

DATE 07/16/97

774005

REPORT 12 (continuation)

S.1 Q.2 For what reason(s) is this region the most attractive region to your company at the time? --- First mention

BASE: Those answering Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	
TOTAL INTERVIEWS	700	263	99	50	49	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	97	31	66	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Our business is not suited for that market	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Timing/ waiting for the right opportunity	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.2	1.5	
Demand for our products/ services/ ability to sell products	16	7	5	3	2	-	-	-	-	-	-	-	-	-	2	2	-	9	2	7	-	-	-	
	2.3	2.7	5.1	6.0	4.1	-	-	-	-	-	-	-	-	-	2.0	5.1	-	9.0	6.9	10.1	-	-	-	
NET: Resources	19	3	2	-	2	2	1	1	4	-	4	5	-	4	-	-	-	4	-	4	2	2	-	
	2.7	1.1	2.0	-	4.1	1.9	2.1	1.8	4.0	-	6.2	5.0	-	6.3	-	-	-	4.0	-	5.8	2.1	6.5	-	
Labour force skills	4	1	2	-	2	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	.6	.4	2.0	-	4.1	1.0	2.1	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Availability of natural resources	14	2	-	-	-	1	-	1	2	-	2	5	-	4	-	-	-	4	-	4	2	2	-	
	2.0	.8	-	-	-	1.0	-	1.8	2.0	-	3.1	5.0	-	6.3	-	-	-	4.0	-	5.8	2.1	6.5	-	
Availability of facilities	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Other	66	25	13	5	8	3	2	1	8	3	5	6	3	3	4	2	2	21	8	12	11	2	9	
	9.4	9.5	13.1	10.0	16.3	2.9	4.3	1.8	8.0	8.8	7.7	6.0	9.1	4.7	4.0	5.1	3.3	21.0	27.6	17.4	11.3	6.5	13.6	
D.N.S.	4	1	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	2	-	2	-	-	-	
	.6	.4	-	-	-	-	-	-	2.0	2.9	1.5	-	-	-	-	-	-	2.0	-	2.9	-	-	-	