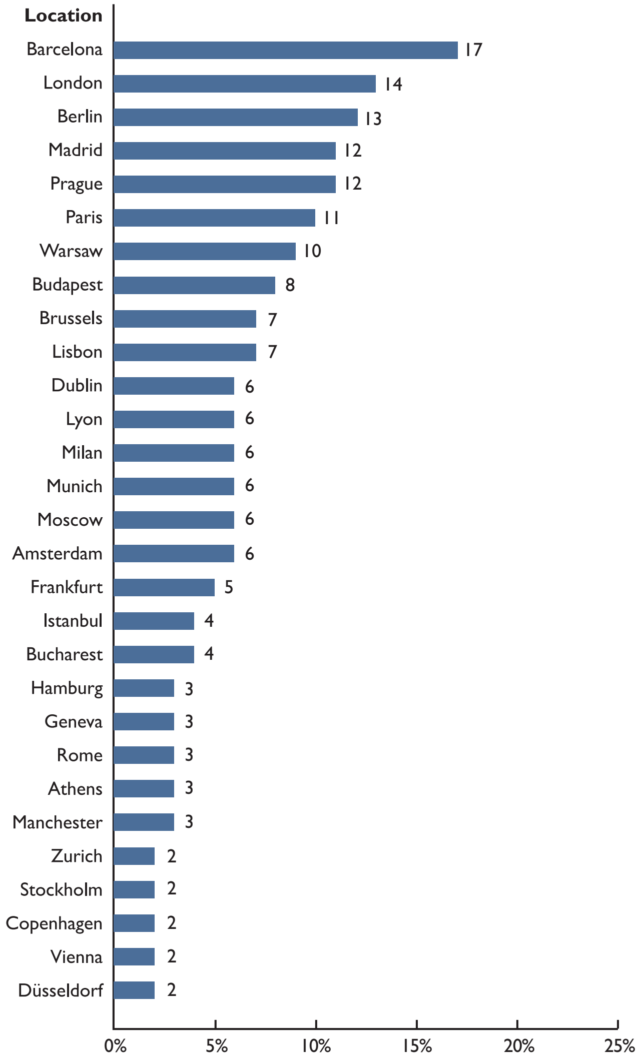


Base: 500

Cities improving themselves

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

Barcelona continues to lead the way in terms of cities improving themselves, while London moves into second place just ahead of Berlin; both cities move up three places over the year. Both London and Berlin saw an increase in the proportion of nominations and close the gap on Barcelona. Budapest sees the largest fall in the top ten, down four places to eighth and Dublin falls out of the top ten.



Base: 500

Greatest impact on business

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

The continuing economic difficulties within Europe are highlighted by the responses from companies in terms of the factors that will have the greatest impact on business over the next ten years. Economic and financial concerns account for almost 40% of the primary concerns of businesses within Europe at the current time. The performance of the European economy increases in importance over the year, rising from 22% to 24%, while the credit crunch or availability of corporate finance almost doubles in importance from 8% in 2008 to 15% in 2009.

A decline in the importance of economic growth of Central and Eastern Europe is evident, moving down from 15% to 11% over the year, while the influence of emerging markets in Asia such as India and China continue to have less impact.

However, climate change remains an important factor with 10% of corporates still of the opinion that it is a factor that will have the greatest impact on business over the next ten years, while Corporate Social Responsibility/Corporate Governance saw a marginal increase in importance over the year.

Factor	**2009** %	2008 %
Performance of the European economy	**24**	22
Credit Crunch or Availability of Corporate finance	**15**	8
Economic growth of Central and Eastern Europe	**11**	15
Climate Change and Sustainability	**10**	10
Growth of China as markets for your products or services	**9**	14
Performance of US economy	**8**	7
Corporate Social Responsibility/ Corporate Governance	**7**	5
Growth of India as markets for your products or services	**6**	6
Relocation/outsourcing to cheaper global areas	**4**	6
Competition from Asia	**3**	4
Conflict/Terrorism	**1**	1

Base: 500

Worldwide expansion

Companies were asked about global expansion and asked to consider in which worldwide cities outside Europe, where they are not currently represented, they may expand to in 5 years' time.

There is a marked fall in the number of European companies who state that they may consider global expansion, with no city nominated by more than 20 companies. New York moves up from seventh place in last year's rating to first, as the number of companies who may consider New York as a new destination rises from 13 to 19. The Brazilian cities are also increasingly popular global destinations, particularly São Paulo which is the third most frequently mentioned destination behind Shanghai. Shanghai remains the destination of choice in China and is second behind New York, although the number of companies potentially locating in Shanghai is half the levels recorded in 2008. The Indian cities of Mumbai and New Delhi are also anticipated to continue to attract European companies over the next 5 years although, while maintaining their position in the ranking, actual numbers are down sharply.

City	No of Companies
New York	19
Shanghai	18
São Paulo	17
Mumbai	13
Buenos Aires	13
New Delhi	12
Beijing	12
Mexico City	11
Cairo	9
Hong Kong	9
Singapore	9
Rio de Janeiro	8
Toronto	7
Seoul	6
Tokyo	6
Johannesburg	6
Abu Dhabi	5
Sydney	5
Cape Town	5
Santiago	5
Los Angeles	4
Melbourne	4
Jakarta	4
Chicago	4
Kuala Lumpur	4
Washington DC	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 both score very strongly in terms of easy access to markets, with Paris showing an improved score and closing the gap on London. While the top 3 remain the same this year, there are a number of cities with similar scores vying for position just below.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**9**	5	**0.39**	0.45
Athens	**32**	28	**0.08**	0.10
Barcelona	**10**	9	**0.34**	0.32
Berlin	**16**	11	**0.26**	0.29
Birmingham	**6**	17	**0.42**	0.21
Brussels	**5**	4	**0.44**	0.55
Bucharest	**25**	24	**0.14**	0.13
Budapest	**34**	22	**0.06**	0.14
Copenhagen	**21**	22	**0.19**	0.14
Dublin	**32**	32	**0.08**	0.09
Düsseldorf	**13**	12	**0.29**	0.28
Frankfurt	**3**	3	**0.68**	0.72
Geneva	**19**	19	**0.23**	0.17
Glasgow	**26**	28	**0.11**	0.10
Hamburg	**18**	17	**0.25**	0.21
Helsinki	**23**	34	**0.15**	-
Istanbul	**23**	24	**0.15**	0.13
Leeds	**11**	19	**0.33**	0.17
Lisbon	**26**	28	**0.11**	0.10
London	**1**	1	**1.32**	1.37
Lyon	**15**	12	**0.27**	0.28
Madrid	**8**	6	**0.40**	0.40
Manchester	**12**	8	**0.30**	0.34
Milan	**4**	14	**0.47**	0.27
Moscow	**16**	10	**0.26**	0.31
Munich	**6**	7	**0.42**	0.39
Oslo	**29**	33	**0.09**	0.05
Paris	**2**	2	**1.15**	1.11
Prague	**26**	21	**0.11**	0.15
Rome	**29**	28	**0.09**	0.10
Stockholm	**13**	24	**0.29**	0.13
Vienna	**29**	27	**0.09**	0.11
Warsaw	**19**	15	**0.23**	0.23
Zurich	**21**	16	**0.19**	0.22

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 three cities show no change in position, although London moves further ahead of Paris in terms of score. Both Frankfurt and Munich remain in third and fourth place respectively, but close the gap on Paris. Amsterdam retains fifth place, jointly with Birmingham, which has risen five places over the year.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**5**	5	**0.42**	0.45
Athens	**34**	30	**0.00**	0.08
Barcelona	**12**	14	**0.35**	0.31
Berlin	**13**	10	**0.30**	0.38
Birmingham	**5**	10	**0.42**	0.38
Brussels	**7**	6	**0.40**	0.44
Bucharest	**31**	32	**0.06**	0.07
Budapest	**21**	21	**0.16**	0.15
Copenhagen	**22**	21	**0.15**	0.15
Dublin	**18**	17	**0.21**	0.22
Düsseldorf	**18**	7	**0.21**	0.41
Frankfurt	**3**	3	**0.63**	0.55
Geneva	**14**	18	**0.29**	0.21
Glasgow	**26**	23	**0.10**	0.14
Hamburg	**8**	8	**0.38**	0.39
Helsinki	**18**	30	**0.21**	0.08
Istanbul	**33**	34	**0.02**	0.04
Leeds	**17**	20	**0.23**	0.19
Lisbon	**25**	33	**0.13**	0.07
London	**1**	1	**1.55**	1.32
Lyon	**30**	19	**0.08**	0.20
Madrid	**11**	8	**0.36**	0.39
Manchester	**15**	12	**0.25**	0.36
Milan	**8**	13	**0.38**	0.34
Moscow	**32**	25	**0.04**	0.11
Munich	**4**	4	**0.59**	0.51
Oslo	**26**	27	**0.10**	0.10
Paris	**2**	2	**0.75**	0.79
Prague	**29**	24	**0.09**	0.12
Rome	**23**	27	**0.14**	0.10
Stockholm	**10**	16	**0.37**	0.27
Vienna	**26**	27	**0.10**	0.10
Warsaw	**23**	25	**0.14**	0.11
Zurich	**15**	15	**0.25**	0.28

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

Best cities in terms of quality of telecommunications

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

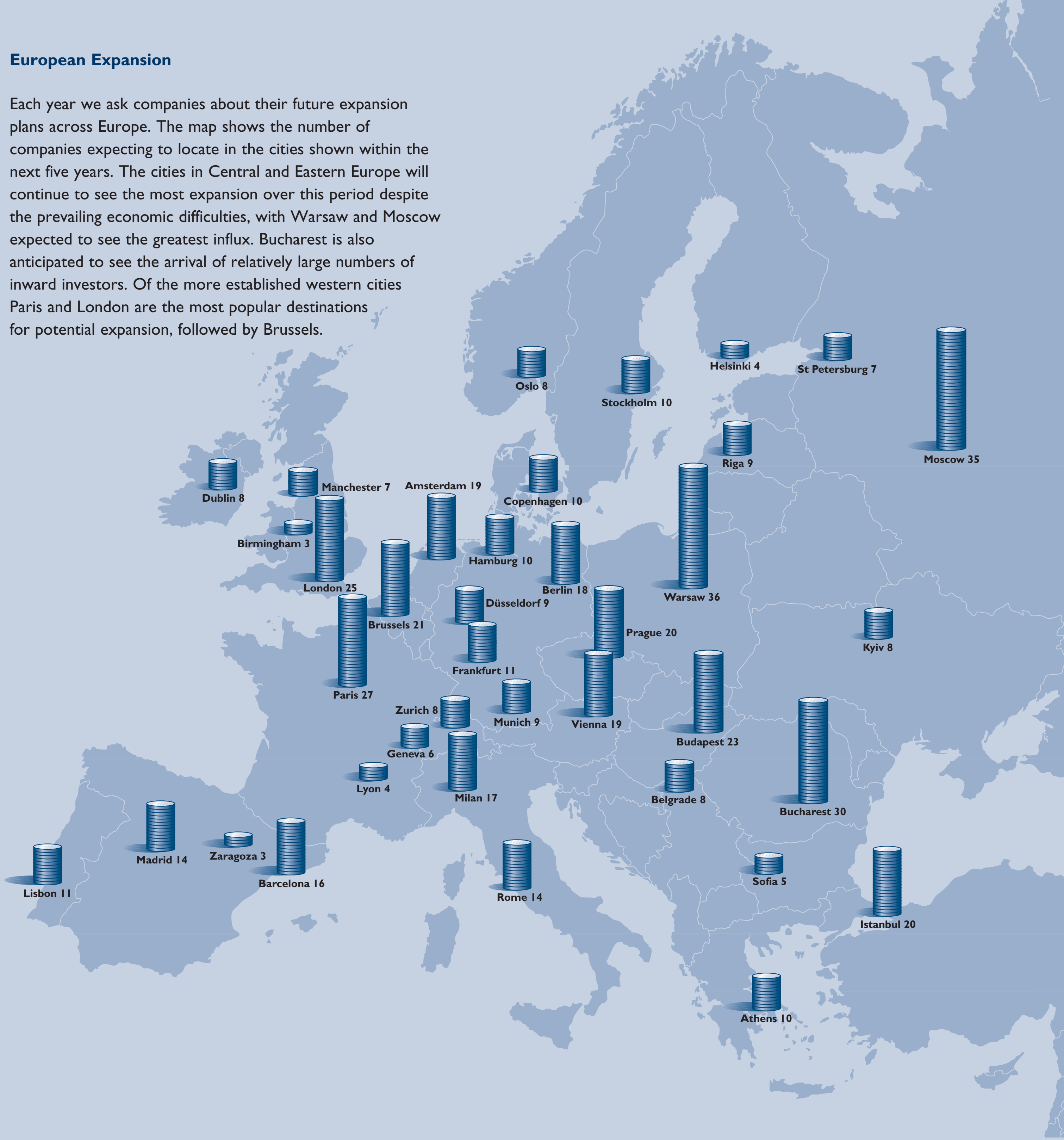
The top three cities in terms of the quality of telecommunications remain static, but London, Paris and Frankfurt all see an increase in score and open up a gap between fourth placed Stockholm. Munich completes the top five, moving up from sixth position in 2008.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**7**	10	**0.35**	0.28
Athens	**32**	29	**0.01**	0.03
Barcelona	**14**	13	**0.23**	0.22
Berlin	**9**	5	**0.32**	0.42
Birmingham	**15**	22	**0.20**	0.14
Brussels	**6**	8	**0.36**	0.31
Bucharest	**29**	29	**0.02**	0.03
Budapest	**29**	31	**0.02**	0.02
Copenhagen	**21**	14	**0.09**	0.20
Dublin	**21**	18	**0.09**	0.17
Düsseldorf	**13**	19	**0.24**	0.15
Frankfurt	**3**	3	**0.63**	0.57
Geneva	**20**	16	**0.13**	0.18
Glasgow	**19**	25	**0.14**	0.05
Hamburg	**17**	16	**0.18**	0.18
Helsinki	**10**	12	**0.25**	0.23
Istanbul	**34**	31	**0.00**	0.02
Leeds	**25**	19	**0.07**	0.15
Lisbon	**24**	26	**0.08**	0.04
London	**1**	1	**1.28**	1.21
Lyon	**21**	24	**0.09**	0.10
Madrid	**8**	7	**0.34**	0.34
Manchester	**15**	11	**0.20**	0.27
Milan	**10**	14	**0.25**	0.20
Moscow	**32**	26	**0.01**	0.04
Munich	**5**	6	**0.38**	0.39
Oslo	**10**	19	**0.25**	0.15
Paris	**2**	2	**0.80**	0.79
Prague	**27**	31	**0.05**	0.02
Rome	**25**	23	**0.07**	0.11
Stockholm	**4**	4	**0.42**	0.45
Vienna	**27**	26	**0.05**	0.04
Warsaw	**29**	31	**0.02**	0.02
Zurich	**18**	8	**0.17**	0.31

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 cities in Central and Eastern Europe will continue to see the most expansion over this period despite the prevailing economic difficulties, with Warsaw and Moscow expected to see the greatest influx. Bucharest is also anticipated to see the arrival of relatively large numbers of inward investors. Of the more established western cities Paris and London are the most popular destinations for potential expansion, followed by Brussels.



 Base: 500

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 first placed London and second placed Paris closes slightly due to a strong improvement in the perceptions of Paris. As a result the top two cities pull further away from third placed Frankfurt.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**4**	4	**0.61**	0.64
Athens	**31**	31	**0.03**	0.02
Barcelona	**12**	15	**0.24**	0.21
Berlin	**13**	11	**0.23**	0.27
Birmingham	**8**	9	**0.36**	0.30
Brussels	**5**	5	**0.53**	0.50
Bucharest	**27**	34	**0.06**	0.00
Budapest	**27**	26	**0.06**	0.04
Copenhagen	**9**	10	**0.28**	0.28
Dublin	**29**	25	**0.05**	0.09
Düsseldorf	**16**	12	**0.19**	0.26
Frankfurt	**3**	3	**1.14**	1.29
Geneva	**17**	12	**0.17**	0.26
Glasgow	**18**	19	**0.15**	0.15
Hamburg	**15**	15	**0.2**	0.21
Helsinki	**33**	31	**0.01**	0.02
Istanbul	**31**	26	**0.03**	0.04
Leeds	**23**	18	**0.08**	0.16
Lisbon	**23**	26	**0.08**	0.04
London	**1**	1	**1.76**	1.71
Lyon	**20**	20	**0.10**	0.14
Madrid	**6**	6	**0.51**	0.48
Manchester	**9**	8	**0.28**	0.34
Milan	**14**	17	**0.22**	0.19
Moscow	**25**	23	**0.07**	0.12
Munich	**7**	7	**0.45**	0.41
Oslo	**33**	29	**0.01**	0.03
Paris	**2**	2	**1.51**	1.39
Prague	**29**	31	**0.05**	0.02
Rome	**19**	20	**0.14**	0.14
Stockholm	**22**	24	**0.09**	0.10
Vienna	**20**	22	**0.10**	0.13
Warsaw	**25**	29	**0.07**	0.03
Zurich	**11**	12	**0.26**	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 cost of staff

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

This year there are some changes at the top of the ranking, with Bucharest and Istanbul in first and second place, moving up from second and sixth place respectively in 2008. Budapest remains in third, while Warsaw drops from first to joint fourth alongside Lisbon. The top five all score highly and are some way ahead of the next placed cities.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**25**	18	**0.17**	0.25
Athens	**11**	7	**0.58**	0.69
Barcelona	**10**	10	**0.63**	0.60
Berlin	**15**	13	**0.38**	0.46
Birmingham	**8**	11	**0.74**	0.50
Brussels	**23**	23	**0.20**	0.18
Bucharest	**1**	2	**1.51**	1.33
Budapest	**3**	3	**1.16**	1.20
Copenhagen	**30**	29	**0.10**	0.11
Dublin	**13**	14	**0.51**	0.38
Düsseldorf	**24**	25	**0.19**	0.15
Frankfurt	**26**	29	**0.16**	0.11
Geneva	**33**	32	**0.03**	0.05
Glasgow	**9**	9	**0.72**	0.61
Hamburg	**20**	24	**0.24**	0.17
Helsinki	**21**	22	**0.23**	0.19
Istanbul	**2**	6	**1.19**	0.94
Leeds	**6**	8	**0.81**	0.64
Lisbon	**4**	5	**1.04**	0.98
London	**28**	29	**0.12**	0.11
Lyon	**17**	16	**0.29**	0.34
Madrid	**12**	12	**0.53**	0.48
Manchester	**14**	15	**0.44**	0.36
Milan	**22**	21	**0.22**	0.20
Moscow	**19**	19	**0.26**	0.24
Munich	**30**	25	**0.10**	0.15
Oslo	**32**	33	**0.04**	0.03
Paris	**28**	20	**0.12**	0.21
Prague	**6**	4	**0.81**	1.06
Rome	**16**	17	**0.33**	0.27
Stockholm	**18**	25	**0.28**	0.15
Vienna	**27**	28	**0.13**	0.13
Warsaw	**4**	1	**1.04**	1.41
Zurich	**34**	33	**0.01**	0.03

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.

Scores are quite tightly bunched at the top of the ranking as a divergence of opinion is evident. Leeds retains its position as offering the best value for money office space, but is now joined by Birmingham at the top of the ranking. Warsaw moves into third place above Lisbon, which falls two places this year.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**18**	12	**0.36**	0.44
Athens	**22**	19	**0.30**	0.30
Barcelona	**6**	14	**0.67**	0.41
Berlin	**7**	4	**0.61**	0.67
Birmingham	**1**	7	**0.88**	0.57
Brussels	**13**	17	**0.50**	0.35
Bucharest	**9**	13	**0.60**	0.43
Budapest	**10**	3	**0.56**	0.71
Copenhagen	**31**	29	**0.15**	0.12
Dublin	**16**	15	**0.42**	0.37
Düsseldorf	**21**	19	**0.31**	0.30
Frankfurt	**20**	21	**0.32**	0.28
Geneva	**27**	31	**0.19**	0.11
Glasgow	**15**	9	**0.43**	0.50
Hamburg	**14**	23	**0.49**	0.26
Helsinki	**30**	27	**0.16**	0.17
Istanbul	**7**	10	**0.61**	0.45
Leeds	**1**	1	**0.88**	0.81
Lisbon	**4**	2	**0.71**	0.80
London	**23**	24	**0.24**	0.18
Lyon	**5**	7	**0.69**	0.57
Madrid	**12**	15	**0.51**	0.37
Manchester	**17**	10	**0.40**	0.45
Milan	**24**	24	**0.21**	0.18
Moscow	**34**	34	**0.05**	0.02
Munich	**19**	24	**0.34**	0.18
Oslo	**33**	33	**0.06**	0.07
Paris	**24**	18	**0.21**	0.31
Prague	**11**	6	**0.53**	0.58
Rome	**27**	28	**0.19**	0.16
Stockholm	**26**	22	**0.20**	0.27
Vienna	**32**	32	**0.14**	0.10
Warsaw	**3**	5	**0.78**	0.62
Zurich	**29**	29	**0.17**	0.12

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, although the gap closes slightly between the new second placed city of Geneva. In third position this year is Warsaw, with London fourth and Bucharest now in fifth, up six places from eleventh. The perceptions of the German and UK cities improves over the year.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**7**	12	**0.45**	0.37
Athens	**31**	31	**0.10**	0.08
Barcelona	**9**	8	**0.44**	0.45
Berlin	**13**	14	**0.35**	0.29
Birmingham	**18**	25	**0.21**	0.15
Brussels	**7**	9	**0.45**	0.44
Bucharest	**5**	11	**0.51**	0.43
Budapest	**10**	4	**0.40**	0.53
Copenhagen	**24**	18	**0.17**	0.20
Dublin	**1**	1	**0.95**	1.06
Düsseldorf	**31**	25	**0.10**	0.15
Frankfurt	**18**	21	**0.21**	0.17
Geneva	**2**	5	**0.63**	0.52
Glasgow	**6**	13	**0.46**	0.32
Hamburg	**25**	31	**0.16**	0.08
Helsinki	**31**	22	**0.10**	0.16
Istanbul	**28**	15	**0.12**	0.28
Leeds	**15**	22	**0.30**	0.16
Lisbon	**23**	17	**0.18**	0.23
London	**4**	5	**0.53**	0.52
Lyon	**18**	27	**0.21**	0.14
Madrid	**14**	7	**0.34**	0.48
Manchester	**27**	19	**0.14**	0.19
Milan	**28**	33	**0.12**	0.07
Moscow	**26**	22	**0.15**	0.16
Munich	**16**	29	**0.28**	0.11
Oslo	**22**	20	**0.19**	0.18
Paris	**17**	16	**0.26**	0.26
Prague	**12**	9	**0.38**	0.44
Rome	**31**	34	**0.10**	0.03
Stockholm	**21**	28	**0.20**	0.12
Vienna	**30**	29	**0.11**	0.11
Warsaw	**3**	2	**0.55**	0.68
Zurich	**10**	3	**0.40**	0.66

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 the Spanish and UK cities dominating the top five. Madrid and Barcelona are third and fourth, with London second and Birmingham fifth. The scores for the top cities are relatively close and reflect a wide variation in opinion.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**14**	17	**0.33**	0.28
Athens	**27**	31	**0.13**	0.10
Barcelona	**4**	8	**0.61**	0.42
Berlin	**1**	1	**0.70**	0.73
Birmingham	**5**	4	**0.58**	0.51
Brussels	**10**	15	**0.43**	0.33
Bucharest	**17**	28	**0.28**	0.11
Budapest	**8**	9	**0.44**	0.38
Copenhagen	**25**	24	**0.17**	0.16
Dublin	**17**	23	**0.28**	0.18
Düsseldorf	**21**	21	**0.25**	0.20
Frankfurt	**12**	10	**0.37**	0.37
Geneva	**33**	28	**0.07**	0.11
Glasgow	**22**	11	**0.23**	0.36
Hamburg	**11**	18	**0.38**	0.28
Helsinki	**32**	28	**0.09**	0.11
Istanbul	**26**	24	**0.16**	0.16
Leeds	**6**	3	**0.49**	0.54
Lisbon	**15**	14	**0.30**	0.35
London	**2**	5	**0.65**	0.49
Lyon	**20**	16	**0.26**	0.31
Madrid	**3**	6	**0.62**	0.47
Manchester	**7**	2	**0.45**	0.59
Milan	**23**	22	**0.21**	0.19
Moscow	**29**	34	**0.10**	0.06
Munich	**15**	11	**0.30**	0.36
Oslo	**34**	27	**0.04**	0.12
Paris	**13**	7	**0.35**	0.45
Prague	**23**	19	**0.21**	0.27
Rome	**28**	32	**0.12**	0.09
Stockholm	**19**	20	**0.27**	0.26
Vienna	**29**	33	**0.10**	0.08
Warsaw	**8**	11	**0.44**	0.36
Zurich	**29**	24	**0.10**	0.16

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.

London remains the best perceived city in terms of languages spoken, with Brussels overtaking Amsterdam to move into second place. The top three cities remain some way ahead of the rest in terms of score. Geneva moves up two places from sixth to fourth, with Stockholm improving three positions to fifth.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**3**	2	**0.97**	1.13
Athens	**34**	34	**0.04**	0.04
Barcelona	**13**	11	**0.27**	0.30
Berlin	**8**	9	**0.49**	0.49
Birmingham	**14**	15	**0.25**	0.24
Brussels	**2**	3	**1.00**	1.02
Bucharest	**29**	28	**0.09**	0.09
Budapest	**29**	21	**0.09**	0.14
Copenhagen	**10**	10	**0.34**	0.34
Dublin	**21**	11	**0.16**	0.30
Düsseldorf	**17**	21	**0.22**	0.14
Frankfurt	**7**	4	**0.50**	0.58
Geneva	**4**	6	**0.73**	0.55
Glasgow	**33**	29	**0.05**	0.07
Hamburg	**16**	16	**0.23**	0.22
Helsinki	**18**	25	**0.21**	0.13
Istanbul	**26**	33	**0.13**	0.05
Leeds	**27**	29	**0.10**	0.07
Lisbon	**22**	19	**0.15**	0.19
London	**1**	1	**1.42**	1.38
Lyon	**32**	29	**0.06**	0.07
Madrid	**12**	16	**0.28**	0.22
Manchester	**20**	14	**0.20**	0.25
Milan	**18**	18	**0.21**	0.21
Moscow	**27**	32	**0.10**	0.07
Munich	**10**	13	**0.34**	0.29
Oslo	**14**	21	**0.25**	0.14
Paris	**9**	5	**0.47**	0.57
Prague	**23**	21	**0.14**	0.14
Rome	**29**	27	**0.09**	0.10
Stockholm	**5**	8	**0.68**	0.52
Vienna	**23**	25	**0.14**	0.13
Warsaw	**23**	20	**0.14**	0.15
Zurich	**6**	7	**0.62**	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 internal transport

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

London and Paris are still perceived as the easiest cities in which to travel around, although London pulls further ahead of Paris this year. Nevertheless, there is a sizeable gap in scores between the top two cities and their nearest rivals. Berlin remains unchanged in third, with Madrid rising up one place to fourth.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**8**	9	**0.42**	0.41
Athens	**33**	33	**0.03**	0.03
Barcelona	**6**	5	**0.51**	0.51
Berlin	**3**	3	**0.67**	0.62
Birmingham	**15**	22	**0.34**	0.24
Brussels	**12**	13	**0.38**	0.34
Bucharest	**29**	26	**0.11**	0.14
Budapest	**31**	31	**0.09**	0.08
Copenhagen	**13**	13	**0.35**	0.34
Dublin	**20**	19	**0.24**	0.27
Düsseldorf	**22**	21	**0.20**	0.25
Frankfurt	**10**	7	**0.39**	0.43
Geneva	**16**	10	**0.33**	0.40
Glasgow	**19**	17	**0.26**	0.28
Hamburg	**17**	16	**0.31**	0.30
Helsinki	**22**	17	**0.20**	0.28
Istanbul	**34**	34	**0.01**	0.02
Leeds	**10**	15	**0.39**	0.31
Lisbon	**26**	29	**0.15**	0.12
London	**1**	1	**1.23**	1.11
Lyon	**21**	22	**0.21**	0.24
Madrid	**4**	5	**0.56**	0.51
Manchester	**13**	7	**0.35**	0.43
Milan	**24**	24	**0.18**	0.20
Moscow	**26**	25	**0.15**	0.18
Munich	**7**	4	**0.44**	0.54
Oslo	**25**	26	**0.16**	0.14
Paris	**2**	2	**1.14**	1.10
Prague	**28**	26	**0.14**	0.14
Rome	**31**	32	**0.09**	0.06
Stockholm	**5**	10	**0.54**	0.40
Vienna	**18**	20	**0.28**	0.26
Warsaw	**29**	30	**0.11**	0.10
Zurich	**9**	12	**0.41**	0.39

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 and has extended its lead over the new second placed city of Geneva, which moves up from fourth over the year. As a result, Munich eases down one place to third, with Oslo now occupying fourth position, up from twelfth last year.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**12**	8	**0.46**	0.52
Athens	**28**	26	**0.13**	0.16
Barcelona	**1**	1	**1.13**	1.14
Berlin	**21**	20	**0.29**	0.31
Birmingham	**22**	27	**0.21**	0.15
Brussels	**16**	17	**0.37**	0.39
Bucharest	**30**	31	**0.09**	0.04
Budapest	**31**	30	**0.07**	0.08
Copenhagen	**8**	9	**0.56**	0.5
Dublin	**17**	11	**0.34**	0.46
Düsseldorf	**24**	25	**0.19**	0.2
Frankfurt	**24**	23	**0.19**	0.22
Geneva	**2**	4	**0.82**	0.63
Glasgow	**24**	21	**0.19**	0.28
Hamburg	**10**	12	**0.53**	0.43
Helsinki	**29**	28	**0.11**	0.14
Istanbul	**31**	34	**0.07**	0.01
Leeds	**17**	24	**0.34**	0.21
Lisbon	**14**	16	**0.40**	0.4
London	**11**	14	**0.47**	0.42
Lyon	**14**	7	**0.40**	0.54
Madrid	**5**	9	**0.63**	0.5
Manchester	**22**	18	**0.21**	0.36
Milan	**20**	22	**0.30**	0.24
Moscow	**34**	32	**0.01**	0.04
Munich	**3**	2	**0.68**	0.81
Oslo	**4**	12	**0.65**	0.43
Paris	**7**	5	**0.57**	0.61
Prague	**27**	29	**0.16**	0.13
Rome	**13**	15	**0.45**	0.41
Stockholm	**6**	3	**0.59**	0.69
Vienna	**19**	19	**0.33**	0.34
Warsaw	**33**	32	**0.02**	0.03
Zurich	**9**	5	**0.54**	0.61

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.

The Swiss and Scandinavian cities continue to dominate the higher echelons of the freedom from pollution ranking. The top five cities all score highly and form a leading pack. Geneva moves up from fourth to first place, with Oslo easing down into second place.

City	Rank		Score	
	2009	2008	**2009**	2008
Amsterdam	**11**	8	**0.46**	0.60
Athens	**32**	28	**0.03**	0.10
Barcelona	**14**	10	**0.41**	0.49
Berlin	**20**	19	**0.21**	0.25
Birmingham	**19**	26	**0.22**	0.12
Brussels	**16**	18	**0.32**	0.30
Bucharest	**30**	30	**0.09**	0.07
Budapest	**22**	20	**0.18**	0.21
Copenhagen	**6**	6	**0.82**	0.82
Dublin	**10**	7	**0.52**	0.62
Düsseldorf	**18**	17	**0.27**	0.34
Frankfurt	**21**	25	**0.19**	0.15
Geneva	**1**	4	**1.22**	0.96
Glasgow	**17**	15	**0.28**	0.36
Hamburg	**9**	13	**0.55**	0.42
Helsinki	**4**	3	**1.02**	1.06
Istanbul	**32**	30	**0.03**	0.07
Leeds	**15**	14	**0.39**	0.38
Lisbon	**13**	10	**0.43**	0.49
London	**29**	27	**0.10**	0.11
Lyon	**12**	16	**0.45**	0.35
Madrid	**28**	22	**0.14**	0.19
Manchester	**25**	21	**0.15**	0.20
Milan	**32**	32	**0.03**	0.06
Moscow	**31**	34	**0.07**	0.04
Munich	**7**	9	**0.67**	0.56
Oslo	**2**	1	**1.20**	1.23
Paris	**25**	24	**0.15**	0.16
Prague	**22**	22	**0.18**	0.19
Rome	**25**	28	**0.15**	0.10
Stockholm	**3**	2	**1.10**	1.10
Vienna	**8**	12	**0.64**	0.45
Warsaw	**24**	32	**0.17**	0.06
Zurich	**5**	5	**0.91**	0.95

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 12-18 months.

Expansion was the most popular property strategy that was implemented over the last 18 months, but this was before the advent of the widespread economic downturn. The impact of the economic slowdown was starting to emerge, with more than one in five companies stating that consolidation or space reduction was the most important strategy, while other strategies all regarding rationalisation and the reduction of costs were also significant.

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

Base: All respondents

Property Strategy that will be most important for your business in 2009/10

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

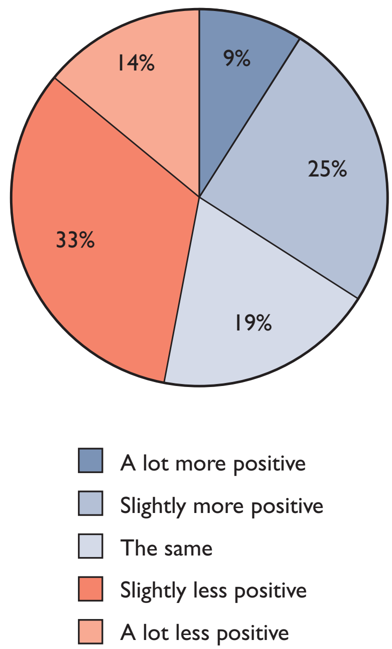
Consolidation or space reduction and greater efficiency of property use, through working practices are anticipated to be the most important property strategies over the next 12-18 months, as corporates use property to reduce their property liabilities while the European economy recovers from recession. There are some signs of optimism from occupiers, with 20% contemplating expansion while a further 8% are taking advantage of the current property environment and seeking to upgrade to better quality property or a better location. Raising capital and buying in freeholds are still likely to be of limited appeal to occupiers overall.

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

Base: All respondents

Business prospects

This year we asked companies what their overall feeling regarding their business prospects is and overall sentiment is more subdued than a year ago. Almost a half of all surveyed feel less positive than 12 months ago, as the faltering European economy impacts on business sentiment. This is up on last year, when 21% felt less positive. Just one third remain positive, albeit the majority are only slightly more positive than a year ago suggesting an air of caution still prevails.



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 Senior Managers or Board Directors, with responsibility for location.

All interviews were conducted by telephone in June/July 2009 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. The list of cities now stands at 34.

Further copies of this report are obtainable from:
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THE CUSHMAN & WAKEFIELD APPROACH

We work in partnership with our clients to help them succeed. Internally we collaborate at all levels to find the best solutions for our clients' business needs, while externally we participate in local communities, taking our environmental responsibilities seriously and helping to turn young people's dreams into reality.

OUR PEOPLE

We recruit, train and retain experienced and talented professionals, then give them the flexibility and global platform needed to add value. With more than 15,000 professionals and 230 offices in 58 countries, we assess each client's needs and implement solutions to fit strategic, operational and financial goals

OUR SERVICES

We assist clients in every stage of the real estate process, representing them in the buying, selling, financing, leasing, management and valuation of assets and providing strategic planning and research, portfolio analysis, site selection and space location, among many other advisory services.

OUR RESULTS

By seeing past the immediate 'deal' and instead determining the best use of property in every situation, in every corner of the world, we provide the greatest maximum opportunity for owners, occupiers and investors.

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Global Real Estate Solutions