

DATE 07/16/97

774005

REPORT 13 (continuation)

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

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
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	100.0
NET: Competition	19	7	6	4	2	1	-	1	1	-	1	-	-	-	2	2	-	5	-	5	4	1	3	
	2.7	2.7	6.1	8.0	4.1	1.0	-	1.8	1.0	-	1.5	-	-	-	2.0	5.1	-	5.0	-	7.2	4.1	3.2	4.5	
Competition/ competitors	6	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3	1	-	1	
	.9	.8	2.0	4.0	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	-	4.3	1.0	-	1.5	
Our business is not suited for that market	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	.3	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	1.0	-	1.4	-	-	-	
Timing/ waiting for the right opportunity	2	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	1	-	1	
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	1.0	2.6	-	-	-	-	1.0	-	1.5	
Demand for our products/ services/ ability to sell products	9	4	4	2	2	-	-	-	1	-	1	-	-	-	1	1	-	1	-	1	2	1	1	
	1.3	1.5	4.0	4.0	4.1	-	-	-	1.0	-	1.5	-	-	-	1.0	2.6	-	1.0	-	1.4	2.1	3.2	1.5	
NET: Resources	41	18	5	3	2	13	7	6	10	4	5	6	1	5	1	-	1	2	1	1	4	2	2	
	5.9	6.8	5.1	6.0	4.1	12.5	14.9	10.5	10.0	11.8	7.7	6.0	3.0	7.8	1.0	-	1.6	2.0	3.4	1.4	4.1	6.5	3.0	
Labour force skills	27	12	3	2	1	9	5	4	7	3	4	4	1	3	-	-	-	2	1	1	2	-	2	
	3.9	4.6	3.0	4.0	2.0	8.7	10.6	7.0	7.0	8.8	6.2	4.0	3.0	4.7	-	-	-	2.0	3.4	1.4	2.1	-	3.0	
Availability of natural resources	14	6	2	1	1	4	2	2	3	1	1	2	-	2	1	-	1	-	-	-	2	2	-	
	2.0	2.3	2.0	2.0	2.0	3.8	4.3	3.5	3.0	2.9	1.5	2.0	-	3.1	1.0	-	1.6	-	-	-	2.1	6.5	-	
Availability of labour force	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	.4	1.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	122	60	27	17	10	28	16	12	30	11	19	4	1	3	9	6	3	14	6	7	10	3	7	
	17.4	22.8	27.3	34.0	20.4	26.9	34.0	21.1	30.0	32.4	29.2	4.0	3.0	4.7	9.0	15.4	4.9	14.0	20.7	10.1	10.3	9.7	10.6	