

EY's International Location Advisory Services (ILAS)

Competitiveness, growth, outsourcing, and more: assisting our clients in choosing the right location

Our most recent case studies

► Shared Services Center

EY's ILAS team assisted a leading business services company in relocating their shared services center from a tier-1 location in CEE to a cheaper location assuring for service quality and continuity. Cities such as Zagreb, Novi Sad, Izmir and Tangier were evaluated.

► Manufacturing plant

EY's ILAS team assisted in selecting the locations for two new production units for a European chemicals company. One factory was established in Eastern Europe and the second in Southeast Asia to be closer to end clients.

► R&D center

EY's ILAS team assisted a major American life sciences firm in selecting a location for a central laboratory. The final choice was made between regional cities in the UK and Eastern European cities, which are closer to the group's high-growth markets.

► Headquarters

EY's ILAS team helped an American media multinational to choose a location for its Europe-Asia headquarters. We compared London, Paris, Amsterdam, Zurich, Dubai, Budapest and Hong Kong using a cost/benefits/risks approach. The challenge was to attract talented people and position the company in high-growth markets.

Anticipating a changing world

- Each year, 15,000 businesses worldwide set up international establishments. More than 650 foreign companies choose to come to the UK and around 4,000 make the decision to locate their activities in Europe.
- The choice of one or several new locations or the optimization of existing sites is strategic. It involves not only cost and taxation issues, but also growth forecasts, the competitive environment, talent retention, ease of operations and risk management.
- For over 20 years, EY has provided assistance from the first analysis to the opening of the site. This enables our clients to secure their budgets and deadlines, as well as maximize incentives.
- By drawing on its multi-disciplinary, international skills, ILAS develops a cost/benefits/risks model for each case and assists the client's project management team in finding the best locations for the long term, ensuring cost-cutting, a qualified labor pool, the presence of service providers or critical infrastructure, etc.

The questions our clients are asking

- What is the best solution for us: offshoring, nearshoring, extension, or co-location?
- What factors should we take into account?
- How do countries, regions and cities compare today and how will they compare in the future?
- What are our competitors doing?
- Do our existing sites allow us to develop in growing markets?
- How can we attract and retain key talents?
- How can we cut costs while maintaining quality?
- What public incentives are available?
- Is the choice we are making today the right choice for tomorrow?



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Did you know?

- ▶ London is the preferred site for international investors in Europe with more than 450 international projects hosted in 2016.
- ▶ Central and Eastern Europe (Russia and Turkey included) has attracted 135 632 FDI jobs in 2015, outpacing Western Europe.
- ▶ Bucharest, Romania has drawn over 3,300 new jobs from foreign direct investment in shared services centers for the past 3 years
- ▶ In 2016, South-Africa has attracted more FDI funding than Ireland, Canada or Switzerland.
- ▶ In 2016, Vietnam has attracted 40 % more FDI projects than Japan

EY's Global Investment Monitor

- ▶ EY has been tracking foreign direct investment projects in its European Investment Monitor® (EIM) since 1997. Over 50,000 projects are quoted every year by parent company name, sector, country, investment type, capital expenditure, etc. The EIM is a unique tool for benchmarking and decision-making.

Analyze and present data on maps: Growing Beyond Borders™

- ▶ With Growing Beyond Borders™, EY has created its own tool for presenting data about markets, competition, taxation, the regulatory environment, etc. by country, in order to facilitate decision-making.

Our research on foreign direct investment

- ▶ Every year, EY assesses the current and future attractiveness of major regions and countries for foreign direct investors
- ▶ Our attractiveness surveys are available at: www.ey.com/attractiveness

EY's Attractiveness surveys

Europe



France



Africa



Poland



UK

