

**DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE**  
**PERCEPTIONS OF EUROPEAN BUSINESS EXECUTIVES OF CANADA AS AN**  
**INVESTMENT LOCATION**

**- Statistical Tables -**

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DATE 07/16/97  
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REPORT 1

SCR. Q.1a First of all, is your company nationally owned and controlled?

	COUNTRY							CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%
TOTAL INTERVIEWS	704	100	104	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Yes	600	68	96	92	87	82	91	138	457	95	499	79	517	64	396	87	142	179	215
	85.2	68.0	92.3	92.0	87.0	82.0	91.0	88.5	84.2	85.6	85.4	90.8	84.3	83.1	85.0	88.8	85.5	84.4	86.3
No	102	32	8	7	13	18	8	16	17	85	16	83	8	94	13	68	11	24	32
	14.5	32.0	7.7	7.0	13.0	18.0	8.0	16.0	10.9	15.7	14.4	14.2	9.2	15.3	16.9	14.6	11.2	14.5	15.1
D.N.S.	2	-	-	1	-	-	1	-	1	-	2	-	2	-	2	-	-	1	1
	.3	-	-	1.0	-	-	1.0	-	.6	.2	-	.3	-	.3	-	.4	-	.5	.4

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SCR. Q.1a First of all, is your company nationally owned and controlled?

REPORT 1 (continuation)

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Yes	600	215	68	33	35	96	45	51	92	28	63	87	27	57	82	33	49	91	25	65	84	24	60	
	85.2	81.4	68.0	66.0	70.0	92.3	95.7	89.5	92.0	82.4	96.9	87.0	81.8	89.1	82.0	84.6	80.3	91.0	86.2	94.2	84.0	75.0	88.2	
No	102	49	32	17	15	8	2	6	7	6	1	13	6	7	18	6	12	8	4	3	16	8	8	
	14.5	18.6	32.0	34.0	30.0	7.7	4.3	10.5	7.0	17.6	1.5	13.0	18.2	10.9	18.0	15.4	19.7	8.0	13.8	4.3	16.0	25.0	11.8	
D.N.S.	2	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	
	.3	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	-	-	-	





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SCR. Q.2 And are you an executive who is responsible for any of the following functions?

REPORT 3

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Planning	374	69	65	39	8	84	64	45	92	278	65	306	44	326	36	261	43	83	120	140
	53.1	69.0	62.5	39.0	8.0	84.0	64.0	45.0	59.0	51.2	58.6	52.4	50.6	53.2	46.8	56.0	43.9	50.0	56.6	56.2
Acquisition	350	47	63	29	4	89	59	59	76	270	50	296	39	308	38	239	36	98	105	123
	49.7	47.0	60.6	29.0	4.0	89.0	59.0	59.0	48.7	49.7	45.0	50.7	44.8	50.2	49.4	51.3	36.7	59.0	49.5	49.4
Corporate strategy	449	58	73	41	55	86	68	68	104	341	65	380	54	392	46	301	57	102	142	161
	63.8	58.0	70.2	41.0	55.0	86.0	68.0	68.0	66.7	62.8	58.6	65.1	62.1	63.9	59.7	64.6	58.2	61.4	67.0	64.7
Corporate development	388	45	66	46	24	94	52	61	79	308	54	331	43	343	38	262	46	100	125	131
	55.1	45.0	63.5	46.0	24.0	94.0	52.0	61.0	50.6	56.7	48.6	56.7	49.4	56.0	49.4	56.2	46.9	60.2	59.0	52.6
International operations	388	48	61	51	10	89	66	63	83	301	70	313	39	346	43	261	38	94	119	136
	55.1	48.0	58.7	51.0	10.0	89.0	66.0	63.0	53.2	55.4	63.1	53.6	44.8	56.4	55.8	56.0	38.8	56.6	56.1	54.6
North American operations	186	23	34	15	-	57	33	24	61	123	41	141	32	152	15	138	19	26	64	85
	26.4	23.0	32.7	15.0	-	57.0	33.0	24.0	39.1	22.7	36.9	24.1	36.8	24.8	19.5	29.6	19.4	15.7	30.2	34.1
D.N.S.	3	-	1	-	-	-	2	-	1	2	1	2	2	1	-	3	-	1	-	1
	.4	-	1.0	-	-	-	2.0	-	.6	.4	.9	.3	2.3	.2	-	.6	-	.6	-	.4

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Planning	374	159	69	37	32	65	32	33	39	18	20	8	4	4	84	34	50	64	18	44	45	16	29	
	53.1	60.2	69.0	74.0	64.0	62.5	68.1	57.9	39.0	52.9	30.8	8.0	12.1	6.3	84.0	87.2	82.0	64.0	62.1	63.8	45.0	50.0	42.6	
Acquisition	350	130	47	26	21	63	30	33	29	7	22	4	1	2	89	35	54	59	15	42	59	16	43	
	49.7	49.2	47.0	52.0	42.0	60.6	63.8	57.9	29.0	20.6	33.8	4.0	3.0	3.1	89.0	89.7	88.5	59.0	51.7	60.9	59.0	50.0	63.2	
Corporate strategy	449	173	58	30	28	73	32	41	41	16	25	55	18	36	86	33	53	68	20	47	68	24	44	
	63.8	65.5	58.0	60.0	56.0	70.2	68.1	71.9	41.0	47.1	38.5	55.0	54.5	56.3	86.0	84.6	86.9	68.0	69.0	68.1	68.0	75.0	64.7	
Corporate development	388	140	45	20	25	66	26	40	46	17	29	24	8	16	94	39	55	52	17	35	61	13	48	
	55.1	53.0	45.0	40.0	50.0	63.5	55.3	70.2	46.0	50.0	44.6	24.0	24.2	25.0	94.0	100.0	90.2	52.0	58.6	50.7	61.0	40.6	70.6	
International operations	388	145	48	26	22	61	26	35	51	21	30	10	3	6	89	34	55	66	16	49	63	19	44	
	55.1	54.9	48.0	52.0	44.0	58.7	55.3	61.4	51.0	61.8	46.2	10.0	9.1	9.4	89.0	87.2	90.2	66.0	55.2	71.0	63.0	59.4	64.7	
North American operations	186	80	23	14	9	34	16	18	15	10	5	-	-	-	57	24	33	33	10	23	24	6	18	
	26.4	30.3	23.0	28.0	18.0	32.7	34.0	31.6	15.0	29.4	7.7	-	-	-	57.0	61.5	54.1	33.0	34.5	33.3	24.0	18.8	26.5	
D.N.S.	3	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	
	.4	.8	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	2.0	3.4	1.4	-	-	-	

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REPORT 4F

SCR. Q.3 What is your company's approximate gross annual sales in French Francs?

	TOTAL	COUNTRY						CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
		U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%
TOTAL INTERVIEWS	100 100.0	-	-	100	-	-	-	16	84	23	77	8	92	8	72	20	25	38	30
Under F500,000,000 (400)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
F500,000,000 to F1,000,000,000 (750)	49 49.0	-	-	49	-	-	-	6	43	13	36	5	44	4	35	10	13	17	15
F1,000,000,000 to F2,500,000,000 (1750)	39 39.0	-	-	39	-	-	-	7	32	8	31	2	37	2	28	9	8	18	11
F2,500,000,000 to F5,000,000,000 (3750)	12 12.0	-	-	12	-	-	-	3	9	2	10	1	11	2	9	1	4	3	4
Over F5,000,000,000 (6000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average (\$M Francs)	1500	-	-	1500	-	-	-	1750	1452	1359	1542	1375	1511	1750	1514	1350	1550	1461	1517





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REPORT 4U

SCR. Q.3 What is your company's approximate gross annual sales in British Pounds?

	COUNTRY							CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%
TOTAL INTERVIEWS	100	100	-	-	-	-	-	31	67	20	76	18	81	10	63	15	20	19	52
	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
Under 50,000,000 pounds (40)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50,000,000 to 100,000,000 pounds (75)	33	33	-	-	-	-	-	11	22	10	22	5	28	3	21	6	8	7	17
	33.0	33.0	-	-	-	-	-	35.5	32.8	50.0	28.9	27.8	34.6	30.0	33.3	40.0	40.0	36.8	32.7
100,000,000 to 250,000,000 pounds (175)	31	31	-	-	-	-	-	8	22	4	26	6	24	5	17	4	7	8	14
	31.0	31.0	-	-	-	-	-	25.8	32.8	20.0	34.2	33.3	29.6	50.0	27.0	26.7	35.0	42.1	26.9
250,000,000 to 500,000,000 pounds (375)	23	23	-	-	-	-	-	6	16	2	20	4	19	1	16	4	3	3	14
	23.0	23.0	-	-	-	-	-	19.4	23.9	10.0	26.3	22.2	23.5	10.0	25.4	26.7	15.0	15.8	26.9
Over 500,000,000 pounds (600)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	13	13	-	-	-	-	-	6	7	4	8	3	10	1	9	1	2	1	7
	13.0	13.0	-	-	-	-	-	19.4	10.4	20.0	10.5	16.7	12.3	10.0	14.3	6.7	10.0	5.3	13.5
Average (\$M Pounds)	189.9	189.9	-	-	-	-	-	179.0	191.7	137.5	201.5	195.0	189.1	163.9	195.4	189.3	163.9	169.4	199.4



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REPORT 41

SCR. Q.3 What is your company's approximate gross annual sales in liras?

	TOTAL	COUNTRY							CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
		U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	100 100.0	-	-	-	100	-	-	-	24	76	9	90	18	82	16	54	29	13	28	33
Under 10 millard liras (8)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10 millard to 250 millard liras (130)	83 83.0	-	-	-	83	-	-	-	20	63	6	76	14	69	13	44	25	9	26	26
250 millard to 500 millard (375)	10 10.0	-	-	-	10	-	-	-	1	9	1	9	1	9	1	5	4	4	1	3
500 millard to DM 1,000 millard liras (750)	7 7.0	-	-	-	7	-	-	-	3	4	2	5	3	4	2	5	-	-	1	4
Over 1,000 millard liras (1200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average (\$Millard Liras)	197.9	-	-	-	197.9	-	-	-	217.7	191.6	295.0	188.9	246.9	187.1	222.8	210.1	163.8	205.4	160.9	227.4

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REPORT 41 (continuation)

SCR. Q.3 What is your company's approximate gross annual sales in liras?

	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 INTERVIEWS	100	33	-	-	-	-	-	-	-	-	-	100	33	64	-	-	-	-	-	-	-		
	100.0	100.0	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-	-		
Under 10 millard liras (8)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
10 millard to 250 millard liras (130)	83	26	-	-	-	-	-	-	-	-	-	83	26	55	-	-	-	-	-	-	-		
	83.0	78.8	-	-	-	-	-	-	-	-	-	83.0	78.8	85.9	-	-	-	-	-	-	-		
250 millard to 500 millard (375)	10	5	-	-	-	-	-	-	-	-	-	10	5	5	-	-	-	-	-	-	-		
	10.0	15.2	-	-	-	-	-	-	-	-	-	10.0	15.2	7.8	-	-	-	-	-	-	-		
500 millard to DM 1,000 millard liras (750)	7	2	-	-	-	-	-	-	-	-	-	7	2	4	-	-	-	-	-	-	-		
	7.0	6.1	-	-	-	-	-	-	-	-	-	7.0	6.1	6.3	-	-	-	-	-	-	-		
Over 1,000 millard liras (1200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
D.N.S.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Average (\$Millard Liras)	197.9	204.7	-	-	-	-	-	-	-	-	-	197.9	204.7	187.9	-	-	-	-	-	-	-		

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REPORT 4S

SCR. Q.3 What is your company's approximate gross annual sales in kronas?

	TOTAL	COUNTRY							CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
		U.K.	Germany	France	Italy	Sweden	Switzerland	Netherlands	Yes	No	Yes	No	Yes	No	Canada	U.S.	Mexico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	100	-	-	-	-	100	-	-	19	81	12	88	12	88	11	68	6	28	32	37
	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
Under 50 million kronas (40)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
50 million to 500 million kronas (225)	73	-	-	-	-	73	-	-	13	60	7	66	10	63	9	47	5	23	25	23
	73.0	-	-	-	-	73.0	-	-	68.4	74.1	58.3	75.0	83.3	71.6	81.8	69.1	83.3	82.1	78.1	62.2
500 million to 1 milliard kronas (750)	9	-	-	-	-	9	-	-	4	5	4	5	1	8	-	7	-	2	1	6
	9.0	-	-	-	-	9.0	-	-	21.1	6.2	33.3	5.7	8.3	9.1	-	10.3	-	7.1	3.1	16.2
1 to 5 milliard kronas (3000)	17	-	-	-	-	17	-	-	2	15	1	16	1	16	1	14	1	3	6	7
	17.0	-	-	-	-	17.0	-	-	10.5	18.5	8.3	18.2	8.3	18.2	9.1	20.6	16.7	10.7	18.8	18.9
Over 5 milliard kronas (6000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	1	-	-	-	-	1	-	-	-	1	-	1	-	1	1	-	-	-	-	1
	1.0	-	-	-	-	1.0	-	-	-	1.2	-	1.1	-	1.1	9.1	-	-	-	-	2.7
Average (\$M Kronas)	749.2	-	-	-	-	749.2	-	-	627.6	778.1	631.3	765.5	500.0	783.6	502.5	850.4	687.5	559.8	761.7	852.1

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SCR. Q.3 What is your company's approximate gross annual sales in kronas?

REPORT 4S (continuation)

	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			
TOTAL INTERVIEWS	100	39	-	-	-	-	-	-	-	-	-	-	-	-	100	39	61	-	-	-	-	-		
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-		
Under 50 million kronas (40)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
50 million to 500 million kronas (225)	73	30	-	-	-	-	-	-	-	-	-	-	-	-	73	30	43	-	-	-	-	-		
	73.0	76.9	-	-	-	-	-	-	-	-	-	-	-	-	73.0	76.9	70.5	-	-	-	-	-		
500 million to 1 milliard kronas (750)	9	3	-	-	-	-	-	-	-	-	-	-	-	-	9	3	6	-	-	-	-	-		
	9.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	9.0	7.7	9.8	-	-	-	-	-		
1 to 5 milliard kronas (3000)	17	6	-	-	-	-	-	-	-	-	-	-	-	-	17	6	11	-	-	-	-	-		
	17.0	15.4	-	-	-	-	-	-	-	-	-	-	-	-	17.0	15.4	18.0	-	-	-	-	-		
Over 5 milliard kronas (6000)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
D.N.S.	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-		
	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	-	-		
Average (\$M Kronas)	749.2	692.3	-	-	-	-	-	-	-	-	-	-	-	-	749.2	692.3	786.3	-	-	-	-	-		

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REPORT 4G

SCR. Q.3 What is your company's approximate gross annual sales in Deutschmarks?

	COUNTRY							CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%
TOTAL INTERVIEWS	104	-	104	-	-	-	-	31	72	14	89	11	93	4	87	9	18	34	37
	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
Under DM 100,000,000 (80)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DM 100,000,000 to DM 250,000,000 (175)	52	-	52	-	-	-	-	13	39	5	47	5	47	2	45	3	11	17	15
	50.0	-	50.0	-	-	-	-	41.9	54.2	35.7	52.8	45.5	50.5	50.0	51.7	33.3	61.1	50.0	40.5
DM 250,000,000 to DM 500,000,000 (375)	32	-	32	-	-	-	-	10	22	4	28	3	29	2	25	3	4	13	11
	30.8	-	30.8	-	-	-	-	32.3	30.6	28.6	31.5	27.3	31.2	50.0	28.7	33.3	22.2	38.2	29.7
DM 500,000,000 to DM 1,000,000,000 (750)	20	-	20	-	-	-	-	8	11	5	14	3	17	-	17	3	3	4	11
	19.2	-	19.2	-	-	-	-	25.8	15.3	35.7	15.7	27.3	18.3	-	19.5	33.3	16.7	11.8	29.7
Over DM 1,000,000,000 (1200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Average (\$M DM)	347.1	-	347.1	-	-	-	-	387.9	324.0	437.5	328.4	386.4	342.5	275.0	344.8	433.3	315.3	319.1	405.4





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REPORT 42

SCR. Q.3 What is your company's approximate gross annual sales in Swiss Francs?

	TOTAL	COUNTRY							CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION.		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
		U.K.	Germany	France	Italy	Sweden	Switzerland	Netherlands	Yes	No	Yes	No	Yes	No	Canada	U.S.	Mexico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	100 100.0	-	-	-	-	-	100	23	77	28	72	14	86	12	72	10	12	38	40	
Under 10 million Swiss Francs (8)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
10 to 250 million Swiss Francs (130)	88 88.0	-	-	-	-	-	88	18	70	24	64	12	76	11	63	8	11	34	34	
250 to 500 Swiss Francs (375)	7 7.0	-	-	-	-	-	7	2	5	2	5	1	6	1	5	1	1	3	3	
500 million to 1 milliard Swiss Francs (750)	3 3.0	-	-	-	-	-	3	3	-	2	1	-	3	-	2	1	-	-	3	
Over 1 milliard Swiss Francs (1200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
D.N.S.	2 2.0	-	-	-	-	-	2	-	2	-	2	1	1	-	2	-	-	1	-	
Average (\$M Swiss Francs)	166.5	-	-	-	-	-	166.5	232.2	146.3	191.8	156.4	148.8	169.2	150.4	165.2	216.5	150.4	149.9	194.9	

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SCR. Q.3 What is your company's approximate gross annual sales in Swiss Francs?

REPORT 4Z (continuation)

	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 INTERVIEWS	100	29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	29	69	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-
Under 10 million Swiss Francs (8)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10 to 250 million Swiss Francs (130)	88	25	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88	25	61	-	-	-
	88.0	86.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	88.0	86.2	88.4	-	-	-
250 to 500 Swiss Francs (375)	7	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7	2	5	-	-	-
	7.0	6.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7.0	6.9	7.2	-	-	-
500 million to 1 milliard Swiss Francs (750)	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1	2	-	-	-
	3.0	3.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.4	2.9	-	-	-
Over 1 milliard Swiss Francs (1200)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-
	2.0	3.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	3.4	1.4	-	-	-
Average (\$M Swiss Francs)	166.5	169.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	166.5	169.6	166.3	-	-	-

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REPORT 4N

SCR. Q.3 What is your company's approximate gross annual sales in guilders?

	COUNTRY							CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	100 100.0	-	-	-	-	-	-	100	12	86	5	92	6	91	16	50	9	50	23	20
Under 15 million guilders (12)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15 to 250 million guilders (132.5)	73 73.0	-	-	-	-	-	-	73	7	66	1	72	5	66	13	37	6	42	17	13
250 to 500 million guilders (375)	12 12.0	-	-	-	-	-	-	12	2	9	2	8	-	11	1	6	1	3	4	5
500 million to 1.5 milliard guilders (1000)	14 14.0	-	-	-	-	-	-	14	3	10	2	11	1	13	1	7	2	4	2	2
Over 1.5 milliard guilders (1800)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	1 1.0	-	-	-	-	-	-	1	-	1	-	1	-	1	1	-	-	1	-	-
Average (\$M Guilders)	284.6	-	-	-	-	-	-	284.6	389.8	260.2	576.5	258.7	277.1	287.4	206.5	283.1	352.2	218.2	250.1	279.9

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SCR. Q.3 What is your company's approximate gross annual sales in guilders?

REPDR1 4N (continuation)

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	Total	Tech Int.	Dther	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total			
TOTAL INTERVIEWS	100	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	32	68	
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0
Under 15 million guilders (12)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
15 to 250 million guilders (132.5)	73	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73	18	55	
	73.0	56.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	73.0	56.3	80.9	
250 to 500 million guilders (375)	12	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12	6	6	
	12.0	18.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	12.0	18.8	8.8	
500 million to 1.5 milliard guilders (1000)	14	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14	8	6	
	14.0	25.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14.0	25.0	8.8	
Over 1.5 milliard guilders (1800)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5	
Average (\$M Guilders)	284.6	394.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	284.6	394.8	231.9

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SCR. Q.4 Has your company made any foreign investments within the last 5 years?

REPORT 5

	TOTAL	COUNTRY							CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
		U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Yes	581	78	91	84	72	84	88	84	143	433	105	467	80	498	64	392	81	120	180	218
	82.5	78.0	87.5	84.0	72.0	84.0	88.0	84.0	91.7	79.7	94.6	80.0	92.0	81.2	83.1	84.1	82.7	72.3	84.9	87.6
No	120	20	13	16	27	16	12	16	13	107	5	115	7	112	12	73	17	45	32	30
	17.0	20.0	12.5	16.0	27.0	16.0	12.0	16.0	8.3	19.7	4.5	19.7	8.0	18.3	15.6	15.7	17.3	27.1	15.1	12.0
D.N.S.	3	2	-	-	1	-	-	-	-	3	1	2	-	3	1	1	-	1	-	1
	.4	2.0	-	-	1.0	-	-	-	-	.6	.9	.3	-	.5	1.3	.2	-	.6	-	.4



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SCR. Q.5 And is your company considering making any foreign investments within the next five years?

REPORT 6

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
Yes	618 87.8	91 91.0	97 93.3	91 91.0	81 81.0	85 85.0	84 84.0	89 89.0	148 94.9	465 85.6	108 97.3	502 86.0	80 92.0	535 87.3	61 79.2	421 90.3	83 84.7	145 87.3	181 85.4	225 90.4
No	75 10.7	6 6.0	7 6.7	9 9.0	16 16.0	12 12.0	15 15.0	10 10.0	5 3.2	70 12.9	2 1.8	72 12.3	6 6.9	68 11.1	15 19.5	40 8.6	14 14.3	18 10.8	27 12.7	22 8.8
D.N.S.	11 1.6	3 3.0	-	-	3 3.0	3 3.0	1 1.0	1 1.0	3 1.9	8 1.5	1 .9	10 1.7	1 1.1	10 1.6	1 1.3	5 1.1	1 1.0	3 1.8	4 1.9	2 .8



SCR. Q.5 And is your company considering making any foreign investments within the next five years?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Yes	618	237	91	46	45	97	46	51	91	32	58	81	27	52	85	35	50	84	25	57	89	26	63	
	87.8	89.8	91.0	92.0	90.0	93.3	97.9	89.5	91.0	94.1	89.2	81.0	81.8	81.3	85.0	89.7	82.0	84.0	86.2	82.6	89.0	81.3	92.6	
No	75	24	6	2	4	7	1	6	9	2	7	16	6	9	12	3	9	15	4	11	10	6	4	
	10.7	9.1	6.0	4.0	8.0	6.7	2.1	10.5	9.0	5.9	10.8	16.0	18.2	14.1	12.0	7.7	14.8	15.0	13.8	15.9	10.0	18.8	5.9	
D.N.S.	11	3	3	2	1	-	-	-	-	-	-	3	-	3	3	1	2	1	-	1	1	-	1	
	1.6	1.1	3.0	4.0	2.0	-	-	-	-	-	-	3.0	-	4.7	3.0	2.6	3.3	1.0	-	1.4	1.0	-	1.5	

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SCR. Q.6 In which of the following industry sectors does your company operate?

REPORT 7

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Aerospace	32	6	2	10	6	3	2	3	10	22	4	27	6	26	4	23	4	1	12	14
	4.5	6.0	1.9	10.0	6.0	3.0	2.0	3.0	6.4	4.1	3.6	4.6	6.9	4.2	5.2	4.9	4.1	.6	5.7	5.6
Automotive	57	10	13	7	7	9	-	11	11	46	6	50	7	50	3	39	12	14	14	21
	8.1	10.0	12.5	7.0	7.0	9.0	-	11.0	7.1	8.5	5.4	8.6	8.0	8.2	3.9	8.4	12.2	8.4	6.6	8.4
Biomedical	13	5	1	1	-	1	1	4	4	9	3	9	2	11	1	12	-	4	2	7
	1.8	5.0	1.0	1.0	-	1.0	1.0	4.0	2.6	1.7	2.7	1.5	2.3	1.8	1.3	2.6	-	2.4	.9	2.8
Chemicals	50	11	7	5	7	6	2	12	16	33	10	39	6	42	1	38	7	7	14	18
	7.1	11.0	6.7	5.0	7.0	6.0	2.0	12.0	10.3	6.1	9.0	6.7	6.9	6.9	1.3	8.2	7.1	4.2	6.6	7.2
Electronics	82	20	15	1	4	13	14	15	22	60	8	71	12	70	6	61	10	13	31	31
	11.6	20.0	14.4	1.0	4.0	13.0	14.0	15.0	14.1	11.0	7.2	12.2	13.8	11.4	7.8	13.1	10.2	7.8	14.6	12.4
Environment	57	7	6	6	-	17	9	12	15	42	8	49	7	50	5	39	7	17	14	24
	8.1	7.0	5.8	6.0	-	17.0	9.0	12.0	9.6	7.7	7.2	8.4	8.0	8.2	6.5	8.4	7.1	10.2	6.6	9.6
Financial	28	2	-	4	1	-	-	21	6	20	6	19	2	25	8	14	1	13	3	8
	4.0	2.0	-	4.0	1.0	-	-	21.0	3.8	3.7	5.4	3.3	2.3	4.1	10.4	3.0	1.0	7.8	1.4	3.2
Food	72	8	10	24	7	6	6	11	7	65	5	67	4	67	8	47	8	32	23	13
	10.2	8.0	9.6	24.0	7.0	6.0	6.0	11.0	4.5	12.0	4.5	11.5	4.6	10.9	10.4	10.1	8.2	19.3	10.8	5.2
Forest products	16	2	-	3	3	5	-	3	6	10	4	12	4	12	5	7	1	4	4	7
	2.3	2.0	-	3.0	3.0	5.0	-	3.0	3.8	1.8	3.6	2.1	4.6	2.0	6.5	1.5	1.0	2.4	1.9	2.8
Information technology	63	16	8	12	6	5	4	12	13	49	11	52	6	57	5	50	5	13	14	27
	8.9	16.0	7.7	12.0	6.0	5.0	4.0	12.0	8.3	9.0	9.9	8.9	6.9	9.3	6.5	10.7	5.1	7.8	6.6	10.8
Life sciences	50	3	7	4	16	11	7	2	12	38	8	41	11	39	3	37	8	8	16	20
	7.1	3.0	6.7	4.0	16.0	11.0	7.0	2.0	7.7	7.0	7.2	7.0	12.6	6.4	3.9	7.9	8.2	4.8	7.5	8.0
Machinery	133	15	7	4	21	35	28	23	30	103	27	106	21	111	16	85	19	20	47	59
	18.9	15.0	6.7	4.0	21.0	35.0	28.0	23.0	19.2	19.0	24.3	18.2	24.1	18.1	20.8	18.2	19.4	12.0	22.2	23.7

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SCR. Q.6 In which of the following industry sectors does your company operate?

REPORT 7 (continuation)

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Germany	France	Italy	Sweden	Switzerland	Netherlands	Yes	No	Yes	No	Yes	No	Canada	U.S.	Mexico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
Mining/ mineral development	17 2.4	6 6.0	- -	2 2.0	- -	4 4.0	1 1.0	4 4.0	4 2.6	13 2.4	6 5.4	11 1.9	3 3.4	14 2.3	4 5.2	9 1.9	2 2.0	2 1.2	3 1.4	10 4.0
Pharmaceuticals	27 3.8	5 5.0	9 8.7	1 1.0	1 1.0	- -	1 1.0	10 10.0	7 4.5	19 3.5	6 5.4	21 3.6	3 3.4	23 3.8	- -	23 4.9	2 2.0	3 1.8	6 2.8	12 4.8
Plastics	44 6.3	6 6.0	15 14.4	2 2.0	9 9.0	3 3.0	1 1.0	8 8.0	6 3.8	38 7.0	4 3.6	40 6.8	5 5.7	39 6.4	4 5.2	29 6.2	4 4.1	16 9.6	11 5.2	8 3.2
Telecommunications	12 1.7	4 4.0	- -	- -	- -	2 2.0	- -	6 6.0	5 3.2	7 1.3	1 .9	10 1.7	3 3.4	9 1.5	1 1.3	9 1.9	1 1.0	5 3.0	3 1.4	3 1.2
Other	171 24.3	26 26.0	6 5.8	16 16.0	11 11.0	21 21.0	46 46.0	45 45.0	26 16.7	142 26.2	26 23.4	144 24.7	12 13.8	156 25.4	23 29.9	98 21.0	24 24.5	49 29.5	57 26.9	49 19.7
D.N.S.	6 .9	- -	- -	1 1.0	3 3.0	- -	2 2.0	- -	1 .6	5 .9	1 .9	5 .9	1 1.1	5 .8	1 1.3	3 .6	2 2.0	1 .6	- -	2 .8

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68
	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
Aerospace	32	32	6	6	-	2	2	-	10	10	-	6	6	-	3	3	-	2	2	-	3	3	-
	4.5	12.1	6.0	12.0	-	1.9	4.3	-	10.0	29.4	-	6.0	18.2	-	3.0	7.7	-	2.0	6.9	-	3.0	9.4	-
Automotive	57	16	10	3	7	13	-	13	7	-	7	7	-	7	9	6	3	-	-	-	11	7	4
	8.1	6.1	10.0	6.0	14.0	12.5	-	22.8	7.0	-	10.8	7.0	-	10.9	9.0	15.4	4.9	-	-	-	11.0	21.9	5.9
Biomedical	13	13	5	5	-	1	1	-	1	1	-	-	-	-	1	1	-	1	1	-	4	4	-
	1.8	4.9	5.0	10.0	-	1.0	2.1	-	1.0	2.9	-	-	-	-	1.0	2.6	-	1.0	3.4	-	4.0	12.5	-
Chemicals	50	11	11	3	8	7	-	7	5	-	5	7	-	7	6	1	5	2	-	2	12	7	5
	7.1	4.2	11.0	6.0	16.0	6.7	-	12.3	5.0	-	7.7	7.0	-	10.9	6.0	2.6	8.2	2.0	-	2.9	12.0	21.9	7.4
Electronics	82	82	20	20	-	15	15	-	1	1	-	4	4	-	13	13	-	14	14	-	15	15	-
	11.6	31.1	20.0	40.0	-	14.4	31.9	-	1.0	2.9	-	4.0	12.1	-	13.0	33.3	-	14.0	48.3	-	15.0	46.9	-
Environment	57	57	7	7	-	6	6	-	6	6	-	-	-	-	17	17	-	9	9	-	12	12	-
	8.1	21.6	7.0	14.0	-	5.8	12.8	-	6.0	17.6	-	-	-	-	17.0	43.6	-	9.0	31.0	-	12.0	37.5	-
Financial	28	4	2	1	1	-	-	-	4	-	4	1	-	1	-	-	-	-	-	-	21	3	18
	4.0	1.5	2.0	2.0	2.0	-	-	-	4.0	-	6.2	1.0	-	1.6	-	-	-	-	-	-	21.0	9.4	26.5
Food	72	7	8	-	8	10	-	10	24	-	24	7	-	7	6	2	4	6	-	6	11	5	6
	10.2	2.7	8.0	-	16.0	9.6	-	17.5	24.0	-	36.9	7.0	-	10.9	6.0	5.1	6.6	6.0	-	8.7	11.0	15.6	8.8
Forest products	16	3	2	-	2	-	-	-	3	-	3	3	-	3	5	1	4	-	-	-	3	2	1
	2.3	1.1	2.0	-	4.0	-	-	-	3.0	-	4.6	3.0	-	4.7	5.0	2.6	6.6	-	-	-	3.0	6.3	1.5
Information technology	63	63	16	16	-	8	8	-	12	12	-	6	6	-	5	5	-	4	4	-	12	12	-
	8.9	23.9	16.0	32.0	-	7.7	17.0	-	12.0	35.3	-	6.0	18.2	-	5.0	12.8	-	4.0	13.8	-	12.0	37.5	-
Life sciences	50	50	3	3	-	7	7	-	4	4	-	16	16	-	11	11	-	7	7	-	2	2	-
	7.1	18.9	3.0	6.0	-	6.7	14.9	-	4.0	11.8	-	16.0	48.5	-	11.0	28.2	-	7.0	24.1	-	2.0	6.3	-
Machinery	133	37	15	7	8	7	-	7	4	-	4	21	-	21	35	11	24	28	6	22	23	13	10
	18.9	14.0	15.0	14.0	16.0	6.7	-	12.3	4.0	-	6.2	21.0	-	32.8	35.0	28.2	39.3	28.0	20.7	31.9	23.0	40.6	14.7
Mining/ mineral development	17	8	6	3	3	-	-	-	2	-	2	-	-	-	4	1	3	1	1	-	4	3	1
	2.4	3.0	6.0	6.0	6.0	-	-	-	2.0	-	3.1	-	-	-	4.0	2.6	4.9	1.0	3.4	-	4.0	9.4	1.5

SCR. Q.6 In which of the following industry sectors does your company operate?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Pharmaceuticals	27	27	5	5	-	9	9	-	1	1	-	1	1	-	-	-	-	1	1	-	10	10	-	
	3.8	10.2	5.0	10.0	-	8.7	19.1	-	1.0	2.9	-	1.0	3.0	-	-	-	-	1.0	3.4	-	10.0	31.3	-	
Plastics	44	8	6	1	5	15	-	15	2	-	2	9	-	9	3	-	3	1	-	1	8	7	1	
	6.3	3.0	6.0	2.0	10.0	14.4	-	26.3	2.0	-	3.1	9.0	-	14.1	3.0	-	4.9	1.0	-	1.4	8.0	21.9	1.5	
Telecommunications	12	12	4	4	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	6	6	-	
	1.7	4.5	4.0	8.0	-	-	-	-	-	-	-	-	-	-	2.0	5.1	-	-	-	-	6.0	18.8	-	
Other	171	27	26	9	17	6	-	6	16	-	16	11	-	11	21	-	21	46	6	40	45	12	33	
	24.3	10.2	26.0	18.0	34.0	5.8	-	10.5	16.0	-	24.6	11.0	-	17.2	21.0	-	34.4	46.0	20.7	58.0	45.0	37.5	48.5	
D.N.S.	6	-	-	-	-	-	-	-	1	-	-	3	-	-	-	-	-	2	-	-	-	-	-	
	.9	-	-	-	-	-	-	-	1.0	-	-	3.0	-	-	-	-	-	2.0	-	-	-	-	-	

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REPORT 8

S.1 Q.1a Which one of the following different regions would you consider to be the most attractive place for your company to invest at the present time?

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Western Europe	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	27.1	20.0	19.2	26.0	19.0	31.0	33.0	42.0	14.1	31.1	18.0	28.8	-	31.2	27.3	26.8	16.3	44.0	29.2	15.3
Eastern Europe	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	25.3	13.0	37.5	26.0	24.0	26.0	25.0	25.0	12.8	28.7	20.7	26.4	-	29.0	28.6	24.2	26.5	29.5	26.4	18.9
East Asia	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	28.8	41.0	26.0	31.0	27.0	30.0	27.0	20.0	34.0	27.4	35.1	27.6	-	33.1	29.9	27.3	41.8	18.7	28.3	38.6
North America (includes Canada, U.S., and Mexico)	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	12.4	18.0	10.6	8.0	18.0	12.0	14.0	6.0	34.6	6.1	20.7	10.8	100.0	-	9.1	15.7	5.1	1.8	10.4	21.3
Latin America	41	7	7	9	12	1	1	4	7	34	4	36	-	41	4	26	10	8	12	13
	5.8	7.0	6.7	9.0	12.0	1.0	1.0	4.0	4.5	6.3	3.6	6.2	-	6.7	5.2	5.6	10.2	4.8	5.7	5.2
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	4	1	-	-	-	-	-	3	-	2	2	2	-	-	-	2	-	2	-	2
	.6	1.0	-	-	-	-	-	3.0	-	.4	1.8	.3	-	-	-	.4	-	1.2	-	.8

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REPORT 8 (continuation)

S.1 Q.1a Which one of the following different regions would you consider to be the most attractive place for your company to invest at the present time?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Western Europe	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29	
	27.1	28.4	20.0	20.0	20.0	19.2	27.7	12.3	26.0	26.5	26.2	19.0	30.3	14.1	31.0	30.8	31.1	33.0	27.6	36.2	42.0	40.6	42.6	
Eastern Europe	178	53	13	5	8	39	15	24	26	7	19	24	5	19	26	9	17	25	5	20	25	7	18	
	25.3	20.1	13.0	10.0	16.0	37.5	31.9	42.1	26.0	20.6	29.2	24.0	15.2	29.7	26.0	23.1	27.9	25.0	17.2	29.0	25.0	21.9	26.5	
East Asia	203	84	41	24	17	27	13	14	31	13	18	27	10	17	30	12	18	27	5	20	20	7	13	
	28.8	31.8	41.0	48.0	34.0	26.0	27.7	24.6	31.0	38.2	27.7	27.0	30.3	26.6	30.0	30.8	29.5	27.0	17.2	29.0	20.0	21.9	19.1	
North America (includes Canada, U.S., and Mexico)	87	40	18	10	8	11	4	7	8	4	4	18	4	13	12	6	6	14	10	4	6	2	4	
	12.4	15.2	18.0	20.0	16.0	10.6	8.5	12.3	8.0	11.8	6.2	18.0	12.1	20.3	12.0	15.4	9.8	14.0	34.5	5.8	6.0	6.3	5.9	
Latin America	41	11	7	1	6	7	2	5	9	1	7	12	4	6	1	-	1	1	1	-	4	2	2	
	5.8	4.2	7.0	2.0	12.0	6.7	4.3	8.8	9.0	2.9	10.8	12.0	12.1	9.4	1.0	-	1.6	1.0	3.4	-	4.0	6.3	2.9	
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
D.N.S.	4	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	1	2	
	.6	.4	1.0	-	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.1	2.9	

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REPORT 9

S.1 Q.1b Which region do you consider to be the second most attractive place for your company to invest at the present time?

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
Western Europe	129 18.3	17 17.0	20 19.2	19 19.0	17 17.0	21 21.0	21 21.0	14 14.0	30 19.2	99 18.2	25 22.5	104 17.8	28 32.2	100 16.3	18 23.4	84 18.0	17 17.3	31 18.7	35 16.5	46 18.5
Eastern Europe	151 21.4	22 22.0	21 20.2	20 20.0	23 23.0	16 16.0	21 21.0	28 28.0	21 13.5	130 23.9	14 12.6	133 22.8	6 6.9	145 23.7	16 20.8	93 20.0	25 25.5	55 33.1	46 21.7	31 12.4
East Asia	161 22.9	27 27.0	24 23.1	25 25.0	20 20.0	19 19.0	27 27.0	19 19.0	41 26.3	119 21.9	25 22.5	134 22.9	41 47.1	120 19.6	14 18.2	113 24.2	24 24.5	27 16.3	52 24.5	64 25.7
North America (includes Canada, U.S., and Mexico)	121 17.2	19 19.0	18 17.3	15 15.0	19 19.0	15 15.0	20 20.0	15 15.0	33 21.2	87 16.0	22 19.8	96 16.4	1 1.1	120 19.6	13 16.9	98 21.0	10 10.2	17 10.2	42 19.8	52 20.9
Latin America	96 13.6	8 8.0	17 16.3	20 20.0	21 21.0	7 7.0	10 10.0	13 13.0	26 16.7	69 12.7	21 18.9	75 12.8	8 9.2	88 14.4	14 18.2	55 11.8	20 20.4	17 10.2	25 11.8	44 17.7
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	46 6.5	7 7.0	4 3.8	1 1.0	-	22 22.0	1 1.0	11 11.0	5 3.2	39 7.2	4 3.6	42 7.2	3 3.4	40 6.5	2 2.6	23 4.9	2 2.0	19 11.4	12 5.7	12 4.8



S.1 Q.1b Which region do you consider to be the second most attractive place for your company to invest at the present time?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Western Europe	129	44	17	9	8	20	9	11	19	5	14	17	3	12	21	7	14	21	6	14	14	5	9	
	18.3	16.7	17.0	18.0	16.0	19.2	19.1	19.3	19.0	14.7	21.5	17.0	9.1	18.8	21.0	17.9	23.0	21.0	20.7	20.3	14.0	15.6	13.2	
Eastern Europe	151	63	22	13	9	21	11	10	20	3	17	23	9	13	16	8	8	21	5	15	28	14	14	
	21.4	23.9	22.0	26.0	18.0	20.2	23.4	17.5	20.0	8.8	26.2	23.0	27.3	20.3	16.0	20.5	13.1	21.0	17.2	21.7	28.0	43.8	20.6	
East Asia	161	56	27	10	17	24	10	14	25	11	13	20	4	16	19	7	12	27	8	19	19	6	13	
	22.9	21.2	27.0	20.0	34.0	23.1	21.3	24.6	25.0	32.4	20.0	20.0	12.1	25.0	19.0	17.9	19.7	27.0	27.6	27.5	19.0	18.8	19.1	
North America (includes Canada, U.S., and Mexico)	121	54	19	11	8	18	8	10	15	8	7	19	10	9	15	7	8	20	6	14	15	4	11	
	17.2	20.5	19.0	22.0	16.0	17.3	17.0	17.5	15.0	23.5	10.8	19.0	30.3	14.1	15.0	17.9	13.1	20.0	20.7	20.3	15.0	12.5	16.2	
Latin America	96	34	8	4	4	17	7	10	20	7	13	21	7	14	7	3	4	10	3	7	13	3	10	
	13.6	12.9	8.0	8.0	8.0	16.3	14.9	17.5	20.0	20.6	20.0	21.0	21.2	21.9	7.0	7.7	6.6	10.0	10.3	10.1	13.0	9.4	14.7	
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
D.N.S.	46	13	7	3	4	4	2	2	1	-	1	-	-	-	22	7	15	1	1	-	11	-	11	
	6.5	4.9	7.0	6.0	8.0	3.8	4.3	3.5	1.0	-	1.5	-	-	-	22.0	17.9	24.6	1.0	3.4	-	11.0	-	16.2	

S.1 Q.1c And which is the third most attractive region?

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
Western Europe	95 13.5	15 15.0	17 16.3	16 16.0	10 10.0	8 8.0	19 19.0	10 10.0	23 14.7	71 13.1	15 13.5	77 13.2	24 27.6	71 11.6	7 9.1	70 15.0	15 15.3	14 8.4	31 14.6	39 15.7
Eastern Europe	107 15.2	25 25.0	17 16.3	15 15.0	18 18.0	5 5.0	10 10.0	17 17.0	39 25.0	68 12.5	20 18.0	87 14.9	23 26.4	84 13.7	12 15.6	67 14.4	21 21.4	17 10.2	32 15.1	43 17.3
East Asia	137 19.5	15 15.0	24 23.1	18 18.0	30 30.0	11 11.0	20 20.0	19 19.0	34 21.8	102 18.8	23 20.7	111 19.0	24 27.6	112 18.3	18 23.4	90 19.3	19 19.4	38 22.9	40 18.9	43 17.3
North America (includes Canada, U.S., and Mexico)	131 18.6	12 12.0	18 17.3	26 26.0	16 16.0	14 14.0	34 34.0	11 11.0	28 17.9	103 19.0	33 29.7	98 16.8	- -	131 21.4	19 24.7	100 21.5	11 11.2	27 16.3	38 17.9	51 20.5
Latin America	82 11.6	9 9.0	13 12.5	22 22.0	22 22.0	2 2.0	8 8.0	6 6.0	14 9.0	67 12.3	12 10.8	67 11.5	8 9.2	74 12.1	3 3.9	56 12.0	21 21.4	10 6.0	25 11.8	37 14.9
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	152 21.6	24 24.0	15 14.4	3 3.0	4 4.0	60 60.0	9 9.0	37 37.0	18 11.5	132 24.3	8 7.2	144 24.7	8 9.2	141 23.0	18 23.4	83 17.8	11 11.2	60 36.1	46 21.7	36 14.5

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Western Europe	95	46	15	12	3	17	9	8	16	6	10	10	3	7	8	6	2	19	6	13	10	4	6	
	13.5	17.4	15.0	24.0	6.0	16.3	19.1	14.0	16.0	17.6	15.4	10.0	9.1	10.9	8.0	15.4	3.3	19.0	20.7	18.8	10.0	12.5	8.8	
Eastern Europe	107	42	25	11	14	17	9	8	15	5	9	18	9	7	5	1	4	10	3	6	17	4	13	
	15.2	15.9	25.0	22.0	28.0	16.3	19.1	14.0	15.0	14.7	13.8	18.0	27.3	10.9	5.0	2.6	6.6	10.0	10.3	8.7	17.0	12.5	19.1	
East Asia	137	54	15	9	6	24	8	16	18	6	12	30	13	17	11	4	7	20	8	12	19	6	13	
	19.5	20.5	15.0	18.0	12.0	23.1	17.0	28.1	18.0	17.6	18.5	30.0	39.4	26.6	11.0	10.3	11.5	20.0	27.6	17.4	19.0	18.8	19.1	
North America (includes Canada, U.S., and Mexico)	131	48	12	6	6	18	12	6	26	8	18	16	4	11	14	7	7	34	5	29	11	6	5	
	18.6	18.2	12.0	12.0	12.0	17.3	25.5	10.5	26.0	23.5	27.7	16.0	12.1	17.2	14.0	17.9	11.5	34.0	17.2	42.0	11.0	18.8	7.4	
Latin America	82	26	9	3	6	13	5	8	22	9	13	22	3	19	2	-	2	8	3	4	6	3	3	
	11.6	9.8	9.0	6.0	12.0	12.5	10.6	14.0	22.0	26.5	20.0	22.0	9.1	29.7	2.0	-	3.3	8.0	10.3	5.8	6.0	9.4	4.4	
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
D.N.S.	152	48	24	9	15	15	4	11	3	-	3	4	1	3	60	21	39	9	4	5	37	9	28	
	21.6	18.2	24.0	18.0	30.0	14.4	8.5	19.3	3.0	-	4.6	4.0	3.0	4.7	60.0	53.8	63.9	9.0	13.8	7.2	37.0	28.1	41.2	

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REPORT 11

S.1 Q.1a-c Which regions do you consider to be the most attractive place for your company to invest at the present time?

--- Summary of all mentions

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
Western Europe	411 58.4	51 51.0	57 54.8	61 61.0	46 46.0	60 60.0	71 71.0	65 65.0	74 47.4	336 61.9	60 54.1	345 59.1	52 59.8	358 58.4	46 59.7	277 59.4	48 49.0	116 69.9	126 59.4	123 49.4
Eastern Europe	432 61.4	59 59.0	77 74.0	61 61.0	64 64.0	47 47.0	56 56.0	68 68.0	79 50.6	351 64.6	57 51.4	370 63.4	29 33.3	403 65.7	50 64.9	271 58.2	72 73.5	118 71.1	134 63.2	121 48.6
East Asia	493 70.0	81 81.0	75 72.1	74 74.0	75 75.0	60 60.0	73 73.0	55 55.0	126 80.8	364 67.0	85 76.6	400 68.5	65 74.7	427 69.7	53 68.8	327 70.2	82 83.7	93 56.0	151 71.2	200 80.3
North America (includes Canada, U.S., and Mexico)	338 48.0	49 49.0	47 45.2	49 49.0	52 52.0	41 41.0	68 68.0	32 32.0	115 73.7	222 40.9	78 70.3	256 43.8	87 100.0	251 40.9	39 50.6	270 57.9	26 26.5	47 28.3	101 47.6	156 62.7
Latin America	219 31.1	24 24.0	37 35.6	51 51.0	55 55.0	10 10.0	19 19.0	23 23.0	47 30.1	170 31.3	37 33.3	178 30.5	16 18.4	203 33.1	21 27.3	137 29.4	51 52.0	35 21.1	62 29.2	94 37.8
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	3 .4	1 1.0	-	-	-	-	-	2 2.0	-	1 .2	2 1.8	1 .2	-	-	-	1 .2	-	1 .6	-	2 .8

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REPORT 11 (continuation)

S.1 Q.1a-c Which regions do you consider to be the most attractive place for your company to invest at the present time?

--- Summary of all mentions

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Western Europe	411	165	51	31	20	57	31	26	61	20	41	46	16	28	60	25	35	71	20	50	65	22	43	
	58.4	62.5	51.0	62.0	40.0	54.8	66.0	45.6	61.0	58.8	63.1	46.0	48.5	43.8	60.0	64.1	57.4	71.0	69.0	72.5	65.0	68.8	63.2	
Eastern Europe	432	156	59	28	31	77	35	42	61	15	45	64	23	38	47	18	29	56	13	41	68	24	44	
	61.4	59.1	59.0	56.0	62.0	74.0	74.5	73.7	61.0	44.1	69.2	64.0	69.7	59.4	47.0	46.2	47.5	56.0	44.8	59.4	68.0	75.0	64.7	
East Asia	493	192	81	42	39	75	31	44	74	30	43	75	27	48	60	23	37	73	21	50	55	18	37	
	70.0	72.7	81.0	84.0	78.0	72.1	66.0	77.2	74.0	88.2	66.2	75.0	81.8	75.0	60.0	59.0	60.7	73.0	72.4	72.5	55.0	56.3	54.4	
North America (includes Canada, U.S., and Mexico)	338	142	49	27	22	47	24	23	49	20	29	52	18	32	41	20	21	68	21	47	32	12	20	
	48.0	53.8	49.0	54.0	44.0	45.2	51.1	40.4	49.0	58.8	44.6	52.0	54.5	50.0	41.0	51.3	34.4	68.0	72.4	68.1	32.0	37.5	29.4	
Latin America	219	71	24	8	16	37	14	23	51	17	33	55	14	39	10	3	7	19	7	11	23	8	15	
	31.1	26.9	24.0	16.0	32.0	35.6	29.8	40.4	51.0	50.0	50.8	55.0	42.4	60.9	10.0	7.7	11.5	19.0	24.1	15.9	23.0	25.0	22.1	
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
O.N.S.	3	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	
	.4	-	1.0	-	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	

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REPORT 12

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

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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: Politics	23	5	2	8	1	1	4	2	4	19	2	19	4	19	4	12	6	4	11	7
	3.3	5.1	1.9	8.0	1.0	1.0	4.0	2.1	2.6	3.5	1.8	3.3	4.6	3.1	5.2	2.6	6.1	2.4	5.2	2.8
Currency stability	4	2	-	1	-	-	-	1	1	3	-	2	1	3	-	3	1	-	2	1
	.6	2.0	-	1.0	-	-	-	1.0	.6	.6	-	.3	1.1	.5	-	.6	1.0	-	.9	.4
Political situation	2	2	-	-	-	-	-	-	1	1	-	2	1	1	-	2	-	-	-	2
	.3	2.0	-	-	-	-	-	-	.6	.2	-	.3	1.1	.2	-	.4	-	-	-	.8
Government attitude towards business	8	-	2	5	-	-	-	1	1	7	1	7	1	7	2	3	2	3	4	1
	1.1	-	1.9	5.0	-	-	-	1.0	.6	1.3	.9	1.2	1.1	1.1	2.6	.6	2.0	1.8	1.9	.4
Same language	3	-	-	1	-	-	2	-	1	2	-	3	-	3	-	3	-	-	3	-
	.4	-	-	1.0	-	-	2.0	-	.6	.4	-	.5	-	.5	-	.6	-	-	1.4	-
Similarity to own country	6	1	-	1	1	1	2	-	-	6	1	5	1	5	2	1	3	1	2	3
	.9	1.0	-	1.0	1.0	1.0	2.0	-	-	1.1	.9	.9	1.1	.8	2.6	.2	3.1	.6	.9	1.2
NET: Costs	59	8	19	2	11	2	7	10	10	49	4	55	3	56	4	32	18	18	14	22
	8.4	8.1	18.3	2.0	11.0	2.0	7.0	10.3	6.4	9.1	3.7	9.5	3.4	9.1	5.2	6.9	18.4	11.0	6.6	8.9
Labour costs	54	7	19	2	11	1	5	9	9	45	4	50	2	52	4	30	16	17	13	19
	7.7	7.1	18.3	2.0	11.0	1.0	5.0	9.3	5.8	8.3	3.7	8.6	2.3	8.5	5.2	6.5	16.3	10.4	6.1	7.7
Costs of plant construction	2	1	-	-	-	1	-	-	1	1	-	2	1	1	-	2	-	-	1	1
	.3	1.0	-	-	-	1.0	-	-	.6	.2	-	.3	1.1	.2	-	.4	-	-	.5	.4
Costs (general mention)	3	-	-	-	-	-	2	1	-	3	-	3	-	3	-	-	2	1	-	2
	.4	-	-	-	-	-	2.0	1.0	-	.6	-	.5	-	.5	-	-	2.0	.6	-	.8

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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

	COUNTRY								CURRENTLY CONSIDER INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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: Risk	2	-	-	-	-	-	-	2	1	1	-	2	1	1	-	2	-	-	1	1
	.3	-	-	-	-	-	-	2.1	.6	.2	-	.3	1.1	.2	-	.4	-	-	.5	.4
Not part of the EU/ different from our market	2	-	-	-	-	-	-	2	1	1	-	2	1	1	-	2	-	-	1	1
	.3	-	-	-	-	-	-	2.1	.6	.2	-	.3	1.1	.2	-	.4	-	-	.5	.4
NET: Corporate desire to invest	5	-	1	-	-	-	2	2	1	4	1	4	-	5	-	5	-	-	2	3
	.7	-	1.0	-	-	-	2.0	2.1	.6	.7	.9	.7	-	.8	-	1.1	-	-	.9	1.2
Want to expand	2	-	-	-	-	-	2	-	-	2	-	2	-	2	-	2	-	-	1	1
	.3	-	-	-	-	-	2.0	-	-	.4	-	.3	-	.3	-	.4	-	-	.5	.4
Prefer to invest elsewhere	3	-	1	-	-	-	-	2	1	2	1	2	-	3	-	3	-	-	1	2
	.4	-	1.0	-	-	-	-	2.1	.6	.4	.9	.3	-	.5	-	.6	-	-	.5	.8
NET: Need for information	4	3	-	1	-	-	-	-	1	3	-	4	-	4	-	3	-	-	-	3
	.6	3.0	-	1.0	-	-	-	-	.6	.6	-	.7	-	.7	-	.6	-	-	-	1.2
Market is new/ young	3	2	-	1	-	-	-	-	1	2	-	3	-	3	-	3	-	-	-	3
	.4	2.0	-	1.0	-	-	-	-	.6	.4	-	.5	-	.5	-	.6	-	-	-	1.2
Do not know enough about the country	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-
	.1	1.0	-	-	-	-	-	-	-	.2	-	.2	-	.2	-	-	-	-	-	-
NET: Market growth	336	41	54	54	59	66	32	30	90	244	57	273	44	292	34	230	51	66	101	132
	48.0	41.4	51.9	54.0	59.0	66.0	32.0	30.9	57.7	45.1	52.3	46.9	50.6	47.6	44.2	49.6	52.0	40.2	47.6	53.4
Growth of market	335	41	53	54	59	66	32	30	90	243	57	272	44	291	34	229	51	65	101	132
	47.9	41.4	51.0	54.0	59.0	66.0	32.0	30.9	57.7	44.9	52.3	46.7	50.6	47.5	44.2	49.4	52.0	39.6	47.6	53.4

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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

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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
Quality of life	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-
	.1	-	1.0	-	-	-	-	-	-	.2	-	.2	-	.2	-	.2	-	.6	-	-
NET: Technology	18	1	1	-	8	1	3	4	6	12	2	16	4	14	5	13	-	4	2	9
	2.6	1.0	1.0	-	8.0	1.0	3.0	4.1	3.8	2.2	1.8	2.7	4.6	2.3	6.5	2.8	-	2.4	.9	3.6
Telecommunications	1	-	-	-	-	-	-	1	1	-	-	1	1	-	1	-	-	1	-	-
	.1	-	-	-	-	-	-	1.0	.6	-	-	.2	1.1	-	1.3	-	-	.6	-	-
Level of technology	17	1	1	-	8	1	3	3	5	12	2	15	3	14	4	13	-	3	2	9
	2.4	1.0	1.0	-	8.0	1.0	3.0	3.1	3.2	2.2	1.8	2.6	3.4	2.3	5.2	2.8	-	1.8	.9	3.6
NET: Location	141	19	22	19	10	23	16	32	22	119	16	124	9	132	16	95	8	48	48	30
	20.1	19.2	21.2	19.0	10.0	23.0	16.0	33.0	14.1	22.0	14.7	21.3	10.3	21.5	20.8	20.5	8.2	29.3	22.6	12.1
Proximity to markets	126	18	20	19	8	23	12	26	20	106	15	110	9	117	15	87	6	41	43	29
	18.0	18.2	19.2	19.0	8.0	23.0	12.0	26.8	12.8	19.6	13.8	18.9	10.3	19.1	19.5	18.8	6.1	25.0	20.3	11.7
Transportation	11	1	2	-	1	-	3	4	2	9	1	10	-	11	1	5	2	5	4	1
	1.6	1.0	1.9	-	1.0	-	3.0	4.1	1.3	1.7	.9	1.7	-	1.8	1.3	1.1	2.0	3.0	1.9	.4
Cost of transportation	2	-	-	-	1	-	1	-	-	2	-	2	-	2	-	2	-	-	1	-
	.3	-	-	-	1.0	-	1.0	-	-	.4	-	.3	-	.3	-	.4	-	-	.5	-
Location (general mention)	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	1	-	2	-	-
	.3	-	-	-	-	-	-	2.1	-	.4	-	.3	-	.3	-	.2	-	1.2	-	-
NET: Local Economic Conditions	2	-	-	1	-	1	-	-	1	1	-	2	1	1	-	2	-	-	2	-
	.3	-	-	1.0	-	1.0	-	-	.6	.2	-	.3	1.1	.2	-	.4	-	-	.9	-



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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

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700 100.0	99 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	97 100.0	156 100.0	541 100.0	109 100.0	582 100.0	87 100.0	613 100.0	77 100.0	464 100.0	98 100.0	164 100.0	212 100.0	247 100.0
Cost of capital/ interest	2 .3	- -	- -	1 1.0	- -	1 1.0	- -	- -	1 .6	1 .2	- -	2 .3	1 1.1	1 .2	- -	2 .4	- -	- -	2 .9	- -
NET: Competition	21 3.0	7 7.1	- -	1 1.0	- -	2 2.0	9 9.0	2 2.1	4 2.6	17 3.1	7 6.4	14 2.4	4 4.6	17 2.8	2 2.6	14 3.0	3 3.1	7 4.3	6 2.8	7 2.8
Competition/ competitors	2 .3	2 2.0	- -	- -	- -	- -	- -	- -	- -	2 .4	2 1.8	- -	- -	2 .3	- -	1 .2	- -	- -	1 .5	1 .4
Our business is not suited for that market	1 .1	- -	- -	1 1.0	- -	- -	- -	- -	- -	1 .2	- -	1 .2	- -	1 .2	- -	- -	1 1.0	1 .6	- -	- -
Timing/ waiting for the right opportunity	2 .3	- -	- -	- -	- -	- -	2 2.1	- -	2 .4	- -	2 -	2 .3	- -	2 .3	- -	1 .2	- -	2 1.2	- -	- -
Demand for our products/ services/ ability to sell products	16 2.3	5 5.1	- -	- -	- -	2 2.0	9 9.0	- -	4 2.6	12 2.2	5 4.6	11 1.9	4 4.6	12 2.0	2 2.6	12 2.6	2 2.0	4 2.4	5 2.4	6 2.4
NET: Resources	19 2.7	2 2.0	2 1.9	4 4.0	5 5.0	- -	4 4.0	2 2.1	3 1.9	16 3.0	5 4.6	14 2.4	1 1.1	18 2.9	3 3.9	11 2.4	4 4.1	1 .6	5 2.4	11 4.5
Labour force skills	4 .6	2 2.0	1 1.0	1 1.0	- -	- -	- -	- -	- -	4 .7	- -	4 .7	- -	4 .7	1 1.3	2 .4	1 1.0	- -	- -	4 1.6
Availability of natural resources	14 2.0	- -	1 1.0	2 2.0	5 5.0	- -	4 4.0	2 2.1	3 1.9	11 2.0	4 3.7	10 1.7	1 1.1	13 2.1	2 2.6	8 1.7	3 3.1	1 .6	4 1.9	7 2.8

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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

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700	99	104	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247	
	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	
Availability of facilities	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-
	.1	-	-	1.0	-	-	-	-	-	.2	.9	-	-	.2	-	.2	-	-	.5	-
Other	66	13	3	8	6	4	21	11	13	52	12	54	16	50	8	42	8	15	20	20
	9.4	13.1	2.9	8.0	6.0	4.0	21.0	11.3	8.3	9.6	11.0	9.3	18.4	8.2	10.4	9.1	8.2	9.1	9.4	8.1
D.N.S.	4	-	-	2	-	-	2	-	-	4	3	1	-	4	1	3	-	1	-	2
	.6	-	-	2.0	-	-	2.0	-	-	.7	2.8	.2	-	.7	1.3	.6	-	.6	-	.8

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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.	Tech 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	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
NET: Politics	23	12	5	4	1	2	2	-	8	1	7	1	1	-	1	1	-	4	2	2	2	1	1
	3.3	4.6	5.1	8.0	2.0	1.9	4.3	-	8.0	2.9	10.8	1.0	3.0	-	1.0	2.6	-	4.0	6.9	2.9	2.1	3.2	1.5
Currency stability	4	4	2	2	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-
	.6	1.5	2.0	4.0	-	-	-	-	1.0	2.9	-	-	-	-	-	-	-	-	-	-	1.0	3.2	-
Political situation	2	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.3	.4	2.0	2.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government attitude towards business	8	2	-	-	-	2	2	-	5	-	5	-	-	-	-	-	-	-	-	-	1	-	1
	1.1	.8	-	-	-	1.9	4.3	-	5.0	-	7.7	-	-	-	-	-	-	-	-	-	1.0	-	1.5
Same language	3	2	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	2	2	-	-	-	-
	.4	.8	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	2.0	6.9	-	-	-	-
Similarity to own country	6	3	1	1	-	-	-	-	1	-	1	1	1	-	1	1	-	2	-	2	-	-	-
	.9	1.1	1.0	2.0	-	-	-	-	1.0	-	1.5	1.0	3.0	-	1.0	2.6	-	2.0	-	2.9	-	-	-
NET: Costs	59	21	8	5	3	19	8	11	2	1	1	11	2	8	2	2	-	7	-	6	10	3	7
	8.4	8.0	8.1	10.0	6.1	18.3	17.0	19.3	2.0	2.9	1.5	11.0	6.1	12.5	2.0	5.1	-	7.0	-	8.7	10.3	9.7	10.6
Labour costs	54	19	7	5	2	19	8	11	2	1	1	11	2	8	1	1	-	5	-	5	9	2	7
	7.7	7.2	7.1	10.0	4.1	18.3	17.0	19.3	2.0	2.9	1.5	11.0	6.1	12.5	1.0	2.6	-	5.0	-	7.2	9.3	6.5	10.6
Costs of plant construction	2	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-
	.3	.4	1.0	-	2.0	-	-	-	-	-	-	-	-	-	-	1.0	2.6	-	-	-	-	-	-
Costs (general mention)	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	1	1	1	-
	.4	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	1.4	1.0	3.2	-
NET: Risk	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.2	1.5

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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
Not part of the EU/ different from our market	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.2	1.5
NET: Corporate desire to invest	5	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-	2	2	1	1
	.7	.8	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	2.1	3.2	1.5
Want to expand	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-
	.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	-	-	-
Prefer to invest elsewhere	3	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1
	.4	.8	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.2	1.5
NET: Need for information	4	2	3	2	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	.6	.8	3.0	4.0	2.0	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Market is new/ young	3	1	2	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	.4	.4	2.0	2.0	2.0	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Do not know enough about the country	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	.4	1.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	336	133	41	23	18	54	22	32	54	21	32	59	20	38	66	25	41	32	13	19	30	9	21
	48.0	50.6	41.4	46.0	36.7	51.9	46.8	56.1	54.0	61.8	49.2	59.0	60.6	59.4	66.0	64.1	67.2	32.0	44.8	27.5	30.9	29.0	31.8
Growth of market	335	133	41	23	18	53	22	31	54	21	32	59	20	38	66	25	41	32	13	19	30	9	21
	47.9	50.6	41.4	46.0	36.7	51.0	46.8	54.4	54.0	61.8	49.2	59.0	60.6	59.4	66.0	64.1	67.2	32.0	44.8	27.5	30.9	29.0	31.8
Quality of life	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Technology	18	9	1	1	-	1	1	-	-	-	-	8	4	4	1	-	1	3	-	3	4	3	1
	2.6	3.4	1.0	2.0	-	1.0	2.1	-	-	-	-	8.0	12.1	6.3	1.0	-	1.6	3.0	-	4.3	4.1	9.7	1.5



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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	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Timing/ waiting for the right opportunity	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.2	1.5	
Demand for our products/ services/ ability to sell products	2.3	2.7	5.1	6.0	4.1	-	-	-	-	-	-	-	-	-	2.0	5.1	-	9.0	6.9	10.1	-	-	-	
NET: Resources	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	.6	.4	2.0	-	4.1	1.0	2.1	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Availability of natural resources	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	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Other	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.	.6	.4	-	-	-	-	-	-	2.0	2.9	1.5	-	-	-	-	-	-	2.0	-	2.9	-	-	-	

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

	COUNTRY							CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700 100.0	99 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	97 100.0	156 100.0	541 100.0	109 100.0	582 100.0	87 100.0	613 100.0	77 100.0	464 100.0	98 100.0	164 100.0	212 100.0	247 100.0
NET: Politics	104 14.9	19 19.2	28 26.9	26 26.0	7 7.0	9 9.0	11 11.0	4 4.1	26 16.7	78 14.4	25 22.9	77 13.2	10 11.5	94 15.3	12 15.6	71 15.3	11 11.2	24 14.6	27 12.7	42 17.0
Currency stability	16 2.3	1 1.0	9 8.7	2 2.0	1 1.0	-	1 1.0	2 2.1	6 3.8	10 1.8	3 2.8	13 2.2	3 3.4	13 2.1	-	12 2.6	2 2.0	5 3.0	3 1.4	6 2.4
Inflation	5 .7	1 1.0	2 1.9	1 1.0	1 1.0	-	-	-	1 .6	4 .7	2 1.8	3 .5	-	5 .8	-	4 .9	-	-	2 .9	2 .8
Political situation	22 3.1	4 4.0	9 8.7	6 6.0	2 2.0	1 1.0	-	-	5 3.2	17 3.1	7 6.4	15 2.6	3 3.4	19 3.1	1 1.3	16 3.4	5 5.1	2 1.2	7 3.3	8 3.2
Government attitude towards business	38 5.4	10 10.1	12 11.5	10 10.0	2 2.0	2 2.0	2 2.0	-	10 6.4	28 5.2	11 10.1	26 4.5	2 2.3	36 5.9	8 10.4	24 5.2	3 3.1	8 4.9	6 2.8	20 8.1
Same language	19 2.7	3 3.0	3 2.9	3 3.0	-	3 3.0	6 6.0	1 1.0	5 3.2	14 2.6	2 1.8	17 2.9	3 3.4	16 2.6	2 2.6	15 3.2	1 1.0	2 1.2	6 2.8	9 3.6
Similarity to own country	30 4.3	4 4.0	7 6.7	10 10.0	1 1.0	4 4.0	3 3.0	1 1.0	2 1.3	28 5.2	3 2.8	26 4.5	1 1.1	29 4.7	3 3.9	22 4.7	2 2.0	11 6.7	9 4.2	9 3.6
NET: Costs	111 15.9	16 16.2	44 42.3	10 10.0	19 19.0	5 5.0	10 10.0	7 7.2	23 14.7	87 16.1	15 13.8	95 16.3	8 9.2	103 16.8	10 13.0	69 14.9	27 27.6	17 10.4	35 16.5	44 17.8
Labour costs	84 12.0	12 12.1	34 32.7	6 6.0	16 16.0	5 5.0	7 7.0	4 4.1	16 10.3	67 12.4	13 11.9	70 12.0	6 6.9	78 12.7	9 11.7	52 11.2	19 19.4	8 4.9	28 13.2	36 14.6
Costs of plant construction	19 2.7	3 3.0	7 6.7	4 4.0	2 2.0	2 2.0	1 1.0	-	4 2.6	15 2.8	1 .9	17 2.9	-	19 3.1	2 2.6	11 2.4	5 5.1	3 1.8	8 3.8	5 2.0
Energy costs	11 1.6	-	9 8.7	-	1 1.0	-	1 1.0	-	3 1.9	8 1.5	-	11 1.9	1 1.1	10 1.6	-	5 1.1	5 5.1	3 1.8	2 .9	5 2.0

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 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

REPORT 13 (continuation)

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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
Costs (general mention)	12	2	4	1	-	-	2	3	2	10	1	11	1	11	-	9	2	6	2	3
	1.7	2.0	3.8	1.0	-	-	2.0	3.1	1.3	1.8	.9	1.9	1.1	1.8	-	1.9	2.0	3.7	.9	1.2
NET: Risk	5	-	2	-	-	2	-	1	1	4	1	4	1	4	-	5	-	2	1	1
	.7	-	1.9	-	-	2.0	-	1.0	.6	.7	.9	.7	1.1	.7	-	1.1	-	1.2	.5	.4
Not part of the EU/ different from our market	5	-	2	-	-	2	-	1	1	4	1	4	1	4	-	5	-	2	1	1
	.7	-	1.9	-	-	2.0	-	1.0	.6	.7	.9	.7	1.1	.7	-	1.1	-	1.2	.5	.4
Risk level	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	.1	-	-	-	-	1.0	-	-	.6	-	.9	-	1.1	-	-	.2	-	-	-	.4
NET: Corporate desire to invest	6	-	2	-	-	-	-	4	1	5	1	5	1	5	-	2	2	1	4	1
	.9	-	1.9	-	-	-	-	4.1	.6	.9	.9	.9	1.1	.8	-	.4	2.0	.6	1.9	.4
Want to expand	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.1	-	1.0	-	-	-	-	-	.6	-	.9	-	-	.2	-	.2	-	-	.5	-
Prefer to invest elsewhere	5	-	1	-	-	-	-	4	-	5	-	5	1	4	-	1	2	1	3	1
	.7	-	1.0	-	-	-	-	4.1	-	.9	-	.9	1.1	.7	-	.2	2.0	.6	1.4	.4
NET: Need for information	4	1	-	1	-	-	1	1	-	4	2	2	1	3	-	3	-	-	2	2
	.6	1.0	-	1.0	-	-	1.0	1.0	-	.7	1.8	.3	1.1	.5	-	.6	-	-	.9	.8
Market is new/ young	1	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	1
	.1	1.0	-	-	-	-	-	-	-	.2	.9	-	-	.2	-	-	-	-	-	.4
Do not know enough about the country	3	-	-	1	-	-	1	1	-	3	1	2	1	2	-	3	-	-	2	1
	.4	-	-	1.0	-	-	1.0	1.0	-	.6	.9	.3	1.1	.3	-	.6	-	-	.9	.4



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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

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700 100.0	99 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	97 100.0	156 100.0	541 100.0	109 100.0	582 100.0	87 100.0	613 100.0	77 100.0	464 100.0	98 100.0	164 100.0	212 100.0	247 100.0
NET: Market growth	105 15.0	15 15.2	23 22.1	30 30.0	7 7.0	10 10.0	10 10.0	10 10.3	24 15.4	81 15.0	16 14.7	86 14.8	13 14.9	92 15.0	4 5.2	80 17.2	15 15.3	26 15.9	41 19.3	31 12.6
Growth of market	93 13.3	14 14.1	21 20.2	27 27.0	6 6.0	9 9.0	7 7.0	9 9.3	22 14.1	71 13.1	14 12.8	76 13.1	12 13.8	81 13.2	4 5.2	70 15.1	13 13.3	23 14.0	35 16.5	29 11.7
Quality of life	14 2.0	1 1.0	3 2.9	4 4.0	1 1.0	1 1.0	3 3.0	1 1.0	2 1.3	12 2.2	3 2.8	11 1.9	2 2.3	12 2.0	- -	12 2.6	2 2.0	4 2.4	6 2.8	2 .8
NET: Technology	44 6.3	9 9.1	5 4.8	6 6.0	14 14.0	3 3.0	6 6.0	1 1.0	11 7.1	33 6.1	7 6.4	36 6.2	10 11.5	34 5.5	2 2.6	33 7.1	8 8.2	8 4.9	9 4.2	16 6.5
Telecommunications	5 .7	1 1.0	2 1.9	- -	1 1.0	- -	- -	1 1.0	2 1.3	3 .6	- -	5 .9	2 2.3	3 .5	- -	5 1.1	- -	- -	2 .9	3 1.2
Level of technology	39 5.6	8 8.1	3 2.9	6 6.0	13 13.0	3 3.0	6 6.0	- -	9 5.8	30 5.5	7 6.4	31 5.3	8 9.2	31 5.1	2 2.6	28 6.0	8 8.2	8 4.9	7 3.3	13 5.3
NET: Location	148 21.1	9 9.1	54 51.9	22 22.0	16 16.0	16 16.0	14 14.0	17 17.5	36 23.1	111 20.5	20 18.3	127 21.8	19 21.8	129 21.0	12 15.6	113 24.4	14 14.3	36 22.0	45 21.2	52 21.1
Proximity to markets	94 13.4	5 5.1	27 26.0	12 12.0	15 15.0	14 14.0	13 13.0	8 8.2	23 14.7	70 12.9	14 12.8	80 13.7	15 17.2	79 12.9	7 9.1	71 15.3	9 9.2	21 12.8	26 12.3	38 15.4
Transportation	44 6.3	2 2.0	23 22.1	7 7.0	2 2.0	2 2.0	1 1.0	7 7.2	8 5.1	36 6.7	6 5.5	37 6.4	2 2.3	42 6.9	4 5.2	35 7.5	2 2.0	12 7.3	15 7.1	13 5.3
Cost of transportation	28 4.0	2 2.0	20 19.2	3 3.0	- -	1 1.0	- -	2 2.1	8 5.1	19 3.5	1 .9	27 4.6	2 2.3	26 4.2	3 3.9	21 4.5	4 4.1	6 3.7	8 3.8	11 4.5
Location (general mention)	1 .1	- -	- -	- -	- -	- -	- -	1 1.0	- -	1 .2	- -	1 .2	- -	1 .2	- -	- -	- -	1 .6	- -	- -

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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

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
	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
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
NET: Local																				
Economic Conditions	20	1	9	4	6	-	-	-	4	16	1	18	1	19	1	13	6	4	2	11
	2.9	1.0	8.7	4.0	6.0	-	-	-	2.6	3.0	.9	3.1	1.1	3.1	1.3	2.8	6.1	2.4	.9	4.5
Cost of capital/ interest	19	1	9	4	5	-	-	-	4	15	1	17	1	18	-	13	6	4	2	11
	2.7	1.0	8.7	4.0	5.0	-	-	-	2.6	2.8	.9	2.9	1.1	2.9	-	2.8	6.1	2.4	.9	4.5
Government debt	2	-	1	-	1	-	-	-	-	2	-	2	-	2	1	1	-	-	-	1
	.3	-	1.0	-	1.0	-	-	-	-	.4	-	.3	-	.3	1.3	.2	-	-	-	.4
NET: Competition	19	6	1	1	-	2	5	4	7	12	4	15	4	15	3	12	2	6	8	4
	2.7	6.1	1.0	1.0	-	2.0	5.0	4.1	4.5	2.2	3.7	2.6	4.6	2.4	3.9	2.6	2.0	3.7	3.8	1.6
Competition/ competitors	6	2	-	-	-	-	3	1	1	5	-	6	-	6	1	5	-	1	5	-
	.9	2.0	-	-	-	-	3.0	1.0	.6	.9	-	1.0	-	1.0	1.3	1.1	-	.6	2.4	-
Our business is not suited for that market	2	-	1	-	-	-	1	-	2	-	1	1	-	2	-	2	-	1	-	1
	.3	-	1.0	-	-	-	1.0	-	1.3	-	.9	.2	-	.3	-	.4	-	.6	-	.4
Timing/ waiting for the right opportunity	2	-	-	-	-	1	-	1	1	1	1	1	1	1	1	1	-	1	-	1
	.3	-	-	-	-	1.0	-	1.0	.6	.2	.9	.2	1.1	.2	1.3	.2	-	.6	-	.4
Demand for our products/ services/ ability to sell products	9	4	-	1	-	1	1	2	3	6	2	7	3	6	1	4	2	3	3	2
	1.3	4.0	-	1.0	-	1.0	1.0	2.1	1.9	1.1	1.8	1.2	3.4	1.0	1.3	.9	2.0	1.8	1.4	.8
NET: Resources	41	5	13	10	6	1	2	4	5	36	7	33	4	37	3	26	11	8	7	19
	5.9	5.1	12.5	10.0	6.0	1.0	2.0	4.1	3.2	6.7	6.4	5.7	4.6	6.0	3.9	5.6	11.2	4.9	3.3	7.7

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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

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700 100.0	99 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	97 100.0	156 100.0	541 100.0	109 100.0	582 100.0	87 100.0	613 100.0	77 100.0	464 100.0	98 100.0	164 100.0	212 100.0	247 100.0
Labour force skills	27 3.9	3 3.0	9 8.7	7 7.0	4 4.0	- -	2 2.0	2 2.1	3 1.9	24 4.4	4 3.7	23 4.0	2 2.3	25 4.1	2 2.6	18 3.9	7 7.1	5 3.0	6 2.8	14 5.7
Availability of natural resources	14 2.0	2 2.0	4 3.8	3 3.0	2 2.0	1 1.0	- -	2 2.1	1 .6	13 2.4	3 2.8	11 1.9	3 3.4	11 1.8	1 1.3	8 1.7	4 4.1	3 1.8	1 .5	5 2.0
Availability of labour force	1 .1	1 1.0	- -	- -	- -	- -	- -	- -	1 .6	- -	- -	- -	- -	1 .2	- -	1 .2	- -	- -	- -	1 .4
Other	122 17.4	27 27.3	28 26.9	30 30.0	4 4.0	9 9.0	14 14.0	10 10.3	28 17.9	93 17.2	23 21.1	97 16.7	20 23.0	102 16.6	17 22.1	79 17.0	19 19.4	22 13.4	41 19.3	49 19.8
D.N.S.	214 30.6	27 27.3	7 6.7	11 11.0	33 33.0	56 56.0	33 33.0	47 48.5	45 28.8	168 31.1	25 22.9	185 31.8	21 24.1	193 31.5	29 37.7	135 29.1	22 22.4	60 36.6	55 25.9	73 29.6

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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.	Dther	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	
NET: Politics	104	50	19	13	6	28	18	10	26	10	16	7	1	6	9	4	5	11	3	8	4	1	3	
	14.9	19.0	19.2	26.0	12.2	26.9	38.3	17.5	26.0	29.4	24.6	7.0	3.0	9.4	9.0	10.3	8.2	11.0	10.3	11.6	4.1	3.2	4.5	
Currency stability	16	10	1	1	-	9	6	3	2	2	-	1	-	1	-	-	-	1	1	-	2	-	2	
	2.3	3.8	1.0	2.0	-	8.7	12.8	5.3	2.0	5.9	-	1.0	-	1.6	-	-	-	1.0	3.4	-	2.1	-	3.0	
Inflation	5	2	1	1	-	2	1	1	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	
	.7	.8	1.0	2.0	-	1.9	2.1	1.8	1.0	-	1.5	1.0	-	1.6	-	-	-	-	-	-	-	-	-	
Political situation	22	14	4	4	-	9	5	4	6	4	2	2	-	2	1	1	-	-	-	-	-	-	-	
	3.1	5.3	4.0	8.0	-	8.7	10.6	7.0	6.0	11.8	3.1	2.0	-	3.1	1.0	2.6	-	-	-	-	-	-	-	
Government attitude towards business	38	20	10	6	4	12	11	1	10	2	8	2	-	2	2	-	2	2	1	1	-	-	-	
	5.4	7.6	10.1	12.0	8.2	11.5	23.4	1.8	10.0	5.9	12.3	2.0	-	3.1	2.0	-	3.3	2.0	3.4	1.4	-	-	-	
Same language	19	5	3	-	3	3	2	1	3	1	2	-	-	-	3	2	1	6	-	6	1	-	1	
	2.7	1.9	3.0	-	6.1	2.9	4.3	1.8	3.0	2.9	3.1	-	-	-	3.0	5.1	1.6	6.0	-	8.7	1.0	-	1.5	
Similarity to own country	30	15	4	3	1	7	4	3	10	3	7	1	1	-	4	2	2	3	1	2	1	1	-	
	4.3	5.7	4.0	6.0	2.0	6.7	8.5	5.3	10.0	8.8	10.8	1.0	3.0	-	4.0	5.1	3.3	3.0	3.4	2.9	1.0	3.2	-	
NET: Costs	111	47	16	6	10	44	25	19	10	6	4	19	2	16	5	2	3	10	4	6	7	2	5	
	15.9	17.9	16.2	12.0	20.4	42.3	53.2	33.3	10.0	17.6	6.2	19.0	6.1	25.0	5.0	5.1	4.9	10.0	13.8	8.7	7.2	6.5	7.6	
Labour costs	84	35	12	4	8	34	18	16	6	5	1	16	2	14	5	2	3	7	3	4	4	1	3	
	12.0	13.3	12.1	8.0	16.3	32.7	38.3	28.1	6.0	14.7	1.5	16.0	6.1	21.9	5.0	5.1	4.9	7.0	10.3	5.8	4.1	3.2	4.5	
Costs of plant construction	19	10	3	2	1	7	4	3	4	2	2	2	-	1	2	1	1	1	1	-	-	-	-	
	2.7	3.8	3.0	4.0	2.0	6.7	8.5	5.3	4.0	5.9	3.1	2.0	-	1.6	2.0	2.6	1.6	1.0	3.4	-	-	-	-	
Energy costs	11	4	-	-	-	9	4	5	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	
	1.6	1.5	-	-	-	8.7	8.5	8.8	-	-	-	1.0	-	1.6	-	-	-	1.0	-	1.4	-	-	-	
Costs (general mention)	12	4	2	1	1	4	2	2	1	-	1	-	-	-	-	-	-	2	-	2	3	1	2	
	1.7	1.5	2.0	2.0	2.0	3.8	4.3	3.5	1.0	-	1.5	-	-	-	-	-	-	2.0	-	2.9	3.1	3.2	3.0	

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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 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
NET: Risk	5	3	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	-	-	-	1	1	-
	.7	1.1	-	-	-	1.9	4.3	-	-	-	-	-	-	-	2.0	-	3.3	-	-	-	1.0	3.2	-
Not part of the EU/ different from our market	5	3	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	-	-	-	1	1	-
	.7	1.1	-	-	-	1.9	4.3	-	-	-	-	-	-	-	2.0	-	3.3	-	-	-	1.0	3.2	-
Risk level	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-
NET: Corporate desire to invest	6	2	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	4	1	3
	.9	.8	-	-	-	1.9	2.1	1.8	-	-	-	-	-	-	-	-	-	-	-	-	4.1	3.2	4.5
Want to expand	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to invest elsewhere	5	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	4	1	3
	.7	.4	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	4.1	3.2	4.5
NET: Need for information	4	1	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1
	.6	.4	1.0	2.0	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	1.0	-	1.5
Market is new/ young	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	.4	1.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not know enough about the country	3	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1
	.4	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	1.0	-	1.5
NET: Market growth	105	41	15	10	5	23	9	14	30	10	20	7	1	5	10	5	5	10	1	9	10	5	5
	15.0	15.6	15.2	20.0	10.2	22.1	19.1	24.6	30.0	29.4	30.8	7.0	3.0	7.8	10.0	12.8	8.2	10.0	3.4	13.0	10.3	16.1	7.6
Growth of market	93	38	14	9	5	21	9	12	27	9	18	6	1	4	9	4	5	7	1	6	9	5	4
	13.3	14.4	14.1	18.0	10.2	20.2	19.1	21.1	27.0	26.5	27.7	6.0	3.0	6.3	9.0	10.3	8.2	7.0	3.4	8.7	9.3	16.1	6.1



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 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	
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	

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 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

REPORT 13 (continuation)

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech 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	
D.N.S.	214	77	27	11	16	7	1	6	11	3	8	33	16	16	56	20	36	33	11	22	47	15	32	
	30.6	29.3	27.3	22.0	32.7	6.7	2.1	10.5	11.0	8.8	12.3	33.0	48.5	25.0	56.0	51.3	59.0	33.0	37.9	31.9	48.5	48.4	48.5	



S.1 Q.2 For what reason(s) is this region the most attractive region to your company at the time? --- Total mentions  
BASE: Those answering Q.1a

	COUNTRY							CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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: Politics	120	20	29	33	8	10	14	6	29	91	27	90	13	107	16	78	16	27	36	45
	17.1	20.2	27.9	33.0	8.0	10.0	14.0	6.2	18.6	16.8	24.8	15.5	14.9	17.5	20.8	16.8	16.3	16.5	17.0	18.2
Currency stability	19	3	9	2	1	-	1	3	7	12	3	14	4	15	-	14	3	5	4	7
	2.7	3.0	8.7	2.0	1.0	-	1.0	3.1	4.5	2.2	2.8	2.4	4.6	2.4	-	3.0	3.1	3.0	1.9	2.8
Inflation	5	1	2	1	1	-	-	-	1	4	2	3	-	5	-	4	-	-	2	2
	.7	1.0	1.9	1.0	1.0	-	-	-	.6	.7	1.8	.5	-	.8	-	.9	-	-	.9	.8
Political situation	24	6	9	6	2	1	-	-	6	18	7	17	4	20	1	18	5	2	7	10
	3.4	6.1	8.7	6.0	2.0	1.0	-	-	3.8	3.3	6.4	2.9	4.6	3.3	1.3	3.9	5.1	1.2	3.3	4.0
Government attitude towards business	46	10	14	15	2	2	2	1	11	35	12	33	3	43	10	27	5	11	10	21
	6.6	10.1	13.5	15.0	2.0	2.0	2.0	1.0	7.1	6.5	11.0	5.7	3.4	7.0	13.0	5.8	5.1	6.7	4.7	8.5
Same language	22	3	3	4	-	3	8	1	6	16	2	20	3	19	2	18	1	2	9	9
	3.1	3.0	2.9	4.0	-	3.0	8.0	1.0	3.8	3.0	1.8	3.4	3.4	3.1	2.6	3.9	1.0	1.2	4.2	3.6
Similarity to own country	36	5	7	11	2	5	5	1	2	34	4	31	2	34	5	23	5	12	11	12
	5.1	5.1	6.7	11.0	2.0	5.0	5.0	1.0	1.3	6.3	3.7	5.3	2.3	5.5	6.5	5.0	5.1	7.3	5.2	4.9
NET: Costs	156	22	55	12	28	7	16	16	30	125	19	136	10	146	14	93	39	30	46	62
	22.3	22.2	52.9	12.0	28.0	7.0	16.0	16.5	19.2	23.1	17.4	23.4	11.5	23.8	18.2	20.0	39.8	18.3	21.7	25.1
Labour costs	138	19	53	8	27	6	12	13	25	112	17	120	8	130	13	82	35	25	41	55
	19.7	19.2	51.0	8.0	27.0	6.0	12.0	13.4	16.0	20.7	15.6	20.6	9.2	21.2	16.9	17.7	35.7	15.2	19.3	22.3
Costs of plant construction	21	4	7	4	2	3	1	-	5	16	1	19	1	20	2	13	5	3	9	6
	3.0	4.0	6.7	4.0	2.0	3.0	1.0	-	3.2	3.0	.9	3.3	1.1	3.3	2.6	2.8	5.1	1.8	4.2	2.4
Energy costs	11	-	9	-	1	-	1	-	3	8	-	11	1	10	-	5	5	3	2	5
	1.6	-	8.7	-	1.0	-	1.0	-	1.9	1.5	-	1.9	1.1	1.6	-	1.1	5.1	1.8	.9	2.0

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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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
Costs (general mention)	15	2	4	1	-	-	4	4	2	13	1	14	1	14	-	9	4	7	2	5
	2.1	2.0	3.8	1.0	-	-	4.0	4.1	1.3	2.4	.9	2.4	1.1	2.3	-	1.9	4.1	4.3	.9	2.0
NET: Risk	7	-	2	-	-	2	-	3	2	5	1	6	2	5	-	7	-	2	2	2
	1.0	-	1.9	-	-	2.0	-	3.1	1.3	.9	.9	1.0	2.3	.8	-	1.5	-	1.2	.9	.8
Not part of the EU/ different from our market	7	-	2	-	-	2	-	3	2	5	1	6	2	5	-	7	-	2	2	2
	1.0	-	1.9	-	-	2.0	-	3.1	1.3	.9	.9	1.0	2.3	.8	-	1.5	-	1.2	.9	.8
Risk level	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	.1	-	-	-	-	1.0	-	-	.6	-	.9	-	1.1	-	-	.2	-	-	-	.4
NET: Corporate desire to invest	10	-	2	-	-	-	2	6	1	9	1	9	1	9	-	6	2	1	5	4
	1.4	-	1.9	-	-	-	2.0	6.2	.6	1.7	.9	1.5	1.1	1.5	-	1.3	2.0	.6	2.4	1.6
Want to expand	3	-	1	-	-	-	2	-	1	2	1	2	-	3	-	3	-	-	2	1
	.4	-	1.0	-	-	-	2.0	-	.6	.4	.9	.3	-	.5	-	.6	-	-	.9	.4
Prefer to invest elsewhere	8	-	2	-	-	-	-	6	1	7	1	7	1	7	-	4	2	1	4	3
	1.1	-	1.9	-	-	-	-	6.2	.6	1.3	.9	1.2	1.1	1.1	-	.9	2.0	.6	1.9	1.2
NET: Need for information	7	4	-	1	-	-	1	1	1	6	2	5	1	6	-	5	-	-	2	4
	1.0	4.0	-	1.0	-	-	1.0	1.0	.6	1.1	1.8	.9	1.1	1.0	-	1.1	-	-	.9	1.6
Market is new/ young	4	3	-	1	-	-	-	-	1	3	1	3	-	4	-	3	-	-	-	4
	.6	3.0	-	1.0	-	-	-	-	.6	.6	.9	.5	-	.7	-	.6	-	-	-	1.6
Do not know enough about the country	4	1	-	1	-	-	1	1	-	.4	1	3	1	3	-	3	-	-	2	1
	.6	1.0	-	1.0	-	-	1.0	1.0	-	.7	.9	.5	1.1	.5	-	.6	-	-	.9	.4

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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
	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
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
NET: Market growth	421	52	72	77	65	75	41	39	109	310	69	344	55	366	38	293	64	86	132	159
Growth of market	60.1	52.5	69.2	77.0	65.0	75.0	41.0	40.2	69.9	57.3	63.3	59.1	63.2	59.7	49.4	63.1	65.3	52.4	62.3	64.4
Quality of life	15	1	4	4	1	1	3	1	2	13	3	12	2	13	-	13	2	5	6	2
	2.1	1.0	3.8	4.0	1.0	1.0	3.0	1.0	1.3	2.4	2.8	2.1	2.3	2.1	-	2.8	2.0	3.0	2.8	.8
NET: Technology	62	10	6	6	22	4	9	5	17	45	9	52	14	48	7	46	8	12	11	25
Telecommunications	8.9	10.1	5.8	6.0	22.0	4.0	9.0	5.2	10.9	8.3	8.3	8.9	16.1	7.8	9.1	9.9	8.2	7.3	5.2	10.1
Level of technology	6	1	2	-	1	-	-	2	3	3	-	6	3	3	1	5	-	1	2	3
	.9	1.0	1.9	-	1.0	-	-	2.1	1.9	.6	-	1.0	3.4	.5	1.3	1.1	-	.6	.9	1.2
NET: Location	56	9	4	6	21	4	9	3	14	42	9	46	11	45	6	41	8	11	9	22
Proximity to markets	8.0	9.1	3.8	6.0	21.0	4.0	9.0	3.1	9.0	7.8	8.3	7.9	12.6	7.3	7.8	8.8	8.2	6.7	4.2	8.9
Transportation	263	28	68	35	25	36	29	42	54	208	31	230	26	237	25	187	22	75	84	79
Cost of transportation	37.6	28.3	65.4	35.0	25.0	36.0	29.0	43.3	34.6	38.4	28.4	39.5	29.9	38.7	32.5	40.3	22.4	45.7	39.6	32.0
Location (general mention)	217	23	47	31	22	35	25	34	42	174	29	187	24	193	22	156	15	61	67	67
	31.0	23.2	45.2	31.0	22.0	35.0	25.0	35.1	26.9	32.2	26.6	32.1	27.6	31.5	28.6	33.6	15.3	37.2	31.6	27.1
Transportation	55	3	25	7	3	2	4	11	10	45	7	47	2	53	5	40	4	17	19	14
	7.9	3.0	24.0	7.0	3.0	2.0	4.0	11.3	6.4	8.3	6.4	8.1	2.3	8.6	6.5	8.6	4.1	10.4	9.0	5.7
Location (general mention)	30	2	20	3	1	1	1	2	8	21	1	29	2	28	3	23	4	6	9	11
	4.3	2.0	19.2	3.0	1.0	1.0	1.0	2.1	5.1	3.9	.9	5.0	2.3	4.6	3.9	5.0	4.1	3.7	4.2	4.5
Location (general mention)	3	-	-	-	-	-	-	3	-	3	-	3	-	3	-	1	-	3	-	-
	.4	-	-	-	-	-	-	3.1	-	.6	-	.5	-	.5	-	.2	-	1.8	-	-

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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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: Local																				
Economic Conditions	22	1	9	5	6	1	-	-	5	17	1	20	2	20	1	15	6	4	4	11
	3.1	1.0	8.7	5.0	6.0	1.0	-	-	3.2	3.1	.9	3.4	2.3	3.3	1.3	3.2	6.1	2.4	1.9	4.5
Cost of capital/ interest	21	1	9	5	5	1	-	-	5	16	1	19	2	19	-	15	6	4	4	11
	3.0	1.0	8.7	5.0	5.0	1.0	-	-	3.2	3.0	.9	3.3	2.3	3.1	-	3.2	6.1	2.4	1.9	4.5
Government debt	2	-	1	-	1	-	-	-	-	2	-	2	-	2	1	1	-	-	-	1
	.3	-	1.0	-	1.0	-	-	-	-	.4	-	.3	-	.3	1.3	.2	-	-	-	.4
NET: Competition	39	13	1	2	-	4	13	6	11	28	11	28	8	31	5	25	5	13	13	11
	5.6	13.1	1.0	2.0	-	4.0	13.0	6.2	7.1	5.2	10.1	4.8	9.2	5.1	6.5	5.4	5.1	7.9	6.1	4.5
Competition/ competitors	8	4	-	-	-	-	3	1	1	7	2	6	-	8	1	6	-	1	6	1
	1.1	4.0	-	-	-	-	3.0	1.0	.6	1.3	1.8	1.0	-	1.3	1.3	1.3	-	.6	2.8	.4
Our business is not suited for that market	3	-	1	1	-	-	1	-	2	1	1	2	-	3	-	2	1	2	-	1
	.4	-	1.0	1.0	-	-	1.0	-	1.3	.2	.9	.3	-	.5	-	.4	1.0	1.2	-	.4
Timing/ waiting for the right opportunity	4	-	-	-	-	1	-	3	1	3	1	3	1	3	1	2	-	3	-	1
	.6	-	-	-	-	1.0	-	3.1	.6	.6	.9	.5	1.1	.5	1.3	.4	-	1.8	-	.4
Demand for our products/ services/ ability to sell products	25	9	-	1	-	3	10	2	7	18	7	18	7	18	3	16	4	7	8	8
	3.6	9.1	-	1.0	-	3.0	10.0	2.1	4.5	3.3	6.4	3.1	8.0	2.9	3.9	3.4	4.1	4.3	3.8	3.2
NET: Resources	57	7	15	14	10	1	6	4	8	49	12	44	5	52	6	37	13	8	11	30
	8.1	7.1	14.4	14.0	10.0	1.0	6.0	4.1	5.1	9.1	11.0	7.6	5.7	8.5	7.8	8.0	13.3	4.9	5.2	12.1

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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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
Labour force skills	31	5	10	8	4	-	2	2	3	28	4	27	2	29	3	20	8	5	6	18
	4.4	5.1	9.6	8.0	4.0	-	2.0	2.1	1.9	5.2	3.7	4.6	2.3	4.7	3.9	4.3	8.2	3.0	2.8	7.3
Availability of natural resources	26	2	5	5	7	1	4	2	4	22	7	19	4	22	3	16	6	3	5	12
	3.7	2.0	4.8	5.0	7.0	1.0	4.0	2.1	2.6	4.1	6.4	3.3	4.6	3.6	3.9	3.4	6.1	1.8	2.4	4.9
Availability of facilities	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-	-	-	1
	.1	-	-	1.0	-	-	-	-	-	.2	.9	-	-	.2	-	.2	-	-	-	.5
Availability of labour force	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1
	.1	1.0	-	-	-	-	-	-	.6	-	-	-	-	.2	-	.2	-	-	-	.4
Other	183	39	31	38	10	13	33	19	41	141	35	146	35	148	24	119	26	36	59	67
	26.1	39.4	29.8	38.0	10.0	13.0	33.0	19.6	26.3	26.1	32.1	25.1	40.2	24.1	31.2	25.6	26.5	22.0	27.8	27.1
D.N.S.	2	-	-	1	-	-	1	-	-	2	1	1	-	2	-	2	-	1	-	-
	.3	-	-	1.0	-	-	1.0	-	-	.4	.9	.2	-	.3	-	.4	-	.6	-	-

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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech 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	
NET: Politics	120	57	20	14	6	29	19	10	33	10	23	8	2	6	10	5	5	14	5	9	6	2	4	
	17.1	21.7	20.2	28.0	12.2	27.9	40.4	17.5	33.0	29.4	35.4	8.0	6.1	9.4	10.0	12.8	8.2	14.0	17.2	13.0	6.2	6.5	6.1	
Currency stability	19	13	3	3	-	9	6	3	2	2	-	1	-	1	-	-	-	1	1	-	3	1	2	
	2.7	4.9	3.0	6.0	-	8.7	12.8	5.3	2.0	5.9	-	1.0	-	1.6	-	-	-	1.0	3.4	-	3.1	3.2	3.0	
Inflation	5	2	1	1	-	2	1	1	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	
	.7	.8	1.0	2.0	-	1.9	2.1	1.8	1.0	-	1.5	1.0	-	1.6	-	-	-	-	-	-	-	-	-	
Political situation	24	15	6	5	1	9	5	4	6	4	2	2	-	2	1	1	-	-	-	-	-	-	-	
	3.4	5.7	6.1	10.0	2.0	8.7	10.6	7.0	6.0	11.8	3.1	2.0	-	3.1	1.0	2.6	-	-	-	-	-	-	-	
Government attitude towards business	46	22	10	6	4	14	13	1	15	2	13	2	-	2	2	-	2	2	1	1	1	-	1	
	6.6	8.4	10.1	12.0	8.2	13.5	27.7	1.8	15.0	5.9	20.0	2.0	-	3.1	2.0	-	3.3	2.0	3.4	1.4	1.0	-	1.5	
Same language	22	7	3	-	3	3	2	1	4	1	3	-	-	-	3	2	1	8	2	6	1	-	1	
	3.1	2.7	3.0	-	6.1	2.9	4.3	1.8	4.0	2.9	4.6	-	-	-	3.0	5.1	1.6	8.0	6.9	8.7	1.0	-	1.5	
Similarity to own country	36	18	5	4	1	7	4	3	11	3	8	2	2	-	5	3	2	5	1	4	1	1	-	
	5.1	6.8	5.1	8.0	2.0	6.7	8.5	5.3	11.0	8.8	12.3	2.0	6.1	-	5.0	7.7	3.3	5.0	3.4	5.8	1.0	3.2	-	
NET: Costs	156	62	22	10	12	55	28	27	12	7	5	28	4	23	7	4	3	16	4	11	16	5	11	
	22.3	23.6	22.2	20.0	24.5	52.9	59.6	47.4	12.0	20.6	7.7	28.0	12.1	35.9	7.0	10.3	4.9	16.0	13.8	15.9	16.5	16.1	16.7	
Labour costs	138	54	19	9	10	53	26	27	8	6	2	27	4	22	6	3	3	12	3	9	13	3	10	
	19.7	20.5	19.2	18.0	20.4	51.0	55.3	47.4	8.0	17.6	3.1	27.0	12.1	34.4	6.0	7.7	4.9	12.0	10.3	13.0	13.4	9.7	15.2	
Costs of plant construction	21	11	4	2	2	7	4	3	4	2	2	2	-	1	3	2	1	1	1	-	-	-	-	
	3.0	4.2	4.0	4.0	4.1	6.7	8.5	5.3	4.0	5.9	3.1	2.0	-	1.6	3.0	5.1	1.6	1.0	3.4	-	-	-	-	
Energy costs	11	4	-	-	-	9	4	5	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	
	1.6	1.5	-	-	-	8.7	8.5	8.8	-	-	-	1.0	-	1.6	-	-	-	1.0	-	1.4	-	-	-	
Costs (general mention)	15	5	2	1	1	4	2	2	1	-	1	-	-	-	-	-	-	4	-	3	4	2	2	
	2.1	1.9	2.0	2.0	2.0	3.8	4.3	3.5	1.0	-	1.5	-	-	-	-	-	-	4.0	-	4.3	4.1	6.5	3.0	

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REPORT 14 (continuation)

S.1 Q.2 For what reason(s) is this region the most attractive region to your company at the time? --- Total 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 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	
NET: Risk	7	4	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	-	-	-	3	2	1	
	1.0	1.5	-	-	-	1.9	4.3	-	-	-	-	-	-	-	2.0	-	3.3	-	-	-	3.1	6.5	1.5	
Not part of the EU/ different from our market	7	4	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	-	-	-	3	2	1	
	1.0	1.5	-	-	-	1.9	4.3	-	-	-	-	-	-	-	2.0	-	3.3	-	-	-	3.1	6.5	1.5	
Risk level	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	
NET: Corporate desire to invest	10	3	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	2	-	2	6	2	4	
	1.4	1.1	-	-	-	1.9	2.1	1.8	-	-	-	-	-	-	-	-	-	2.0	-	2.9	6.2	6.5	6.1	
Want to expand	3	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	
	.4	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	-	-	-	
Prefer to invest elsewhere	8	3	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	6	2	4	
	1.1	1.1	-	-	-	1.9	2.1	1.8	-	-	-	-	-	-	-	-	-	-	-	-	6.2	6.5	6.1	
NET: Need for information	7	3	4	3	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1	
	1.0	1.1	4.0	6.0	2.0	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	1.0	-	1.5	
Market is new/ young	4	2	3	2	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	.6	.8	3.0	4.0	2.0	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Do not know enough about the country	4	1	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1	
	.6	.4	1.0	2.0	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	1.0	-	1.5	
NET: Market growth	421	166	52	29	23	72	31	41	77	28	48	65	21	42	75	29	46	41	14	27	39	14	25	
	60.1	63.1	52.5	58.0	46.9	69.2	66.0	71.9	77.0	82.4	73.8	65.0	63.6	65.6	75.0	74.4	75.4	41.0	48.3	39.1	40.2	45.2	37.9	
Growth of market	415	164	52	29	23	72	31	41	76	27	48	65	21	42	74	28	46	38	14	24	38	14	24	
	59.3	62.4	52.5	58.0	46.9	69.2	66.0	71.9	76.0	79.4	73.8	65.0	63.6	65.6	74.0	71.8	75.4	38.0	48.3	34.8	39.2	45.2	36.4	







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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

	INDUSTRY SECTOR																						
	TOTAL		UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech 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
Dther	183	83	39	22	17	31	18	13	38	14	24	10	4	6	13	8	5	33	12	19	19	5	14
	26.1	31.6	39.4	44.0	34.7	29.8	38.3	22.8	38.0	41.2	36.9	10.0	12.1	9.4	13.0	20.5	8.2	33.0	41.4	27.5	19.6	16.1	21.2
D.N.S.	2	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-
	.3	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	-	-	-

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 Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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: Politics	9	1	2	1	-	1	3	1	1	8	-	8	-	9	1	5	2	-	7	2
	4.7	5.0	10.0	3.8	-	3.2	9.1	2.4	4.5	4.7	-	4.8	-	4.7	4.8	4.0	12.5	-	11.3	5.3
Currency stability	3	1	-	1	-	-	-	1	-	3	-	2	-	3	-	2	1	-	2	1
	1.6	5.0	-	3.8	-	-	-	2.4	-	1.8	-	1.2	-	1.6	-	1.6	6.3	-	3.2	2.6
Government attitude towards business	2	-	2	-	-	-	-	-	-	2	-	2	-	2	-	1	-	-	2	-
	1.0	-	10.0	-	-	-	-	-	-	1.2	-	1.2	-	1.0	-	.8	-	-	3.2	-
Same language	2	-	-	-	-	-	2	-	1	1	-	2	-	2	-	2	-	-	2	-
	1.0	-	-	-	-	-	6.1	-	4.5	.6	-	1.2	-	1.0	-	1.6	-	-	3.2	-
Similarity to own country	2	-	-	-	-	1	1	-	-	2	-	2	-	2	1	-	1	-	1	1
	1.0	-	-	-	-	3.2	3.0	-	-	1.2	-	1.2	-	1.0	4.8	-	6.3	-	1.6	2.6
NET: Costs	6	1	1	-	2	-	-	2	-	6	1	5	-	6	1	2	2	4	1	1
	3.1	5.0	5.0	-	10.5	-	-	4.8	-	3.6	5.0	3.0	-	3.1	4.8	1.6	12.5	5.5	1.6	2.6
Labour costs	5	1	1	-	2	-	-	1	-	5	1	4	-	5	1	2	2	3	1	1
	2.6	5.0	5.0	-	10.5	-	-	2.4	-	3.0	5.0	2.4	-	2.6	4.8	1.6	12.5	4.1	1.6	2.6
Costs (general mention)	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1	-	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	-	-	1.4	-	-
NET: Risk	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	.8	-	-	1.6	-
Not part of the EU/ different from our market	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	.8	-	-	1.6	-

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REPORT 12A (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 Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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: Corporate desire to invest	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.5	-	5.0	-	-	-	-	-	4.5	-	5.0	-	-	.5	-	.8	-	-	1.6	-
Prefer to invest elsewhere	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.5	-	5.0	-	-	-	-	-	4.5	-	5.0	-	-	.5	-	.8	-	-	1.6	-
NET: Need for information	1	1	-	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	1
	.5	5.0	-	-	-	-	-	-	4.5	-	.6	-	-	.5	-	.8	-	-	-	2.6
Market is new/ young	1	1	-	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	1
	.5	5.0	-	-	-	-	-	-	4.5	-	.6	-	-	.5	-	.8	-	-	-	2.6
NET: Market growth	41	1	7	7	9	7	5	5	6	35	5	35	-	41	2	29	5	17	9	8
	21.5	5.0	35.0	26.9	47.4	22.6	15.2	11.9	27.3	20.7	25.0	20.8	-	21.5	9.5	23.2	31.3	23.3	14.5	21.1
Growth of market	40	1	6	7	9	7	5	5	6	34	5	34	-	40	2	28	5	16	9	8
	20.9	5.0	30.0	26.9	47.4	22.6	15.2	11.9	27.3	20.1	25.0	20.2	-	20.9	9.5	22.4	31.3	21.9	14.5	21.1
Quality of life	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-
	.5	-	5.0	-	-	-	-	-	-	.6	-	.6	-	.5	-	.8	-	1.4	-	-
NET: Technology	8	1	1	-	1	1	3	1	1	7	-	8	-	8	1	7	-	2	-	4
	4.2	5.0	5.0	-	5.3	3.2	9.1	2.4	4.5	4.1	-	4.8	-	4.2	4.8	5.6	-	2.7	-	10.5
Level of technology	8	1	1	-	1	1	3	1	1	7	-	8	-	8	1	7	-	2	-	4
	4.2	5.0	5.0	-	5.3	3.2	9.1	2.4	4.5	4.1	-	4.8	-	4.2	4.8	5.6	-	2.7	-	10.5
NET: Location	87	8	8	15	5	18	9	24	8	79	8	78	-	87	12	55	3	38	30	13
	45.5	40.0	40.0	57.7	26.3	58.1	27.3	57.1	36.4	46.7	40.0	46.4	-	45.5	57.1	44.0	18.8	52.1	48.4	34.2

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REPORT 12A (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 Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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
Proximity to markets	75	7	6	15	4	18	6	19	7	68	8	66	-	75	11	48	2	32	25	13
	39.3	35.0	30.0	57.7	21.1	58.1	18.2	45.2	31.8	40.2	40.0	39.3	-	39.3	52.4	38.4	12.5	43.8	40.3	34.2
Transportation	9	1	2	-	1	-	2	3	1	8	-	9	-	9	1	5	1	4	4	-
	4.7	5.0	10.0	-	5.3	-	6.1	7.1	4.5	4.7	-	5.4	-	4.7	4.8	4.0	6.3	5.5	6.5	-
Cost of transportation	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	-	-	-	-	3.0	-	-	.6	-	.6	-	.5	-	.8	-	-	1.6	-
Location (general mention)	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	1	-	2	-	-
	1.0	-	-	-	-	-	-	4.8	-	1.2	-	1.2	-	1.0	-	.8	-	2.7	-	-
NET: Local Economic Conditions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Competition	10	1	-	-	-	2	6	1	2	8	3	7	-	10	2	6	1	2	5	2
	5.2	5.0	-	-	-	6.5	18.2	2.4	9.1	4.7	15.0	4.2	-	5.2	9.5	4.8	6.3	2.7	8.1	5.3
Timing/ waiting for the right opportunity	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1	-	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	-	-	1.4	-	-
Demand for our products/ services/ ability to sell products	9	1	-	-	-	2	6	-	2	7	3	6	-	9	2	6	1	1	5	2
	4.7	5.0	-	-	-	6.5	18.2	-	9.1	4.1	15.0	3.6	-	4.7	9.5	4.8	6.3	1.4	8.1	5.3
NET: Resources	4	-	-	1	1	-	2	-	-	4	1	3	-	4	-	3	1	-	1	3
	2.1	-	-	3.8	5.3	-	6.1	-	-	2.4	5.0	1.8	-	2.1	-	2.4	6.3	-	1.6	7.9

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REPORT 12A (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 Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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
Labour force skills	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1
	.5	-	-	3.8	-	-	-	-	-	.6	-	.6	-	.5	-	.8	-	-	-	2.6
Availability of natural resources	3	-	-	-	1	-	2	-	-	3	1	2	-	3	-	2	1	-	1	2
	1.6	-	-	-	5.3	-	6.1	-	-	1.8	5.0	1.2	-	1.6	-	1.6	6.3	-	1.6	5.3
Other	22	6	-	1	1	2	5	7	2	20	1	21	-	22	2	14	2	9	7	4
	11.5	30.0	-	3.8	5.3	6.5	15.2	16.7	9.1	11.8	5.0	12.5	-	11.5	9.5	11.2	12.5	12.3	11.3	10.5
D.N.S.	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-
	.5	-	-	3.8	-	-	-	-	-	.6	-	.6	-	.5	-	.8	-	1.4	-	-



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REPORT 12A (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 Western Europe in 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	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29
	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
Prefer to invest elsewhere	.1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	1.3	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Need for information	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	-	5.0	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Market is new/ young	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	-	5.0	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	41	15	1	-	1	7	2	5	7	1	6	9	5	4	7	3	4	5	2	3	5	2	3
	21.5	20.0	5.0	-	10.0	35.0	15.4	71.4	26.9	11.1	35.3	47.4	50.0	44.4	22.6	25.0	21.1	15.2	25.0	12.0	11.9	15.4	10.3
Growth of market	40	15	1	-	1	6	2	4	7	1	6	9	5	4	7	3	4	5	2	3	5	2	3
	20.9	20.0	5.0	-	10.0	30.0	15.4	57.1	26.9	11.1	35.3	47.4	50.0	44.4	22.6	25.0	21.1	15.2	25.0	12.0	11.9	15.4	10.3
Quality of life	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	-	-	-	-	5.0	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Technology	8	4	1	1	-	1	1	-	-	-	-	1	1	-	1	-	1	3	-	3	1	1	-
	4.2	5.3	5.0	10.0	-	5.0	7.7	-	-	-	-	5.3	10.0	-	3.2	-	5.3	9.1	-	12.0	2.4	7.7	-
Level of technology	8	4	1	1	-	1	1	-	-	-	-	1	1	-	1	-	1	3	-	3	1	1	-
	4.2	5.3	5.0	10.0	-	5.0	7.7	-	-	-	-	5.3	10.0	-	3.2	-	5.3	9.1	-	12.0	2.4	7.7	-
NET: Location	87	32	8	4	4	8	7	1	15	6	9	5	3	2	18	5	13	9	2	7	24	5	19
	45.5	42.7	40.0	40.0	40.0	40.0	53.8	14.3	57.7	66.7	52.9	26.3	30.0	22.2	58.1	41.7	68.4	27.3	25.0	28.0	57.1	38.5	65.5
Proximity to markets	75	29	7	4	3	6	6	-	15	6	9	4	2	2	18	5	13	6	2	4	19	4	15
	39.3	38.7	35.0	40.0	30.0	30.0	46.2	-	57.7	66.7	52.9	21.1	20.0	22.2	58.1	41.7	68.4	18.2	25.0	16.0	45.2	30.8	51.7
Transportation	9	2	1	-	1	2	1	1	-	-	-	1	1	-	-	-	-	2	-	2	3	-	3
	4.7	2.7	5.0	-	10.0	10.0	7.7	14.3	-	-	-	5.3	10.0	-	-	-	-	6.1	-	8.0	7.1	-	10.3
Cost of transportation	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	-	4.0	-	-	-





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 Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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: Politics	41	3	10	13	2	4	5	4	3	38	5	35	-	41	4	28	2	16	11	10
	21.5	15.0	50.0	50.0	10.5	12.9	15.2	9.5	13.6	22.5	25.0	20.8	-	21.5	19.0	22.4	12.5	21.9	17.7	26.3
Currency stability	10	-	7	1	-	-	-	2	1	9	1	9	-	10	-	7	1	5	1	2
	5.2	-	35.0	3.8	-	-	-	4.8	4.5	5.3	5.0	5.4	-	5.2	-	5.6	6.3	6.8	1.6	5.3
Inflation	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-
	.5	-	-	-	5.3	-	-	-	-	.6	-	.6	-	.5	-	-	-	-	-	-
Political situation	5	-	4	1	-	-	-	-	-	5	-	5	-	5	-	5	-	2	-	1
	2.6	-	20.0	3.8	-	-	-	-	-	3.0	-	3.0	-	2.6	-	4.0	-	2.7	-	2.6
Government attitude towards business	9	-	4	4	-	-	1	-	-	9	2	7	-	9	1	7	-	2	4	2
	4.7	-	20.0	15.4	-	-	3.0	-	-	5.3	10.0	4.2	-	4.7	4.8	5.6	-	2.7	6.5	5.3
Same language	9	-	1	3	-	2	2	1	2	7	1	8	-	9	2	7	-	2	3	3
	4.7	-	5.0	11.5	-	6.5	6.1	2.4	9.1	4.1	5.0	4.8	-	4.7	9.5	5.6	-	2.7	4.8	7.9
Similarity to own country	24	3	4	9	1	3	3	1	1	23	2	21	-	24	3	17	1	9	7	7
	12.6	15.0	20.0	34.6	5.3	9.7	9.1	2.4	4.5	13.6	10.0	12.5	-	12.6	14.3	13.6	6.3	12.3	11.3	18.4
NET: Costs	4	-	-	-	2	-	1	1	1	3	-	4	-	4	-	2	2	2	1	1
	2.1	-	-	-	10.5	-	3.0	2.4	4.5	1.8	-	2.4	-	2.1	-	1.6	12.5	2.7	1.6	2.6
Labour costs	3	-	-	-	2	-	1	-	1	2	-	3	-	3	-	1	2	1	1	1
	1.6	-	-	-	10.5	-	3.0	-	4.5	1.2	-	1.8	-	1.6	-	.8	12.5	1.4	1.6	2.6
Costs (general mention)	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	.8	-	1.4	-	-
NET: Risk	3	-	1	-	-	1	-	1	-	3	-	3	-	3	-	3	-	2	-	-
	1.6	-	5.0	-	-	3.2	-	2.4	-	1.8	-	1.8	-	1.6	-	2.4	-	2.7	-	-

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 Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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
Not part of the EU/ different from our market	3	-	1	-	-	1	-	1	-	3	-	3	-	3	-	3	-	2	-	-
	1.6	-	5.0	-	-	3.2	-	2.4	-	1.8	-	1.8	-	1.6	-	2.4	-	2.7	-	-
NET: Corporate desire to invest	2	-	1	-	-	-	-	1	1	1	1	1	-	2	-	1	1	-	2	-
	1.0	-	5.0	-	-	-	-	2.4	4.5	.6	5.0	.6	-	1.0	-	.8	6.3	-	3.2	-
Want to expand	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.5	-	5.0	-	-	-	-	-	4.5	-	5.0	-	-	.5	-	.8	-	-	1.6	-
Prefer to invest elsewhere	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	1	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	-	6.3	-	1.6	-
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	25	3	6	6	2	4	2	2	3	22	2	21	-	25	1	21	2	7	12	5
	13.1	15.0	30.0	23.1	10.5	12.9	6.1	4.8	13.6	13.0	10.0	12.5	-	13.1	4.8	16.8	12.5	9.6	19.4	13.2
Growth of market	19	3	5	4	1	3	2	1	2	17	2	15	-	19	1	15	2	5	9	4
	9.9	15.0	25.0	15.4	5.3	9.7	6.1	2.4	9.1	10.1	10.0	8.9	-	9.9	4.8	12.0	12.5	6.8	14.5	10.5
Quality of life	6	-	1	2	1	1	-	1	1	5	-	6	-	6	-	6	-	2	3	1
	3.1	-	5.0	7.7	5.3	3.2	-	2.4	4.5	3.0	-	3.6	-	3.1	-	4.8	-	2.7	4.8	2.6
NET: Technology	13	2	2	3	1	2	2	1	-	13	1	12	-	13	1	11	1	5	3	3
	6.8	10.0	10.0	11.5	5.3	6.5	6.1	2.4	-	7.7	5.0	7.1	-	6.8	4.8	8.8	6.3	6.8	4.8	7.9
Telecommunications	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	.8	-	-	-	2.6

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REPORT 13A (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 Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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
Level of technology	12	2	2	3	1	2	2	-	-	12	1	11	-	12	1	10	1	5	3	2
	6.3	10.0	10.0	11.5	5.3	6.5	6.1	-	-	7.1	5.0	6.5	-	6.3	4.8	8.0	6.3	6.8	4.8	5.3
NET: Location	46	-	12	12	4	5	5	8	3	43	5	41	-	46	5	34	2	15	13	12
	24.1	-	60.0	46.2	21.1	16.1	15.2	19.0	13.6	25.4	25.0	24.4	-	24.1	23.8	27.2	12.5	20.5	21.0	31.6
Proximity to markets	27	-	8	5	4	4	5	1	3	24	3	24	-	27	2	19	2	8	8	9
	14.1	-	40.0	19.2	21.1	12.9	15.2	2.4	13.6	14.2	15.0	14.3	-	14.1	9.5	15.2	12.5	11.0	12.9	23.7
Transportation	21	-	7	5	1	2	-	6	-	21	3	18	-	21	3	15	-	8	6	4
	11.0	-	35.0	19.2	5.3	6.5	-	14.3	-	12.4	15.0	10.7	-	11.0	14.3	12.0	-	11.0	9.7	10.5
Cost of transportation	8	-	4	2	-	-	-	2	-	8	-	8	-	8	1	7	-	2	2	2
	4.2	-	20.0	7.7	-	-	-	4.8	-	4.7	-	4.8	-	4.2	4.8	5.6	-	2.7	3.2	5.3
NET: Local Economic Conditions	2	-	1	1	-	-	-	-	-	2	-	1	-	2	-	2	-	2	-	-
	1.0	-	5.0	3.8	-	-	-	-	-	1.2	-	.6	-	1.0	-	1.6	-	2.7	-	-
Cost of capital/interest	2	-	1	1	-	-	-	-	-	2	-	1	-	2	-	2	-	2	-	-
	1.0	-	5.0	3.8	-	-	-	-	-	1.2	-	.6	-	1.0	-	1.6	-	2.7	-	-
NET: Competition	4	-	-	-	-	-	2	2	-	4	1	3	-	4	1	2	-	2	1	1
	2.1	-	-	-	-	-	6.1	4.8	-	2.4	5.0	1.8	-	2.1	4.8	1.6	-	2.7	1.6	2.6
Competition/competitors	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	-	-	-	-	3.0	-	-	.6	-	.6	-	.5	-	.8	-	-	1.6	-
Timing/ waiting for the right opportunity	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	.8	-	1.4	-	-

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REPORT 13A (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 Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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
Demand for our products/ services/ ability to sell products	2	-	-	-	-	-	1	1	-	2	1	1	-	2	1	-	-	1	-	1
	1.0	-	-	-	-	-	3.0	2.4	-	1.2	5.0	.6	-	1.0	4.8	-	-	1.4	-	2.6
NET: Resources	10	-	2	4	2	-	1	1	-	10	2	8	-	10	1	9	-	3	1	4
	5.2	-	10.0	15.4	10.5	-	3.0	2.4	-	5.9	10.0	4.8	-	5.2	4.8	7.2	-	4.1	1.6	10.5
Labour force skills	10	-	2	4	2	-	1	1	-	10	2	8	-	10	1	9	-	3	1	4
	5.2	-	10.0	15.4	10.5	-	3.0	2.4	-	5.9	10.0	4.8	-	5.2	4.8	7.2	-	4.1	1.6	10.5
Other	29	8	5	6	2	2	3	3	1	28	4	24	-	29	4	17	3	9	11	4
	15.2	40.0	25.0	23.1	10.5	6.5	9.1	7.1	4.5	16.6	20.0	14.3	-	15.2	19.0	13.6	18.8	12.3	17.7	10.5
D.N.S.	71	10	1	2	6	17	12	23	10	61	5	65	-	71	8	42	6	30	20	14
	37.2	50.0	5.0	7.7	31.6	54.8	36.4	54.8	45.5	36.1	25.0	38.7	-	37.2	38.1	33.6	37.5	41.1	32.3	36.8

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REPORT 13A (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 Western Europe in 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	Tech Int.	Other Total	Tech Int.	Other Total			
TOTAL INTERVIEWS	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29	
	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: Politics	41	20	3	2	1	10	8	2	13	6	7	2	1	1	4	1	3	5	1	4	4	1	3	
	21.5	26.7	15.0	20.0	10.0	50.0	61.5	28.6	50.0	66.7	41.2	10.5	10.0	11.1	12.9	8.3	15.8	15.2	12.5	16.0	9.5	7.7	10.3	
Currency stability	10	6	-	-	-	7	5	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	2	
	5.2	8.0	-	-	-	35.0	38.5	28.6	3.8	11.1	-	-	-	-	-	-	-	-	-	-	4.8	-	6.9	
Inflation	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	.5	-	-	-	-	-	-	-	-	-	-	5.3	-	11.1	-	-	-	-	-	-	-	-	-	
Political situation	5	3	-	-	-	4	3	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	2.6	4.0	-	-	-	20.0	23.1	14.3	3.8	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-	
Government attitude towards business	9	6	-	-	-	4	4	-	4	2	2	-	-	-	-	-	-	1	-	1	-	-	-	
	4.7	8.0	-	-	-	20.0	30.8	-	15.4	22.2	11.8	-	-	-	-	-	-	3.0	-	4.0	-	-	-	
Same language	9	3	-	-	-	1	1	-	3	1	2	-	-	-	2	1	1	2	-	2	1	-	1	
	4.7	4.0	-	-	-	5.0	7.7	-	11.5	11.1	11.8	-	-	-	6.5	8.3	5.3	6.1	-	8.0	2.4	-	3.4	
Similarity to own country	24	12	3	2	1	4	3	1	9	3	6	1	1	-	3	1	2	3	1	2	1	1	-	
	12.6	16.0	15.0	20.0	10.0	20.0	23.1	14.3	34.6	33.3	35.3	5.3	10.0	-	9.7	8.3	10.5	9.1	12.5	8.0	2.4	7.7	-	
NET: Costs	4	2	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	1	1	-	1	-	1	
	2.1	2.7	-	-	-	-	-	-	-	-	-	10.5	10.0	11.1	-	-	-	3.0	12.5	-	2.4	-	3.4	
Labour costs	3	2	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	1	1	-	-	-	-	
	1.6	2.7	-	-	-	-	-	-	-	-	-	10.5	10.0	11.1	-	-	-	3.0	12.5	-	-	-	-	
Costs (general mention)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	-	3.4	
NET: Risk	3	2	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-	
	1.6	2.7	-	-	-	5.0	7.7	-	-	-	-	-	-	-	3.2	-	5.3	-	-	-	2.4	7.7	-	

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 Western Europe in Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29	
	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	
Not part of the EU/ different from our market	3	2	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-	
	1.6	2.7	-	-	-	5.0	7.7	-	-	-	-	-	-	-	3.2	-	5.3	-	-	-	2.4	7.7	-	
NET: Corporate desire to invest	2	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	1.0	2.7	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-	
Want to expand	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.5	1.3	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Prefer to invest elsewhere	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.5	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-	
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Market growth	25	10	3	2	1	6	2	4	6	4	2	2	-	2	4	2	2	2	-	2	2	-	2	
	13.1	13.3	15.0	20.0	10.0	30.0	15.4	57.1	23.1	44.4	11.8	10.5	-	22.2	12.9	16.7	10.5	6.1	-	8.0	4.8	-	6.9	
Growth of market	19	8	3	2	1	5	2	3	4	3	1	1	-	1	3	1	2	2	-	2	1	-	1	
	9.9	10.7	15.0	20.0	10.0	25.0	15.4	42.9	15.4	33.3	5.9	5.3	-	11.1	9.7	8.3	10.5	6.1	-	8.0	2.4	-	3.4	
Quality of life	6	2	-	-	-	1	-	1	2	1	1	1	-	1	1	1	-	-	-	-	1	-	1	
	3.1	2.7	-	-	-	5.0	-	14.3	7.7	11.1	5.9	5.3	-	11.1	3.2	8.3	-	-	-	-	2.4	-	3.4	
NET: Technology	13	9	2	2	-	2	1	1	3	2	1	1	-	1	2	2	-	2	1	1	1	1	-	
	6.8	12.0	10.0	20.0	-	10.0	7.7	14.3	11.5	22.2	5.9	5.3	-	11.1	6.5	16.7	-	6.1	12.5	4.0	2.4	7.7	-	
Telecommunications	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.5	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-	
Level of technology	12	8	2	2	-	2	1	1	3	2	1	1	-	1	2	2	-	2	1	1	-	-	-	
	6.3	10.7	10.0	20.0	-	10.0	7.7	14.3	11.5	22.2	5.9	5.3	-	11.1	6.5	16.7	-	6.1	12.5	4.0	-	-	-	
NET: Location	46	19	-	-	-	12	8	4	12	4	8	4	2	2	5	3	2	5	-	5	8	2	6	
	24.1	25.3	-	-	-	60.0	61.5	57.1	46.2	44.4	47.1	21.1	20.0	22.2	16.1	25.0	10.5	15.2	-	20.0	19.0	15.4	20.7	

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REPORT 13A (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 Western Europe in 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	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29
	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
Proximity to markets	27	10	-	-	-	8	4	4	5	-	5	4	2	2	4	3	1	5	-	5	1	1	-
	14.1	13.3	-	-	-	40.0	30.8	57.1	19.2	-	29.4	21.1	20.0	22.2	12.9	25.0	5.3	15.2	-	20.0	2.4	7.7	-
Transportation	21	10	-	-	-	7	6	1	5	2	3	1	-	1	2	1	1	-	-	-	6	1	5
	11.0	13.3	-	-	-	35.0	46.2	14.3	19.2	22.2	17.6	5.3	-	11.1	6.5	8.3	5.3	-	-	-	14.3	7.7	17.2
Cost of transportation	8	5	-	-	-	4	3	1	2	2	-	-	-	-	-	-	-	-	-	-	2	-	2
	4.2	6.7	-	-	-	20.0	23.1	14.3	7.7	22.2	-	-	-	-	-	-	-	-	-	-	4.8	-	6.9
NET: Local Economic Conditions	2	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	1.0	-	-	-	-	5.0	-	14.3	3.8	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-
Cost of capital/ interest	2	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	1.0	-	-	-	-	5.0	-	14.3	3.8	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-
NET: Competition	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	2	-	2
	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6.1	-	8.0	4.8	-	6.9
Competition/ competitors	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	-	4.0	-	-	-
Timing/ waiting for the right opportunity	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	-	3.4
Demand for our products/ services/ ability to sell products	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-	1
	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	-	4.0	2.4	-	3.4
NET: Resources	10	4	-	-	-	2	2	-	4	2	2	2	-	2	-	-	-	1	-	1	1	-	1
	5.2	5.3	-	-	-	10.0	15.4	-	15.4	22.2	11.8	10.5	-	22.2	-	-	-	3.0	-	4.0	2.4	-	3.4



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REPORT 13A (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 Western Europe in 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	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29
	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
Labour force skills	10	4	-	-	-	2	2	-	4	2	2	2	-	2	-	-	-	1	-	1	1	-	1
	5.2	5.3	-	-	-	10.0	15.4	-	15.4	22.2	11.8	10.5	-	22.2	-	-	-	3.0	-	4.0	2.4	-	3.4
Other	29	13	8	4	4	5	3	2	6	3	3	2	1	1	2	1	1	3	1	2	3	-	3
	15.2	17.3	40.0	40.0	40.0	25.0	23.1	28.6	23.1	33.3	17.6	10.5	10.0	11.1	6.5	8.3	5.3	9.1	12.5	8.0	7.1	-	10.3
D.N.S.	71	31	10	5	5	1	-	1	2	-	2	6	6	-	17	7	10	12	4	8	23	9	14
	37.2	41.3	50.0	50.0	50.0	5.0	-	14.3	7.7	-	11.8	31.6	60.0	-	54.8	58.3	52.6	36.4	50.0	32.0	54.8	69.2	48.3

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REPORT 14A

S.1 Q.2 For what reason(s) is this region the most attractive region to your company at the time? --- Total mentions  
BASE: Those answering Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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: Politics	47	3	11	13	2	5	8	5	4	43	5	41	-	47	5	31	4	16	16	11
	24.6	15.0	55.0	50.0	10.5	16.1	24.2	11.9	18.2	25.4	25.0	24.4	-	24.6	23.8	24.8	25.0	21.9	25.8	28.9
Currency stability	12	1	7	1	-	-	-	3	1	11	1	10	-	12	-	8	2	5	2	3
	6.3	5.0	35.0	3.8	-	-	-	7.1	4.5	6.5	5.0	6.0	-	6.3	-	6.4	12.5	6.8	3.2	7.9
Inflation	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-
	.5	-	-	-	5.3	-	-	-	-	.6	-	.6	-	.5	-	-	-	-	-	-
Political situation	5	-	4	1	-	-	-	-	-	5	-	5	-	5	-	5	-	2	-	1
	2.6	-	20.0	3.8	-	-	-	-	-	3.0	-	3.0	-	2.6	-	4.0	-	2.7	-	2.6
Government attitude towards business	11	-	6	4	-	-	1	-	-	11	2	9	-	11	1	8	-	2	6	2
	5.8	-	30.0	15.4	-	-	3.0	-	-	6.5	10.0	5.4	-	5.8	4.8	6.4	-	2.7	9.7	5.3
Same language	11	-	1	3	-	2	4	1	3	8	1	10	-	11	2	9	-	2	5	3
	5.8	-	5.0	11.5	-	6.5	12.1	2.4	13.6	4.7	5.0	6.0	-	5.8	9.5	7.2	-	2.7	8.1	7.9
Similarity to own country	26	3	4	9	1	4	4	1	1	25	2	23	-	26	4	17	2	9	8	8
	13.6	15.0	20.0	34.6	5.3	12.9	12.1	2.4	4.5	14.8	10.0	13.7	-	13.6	19.0	13.6	12.5	12.3	12.9	21.1
NET: Costs	10	1	1	-	4	-	1	3	1	9	1	9	-	10	1	4	4	6	2	2
	5.2	5.0	5.0	-	21.1	-	3.0	7.1	4.5	5.3	5.0	5.4	-	5.2	4.8	3.2	25.0	8.2	3.2	5.3
Labour costs	8	1	1	-	4	-	1	1	1	7	1	7	-	8	1	3	4	4	2	2
	4.2	5.0	5.0	-	21.1	-	3.0	2.4	4.5	4.1	5.0	4.2	-	4.2	4.8	2.4	25.0	5.5	3.2	5.3
Costs (general mention)	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	1	-	2	-	-
	1.0	-	-	-	-	-	-	4.8	-	1.2	-	1.2	-	1.0	-	.8	-	2.7	-	-
NET: Risk	4	-	1	-	-	1	-	2	-	4	-	4	-	4	-	4	-	2	1	-
	2.1	-	5.0	-	-	3.2	-	4.8	-	2.4	-	2.4	-	2.1	-	3.2	-	2.7	1.6	-

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REPORT 14A (continuation)

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

BASE: Those answering Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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
Not part of the EU/ different from our market	4	-	1	-	-	1	-	2	-	4	-	4	-	4	-	4	-	2	1	-
	2.1	-	5.0	-	-	3.2	-	4.8	-	2.4	-	2.4	-	2.1	-	3.2	-	2.7	1.6	-
NET: Corporate desire to invest	2	-	1	-	-	-	-	1	1	1	1	1	-	2	-	1	1	-	2	-
	1.0	-	5.0	-	-	-	-	2.4	4.5	.6	5.0	.6	-	1.0	-	.8	6.3	-	3.2	-
Want to expand	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.5	-	5.0	-	-	-	-	-	4.5	-	5.0	-	-	.5	-	.8	-	-	1.6	-
Prefer to invest elsewhere	2	-	1	-	-	-	-	1	1	1	1	1	-	2	-	1	1	-	2	-
	1.0	-	5.0	-	-	-	-	2.4	4.5	.6	5.0	.6	-	1.0	-	.8	6.3	-	3.2	-
NET: Need for information	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	1
	.5	5.0	-	-	-	-	-	-	4.5	-	-	.6	-	.5	-	.8	-	-	-	2.6
Market is new/ young	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	1
	.5	5.0	-	-	-	-	-	-	4.5	-	-	.6	-	.5	-	.8	-	-	-	2.6
NET: Market growth	61	4	10	12	10	11	7	7	8	53	7	52	-	61	3	45	7	21	19	13
	31.9	20.0	50.0	46.2	52.6	35.5	21.2	16.7	36.4	31.4	35.0	31.0	-	31.9	14.3	36.0	43.8	28.8	30.6	34.2
Growth of market	58	4	10	11	10	10	7	6	8	50	7	49	-	58	3	42	7	20	18	12
	30.4	20.0	50.0	42.3	52.6	32.3	21.2	14.3	36.4	29.6	35.0	29.2	-	30.4	14.3	33.6	43.8	27.4	29.0	31.6
Quality of life	7	-	2	2	1	1	-	1	1	6	-	7	-	7	-	7	-	3	3	1
	3.7	-	10.0	7.7	5.3	3.2	-	2.4	4.5	3.6	-	4.2	-	3.7	-	5.6	-	4.1	4.8	2.6
NET: Technology	21	3	3	3	2	3	5	2	1	20	1	20	-	21	2	18	1	7	3	7
	11.0	15.0	15.0	11.5	10.5	9.7	15.2	4.8	4.5	11.8	5.0	11.9	-	11.0	9.5	14.4	6.3	9.6	4.8	18.4

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REPORT 14A (continuation)

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

BASE: Those answering Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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
Telecommunications	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	.8	-	-	-	2.6
Level of technology	20	3	3	3	2	3	5	1	1	19	1	19	-	20	2	17	1	7	3	6
	10.5	15.0	15.0	11.5	10.5	9.7	15.2	2.4	4.5	11.2	5.0	11.3	-	10.5	9.5	13.6	6.3	9.6	4.8	15.8
NET: Location	115	8	16	22	9	21	14	25	10	105	11	103	-	115	14	76	5	46	38	22
	60.2	40.0	80.0	84.6	47.4	67.7	42.4	59.5	45.5	62.1	55.0	61.3	-	60.2	66.7	60.8	31.3	63.0	61.3	57.9
Proximity to markets	101	7	14	20	8	21	11	20	9	92	11	89	-	101	13	67	4	40	32	22
	52.9	35.0	70.0	76.9	42.1	67.7	33.3	47.6	40.9	54.4	55.0	53.0	-	52.9	61.9	53.6	25.0	54.8	51.6	57.9
Transportation	30	1	9	5	2	2	2	9	1	29	3	27	-	30	4	20	1	12	10	4
	15.7	5.0	45.0	19.2	10.5	6.5	6.1	21.4	4.5	17.2	15.0	16.1	-	15.7	19.0	16.0	6.3	16.4	16.1	10.5
Cost of transportation	9	-	4	2	-	-	1	2	-	9	-	9	-	9	1	8	-	2	3	2
	4.7	-	20.0	7.7	-	-	3.0	4.8	-	5.3	-	5.4	-	4.7	4.8	6.4	-	2.7	4.8	5.3
Location (general mention)	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	1	-	2	-	-
	1.0	-	-	-	-	-	-	4.8	-	1.2	-	1.2	-	1.0	-	.8	-	2.7	-	-
NET: Local Economic Conditions	2	-	1	1	-	-	-	-	-	2	-	1	-	2	-	2	-	2	-	-
	1.0	-	5.0	3.8	-	-	-	-	-	1.2	-	.6	-	1.0	-	1.6	-	2.7	-	-
Cost of capital/interest	2	-	1	1	-	-	-	-	-	2	-	1	-	2	-	2	-	2	-	-
	1.0	-	5.0	3.8	-	-	-	-	-	1.2	-	.6	-	1.0	-	1.6	-	2.7	-	-
NET: Competition	13	1	-	-	-	2	7	3	2	11	4	9	-	13	3	7	1	4	5	3
	6.8	5.0	-	-	-	6.5	21.2	7.1	9.1	6.5	20.0	5.4	-	6.8	14.3	5.6	6.3	5.5	8.1	7.9

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

BASE: Those answering Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
	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
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
Competition/competitors	1.5	-	-	-	-	-	3.0	-	-	1.6	-	1.6	-	1.5	-	.8	-	-	1.6	-
Timing/ waiting for the right opportunity	2.0	-	-	-	-	-	-	2.4	-	2.2	-	2.2	-	2.0	-	1.8	-	2.7	-	-
Demand for our products/ services/ ability to sell products	11.5	5.0	-	-	-	6.5	21.2	2.4	9.1	5.3	20.0	4.2	-	5.8	14.3	4.8	6.3	2.7	8.1	7.9
NET: Resources	14.7	-	2.0	5.0	3.0	-	9.1	2.4	-	14.8	3.0	11.0	-	7.3	4.8	9.6	6.3	4.1	3.2	18.4
Labour force skills	11.5	-	2.0	5.0	2.0	-	3.0	2.4	-	11.0	2.0	9.0	-	5.8	4.8	8.0	-	4.1	1.6	13.2
Availability of natural resources	3.1	-	-	-	1.0	-	6.1	-	-	3.0	1.0	2.0	-	1.6	-	1.6	6.3	-	1.6	5.3
Other	49.2	13.0	5.0	7.0	3.0	4.0	8.0	9.0	3.0	46.0	5.0	43.0	-	25.7	5.0	30.0	5.0	17.0	17.0	8.0
D.N.S.	1.5	-	-	3.8	-	-	-	-	-	.6	-	.6	-	.5	-	.8	-	1.4	-	-

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REPORT 14A (continuation)

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

BASE: Those answering Western Europe in 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	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29	
	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: Politics	47	25	3	2	1	11	9	2	13	6	7	2	1	1	5	2	3	8	3	5	5	2	3	
	24.6	33.3	15.0	20.0	10.0	55.0	69.2	28.6	50.0	66.7	41.2	10.5	10.0	11.1	16.1	16.7	15.8	24.2	37.5	20.0	11.9	15.4	10.3	
Currency stability	12	8	1	1	-	7	5	2	1	1	-	-	-	-	-	-	-	-	-	-	3	1	2	
	6.3	10.7	5.0	10.0	-	35.0	38.5	28.6	3.8	11.1	-	-	-	-	-	-	-	-	-	-	7.1	7.7	6.9	
Inflation	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	.5	-	-	-	-	-	-	-	-	-	-	5.3	-	11.1	-	-	-	-	-	-	-	-	-	
Political situation	5	3	-	-	-	4	3	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	2.6	4.0	-	-	-	20.0	23.1	14.3	3.8	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-	
Government attitude towards business	11	8	-	-	-	6	6	-	4	2	2	-	-	-	-	-	-	1	-	1	-	-	-	
	5.8	10.7	-	-	-	30.0	46.2	-	15.4	22.2	11.8	-	-	-	-	-	-	3.0	-	4.0	-	-	-	
Same language	11	5	-	-	-	1	1	-	3	1	2	-	-	-	2	1	1	4	2	2	1	-	1	
	5.8	6.7	-	-	-	5.0	7.7	-	11.5	11.1	11.8	-	-	-	6.5	8.3	5.3	12.1	25.0	8.0	2.4	-	3.4	
Similarity to own country	26	13	3	2	1	4	3	1	9	3	6	1	1	-	4	2	2	4	1	3	1	1	-	
	13.6	17.3	15.0	20.0	10.0	20.0	23.1	14.3	34.6	33.3	35.3	5.3	10.0	-	12.9	16.7	10.5	12.1	12.5	12.0	2.4	7.7	-	
NET: Costs	10	5	1	1	-	1	-	1	-	-	-	4	2	2	-	-	-	1	1	-	3	1	2	
	5.2	6.7	5.0	10.0	-	5.0	-	14.3	-	-	-	21.1	20.0	22.2	-	-	-	3.0	12.5	-	7.1	7.7	6.9	
Labour costs	8	4	1	1	-	1	-	1	-	-	-	4	2	2	-	-	-	1	1	-	1	-	1	
	4.2	5.3	5.0	10.0	-	5.0	-	14.3	-	-	-	21.1	20.0	22.2	-	-	-	3.0	12.5	-	2.4	-	3.4	
Costs (general mention)	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	
	1.0	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.8	7.7	3.4	
NET: Risk	4	3	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	2	2	-	
	2.1	4.0	-	-	-	5.0	7.7	-	-	-	-	-	-	-	3.2	-	5.3	-	-	-	4.8	15.4	-	

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REPORT 14A (continuation)

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

BASE: Those answering Western Europe in 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	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29
	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
Not part of the EU/ different from our market	4	3	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	2	2	-
	2.1	4.0	-	-	-	5.0	7.7	-	-	-	-	-	-	-	3.2	-	5.3	-	-	-	4.8	15.4	-
NET: Corporate desire to invest	2	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	1.0	2.7	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-
Want to expand	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	1.3	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to invest elsewhere	2	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	1.0	2.7	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-
NET: Need for information	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	-	5.0	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Market is new/ young	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	-	5.0	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	61	25	4	2	2	10	4	6	12	5	7	10	5	5	11	5	6	7	2	5	7	2	5
	31.9	33.3	20.0	20.0	20.0	50.0	30.8	85.7	46.2	55.6	41.2	52.6	50.0	55.6	35.5	41.7	31.6	21.2	25.0	20.0	16.7	15.4	17.2
Growth of market	58	23	4	2	2	10	4	6	11	4	7	10	5	5	10	4	6	7	2	5	6	2	4
	30.4	30.7	20.0	20.0	20.0	50.0	30.8	85.7	42.3	44.4	41.2	52.6	50.0	55.6	32.3	33.3	31.6	21.2	25.0	20.0	14.3	15.4	13.8
Quality of life	7	2	-	-	-	2	-	2	2	1	1	1	-	1	1	1	-	-	-	-	1	-	1
	3.7	2.7	-	-	-	10.0	-	28.6	7.7	11.1	5.9	5.3	-	11.1	3.2	8.3	-	-	-	-	2.4	-	3.4
NET: Technology	21	13	3	3	-	3	2	1	3	2	1	2	1	1	3	2	1	5	1	4	2	2	-
	11.0	17.3	15.0	30.0	-	15.0	15.4	14.3	11.5	22.2	5.9	10.5	10.0	11.1	9.7	16.7	5.3	15.2	12.5	16.0	4.8	15.4	-
Telecommunications	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	.5	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-

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REPORT 14A (continuation)

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

BASE: Those answering Western Europe in Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29	
	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	
Level of technology	20	12	3	3	-	3	2	1	3	2	1	2	1	1	3	2	1	5	1	4	1	1	-	
	10.5	16.0	15.0	30.0	-	15.0	15.4	14.3	11.5	22.2	5.9	10.5	10.0	11.1	9.7	16.7	5.3	15.2	12.5	16.0	2.4	7.7	-	
NET: Location	115	44	8	4	4	16	12	4	22	7	15	9	5	4	21	8	13	14	2	12	25	6	19	
	60.2	58.7	40.0	40.0	40.0	80.0	92.3	57.1	84.6	77.8	88.2	47.4	50.0	44.4	67.7	66.7	68.4	42.4	25.0	48.0	59.5	46.2	65.5	
Proximity to markets	101	39	7	4	3	14	10	4	20	6	14	8	4	4	21	8	13	11	2	9	20	5	15	
	52.9	52.0	35.0	40.0	30.0	70.0	76.9	57.1	76.9	66.7	82.4	42.1	40.0	44.4	67.7	66.7	68.4	33.3	25.0	36.0	47.6	38.5	51.7	
Transportation	30	12	1	-	1	9	7	2	5	2	3	2	1	1	2	1	1	2	-	2	9	1	8	
	15.7	16.0	5.0	-	10.0	45.0	53.8	28.6	19.2	22.2	17.6	10.5	10.0	11.1	6.5	8.3	5.3	6.1	-	8.0	21.4	7.7	27.6	
Cost of transportation	9	5	-	-	-	4	3	1	2	2	-	-	-	-	-	-	-	1	-	1	2	-	2	
	4.7	6.7	-	-	-	20.0	23.1	14.3	7.7	22.2	-	-	-	-	-	-	-	3.0	-	4.0	4.8	-	6.9	
Location (general mention)	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	
	1.0	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.8	7.7	3.4	
NET: Local Economic Conditions	2	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	1.0	-	-	-	-	5.0	-	14.3	3.8	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-	
Cost of capital/interest	2	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	1.0	-	-	-	-	5.0	-	14.3	3.8	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Competition	13	3	1	-	1	-	-	-	-	-	-	-	-	-	2	2	-	7	1	6	3	-	3	
	6.8	4.0	5.0	-	10.0	-	-	-	-	-	-	-	-	-	6.5	16.7	-	21.2	12.5	24.0	7.1	-	10.3	
Competition/competitors	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	-	4.0	-	-	-	
Timing/ waiting for the right opportunity	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	
	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.8	-	6.9	





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REPORT 12B

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 Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	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: Politics	4	-	-	3	-	-	1	-	-	4	-	4	-	4	2	2	-	1	2	1
	2.2	-	-	11.5	-	-	4.0	-	-	2.6	-	2.6	-	2.2	9.1	1.8	-	2.0	3.6	2.1
Government attitude towards business	2	-	-	2	-	-	-	-	-	2	-	2	-	2	2	-	-	1	1	-
	1.1	-	-	7.7	-	-	-	-	-	1.3	-	1.3	-	1.1	9.1	-	-	2.0	1.8	-
Same language	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.6	-	-	3.8	-	-	-	-	-	.6	-	.6	-	.6	-	.9	-	-	1.8	-
Similarity to own country	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-	-	1
	.6	-	-	-	-	-	4.0	-	-	.6	-	.6	-	.6	-	.9	-	-	-	2.1
NET: Costs	30	1	15	-	3	2	2	7	5	25	2	28	-	30	1	18	8	8	9	9
	16.9	7.7	38.5	-	12.5	7.7	8.0	28.0	25.0	16.0	8.7	18.2	-	16.9	4.5	15.9	30.8	16.3	16.1	19.1
Labour costs	29	1	15	-	3	1	2	7	5	24	2	27	-	29	1	17	8	8	8	9
	16.3	7.7	38.5	-	12.5	3.8	8.0	28.0	25.0	15.4	8.7	17.5	-	16.3	4.5	15.0	30.8	16.3	14.3	19.1
Costs of plant construction	1	-	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.6	-	-	-	-	3.8	-	-	-	.6	-	.6	-	.6	-	.9	-	-	1.8	-
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	2	-	-	-	-	-	2	-	-	2	-	2	-	2	-	2	-	-	1	1
	1.1	-	-	-	-	-	8.0	-	-	1.3	-	1.3	-	1.1	-	1.8	-	-	1.8	2.1
Want to expand	2	-	-	-	-	-	2	-	-	2	-	2	-	2	-	2	-	-	1	1
	1.1	-	-	-	-	-	8.0	-	-	1.3	-	1.3	-	1.1	-	1.8	-	-	1.8	2.1

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REPORT 12B (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 Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	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: Need for information	2	1	-	1	-	-	-	-	-	2	-	2	-	2	-	2	-	-	-	2
	1.1	7.7	-	3.8	-	-	-	-	-	1.3	-	1.3	-	1.1	-	1.8	-	-	-	4.3
Market is new/ young	2	1	-	1	-	-	-	-	-	2	-	2	-	2	-	2	-	-	-	2
	1.1	7.7	-	3.8	-	-	-	-	-	1.3	-	1.3	-	1.1	-	1.8	-	-	-	4.3
NET: Market growth	85	6	16	12	14	20	8	9	7	77	11	73	-	85	10	56	12	26	24	20
	47.8	46.2	41.0	46.2	58.3	76.9	32.0	36.0	35.0	49.4	47.8	47.4	-	47.8	45.5	49.6	46.2	53.1	42.9	42.6
Growth of market	85	6	16	12	14	20	8	9	7	77	11	73	-	85	10	56	12	26	24	20
	47.8	46.2	41.0	46.2	58.3	76.9	32.0	36.0	35.0	49.4	47.8	47.4	-	47.8	45.5	49.6	46.2	53.1	42.9	42.6
NET: Technology	2	-	-	-	1	-	-	1	-	2	-	2	-	2	1	1	-	1	-	-
	1.1	-	-	-	4.2	-	-	4.0	-	1.3	-	1.3	-	1.1	4.5	.9	-	2.0	-	-
Level of technology	2	-	-	-	1	-	-	1	-	2	-	2	-	2	1	1	-	1	-	-
	1.1	-	-	-	4.2	-	-	4.0	-	1.3	-	1.3	-	1.1	4.5	.9	-	2.0	-	-
NET: Location	31	3	7	4	4	4	5	4	7	24	3	28	-	31	4	21	4	8	13	6
	17.4	23.1	17.9	15.4	16.7	15.4	20.0	16.0	35.0	15.4	13.0	18.2	-	17.4	18.2	18.6	15.4	16.3	23.2	12.8
Proximity to markets	29	3	7	4	4	4	4	3	6	23	2	27	-	29	4	21	3	7	13	5
	16.3	23.1	17.9	15.4	16.7	15.4	16.0	12.0	30.0	14.7	8.7	17.5	-	16.3	18.2	18.6	11.5	14.3	23.2	10.6
Transportation	2	-	-	-	-	-	1	1	1	1	1	1	-	2	-	-	1	1	-	1
	1.1	-	-	-	-	-	4.0	4.0	5.0	.6	4.3	.6	-	1.1	-	-	3.8	2.0	-	2.1
NET: Local Economic Conditions	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.6	-	-	3.8	-	-	-	-	-	.6	-	.6	-	.6	-	.9	-	-	1.8	-

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REPORT 12B (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 Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	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
Cost of capital/ interest	.6	-	-	3.8	-	-	-	-	-	.6	-	.6	-	.6	-	.9	-	-	1.8	-
NET: Competition	2	1	-	1	-	-	-	-	-	2	1	1	-	2	-	-	1	1	-	1
	1.1	7.7	-	3.8	-	-	-	-	-	1.3	4.3	.6	-	1.1	-	-	3.8	2.0	-	2.1
Competition/ competitors	1	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	1
	.6	7.7	-	-	-	-	-	-	-	.6	4.3	-	-	.6	-	-	-	-	-	2.1
Our business is not suited for that market	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	1	1	-	-
	.6	-	-	3.8	-	-	-	-	-	.6	-	.6	-	.6	-	-	3.8	2.0	-	-
NET: Resources	6	1	1	1	-	-	2	1	1	5	1	5	-	6	-	4	1	1	2	3
	3.4	7.7	2.6	3.8	-	-	8.0	4.0	5.0	3.2	4.3	3.2	-	3.4	-	3.5	3.8	2.0	3.6	6.4
Labour force skills	2	1	1	-	-	-	-	-	-	2	-	2	-	2	-	1	1	-	-	2
	1.1	7.7	2.6	-	-	-	-	-	-	1.3	-	1.3	-	1.1	-	.9	3.8	-	-	4.3
Availability of natural resources	4	-	-	1	-	-	2	1	1	3	1	3	-	4	-	3	-	1	2	1
	2.2	-	-	3.8	-	-	8.0	4.0	5.0	1.9	4.3	1.9	-	2.2	-	2.7	-	2.0	3.6	2.1
Other	10	-	-	2	2	-	3	3	-	9	2	8	-	10	3	4	-	3	4	2
	5.6	-	-	7.7	8.3	-	12.0	12.0	-	5.8	8.7	5.2	-	5.6	13.6	3.5	-	6.1	7.1	4.3
D.N.S.	3	-	-	1	-	-	2	-	-	3	3	-	-	3	1	2	-	-	-	2
	1.7	-	-	3.8	-	-	8.0	-	-	1.9	13.0	-	-	1.7	4.5	1.8	-	-	-	4.3





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REPORT 12B (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 Eastern Europe in Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	178	53	13	5	8	39	15	24	26	7	19	24	5	19	26	9	17	25	5	20	25	7	18	
	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	-	-	-	-	-	-	-	-	-	-	-	-	
	.6	-	-	-	-	-	-	-	3.8	-	5.3	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Resources	6	2	1	-	1	1	1	-	1	-	1	-	-	-	-	-	-	2	-	2	1	1	-	
	3.4	3.8	7.7	-	12.5	2.6	6.7	-	3.8	-	5.3	-	-	-	-	-	-	8.0	-	10.0	4.0	14.3	-	
Labour force skills	2	1	1	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1.1	1.9	7.7	-	12.5	2.6	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Availability of natural resources	4	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	2	-	2	1	1	-	
	2.2	1.9	-	-	-	-	-	-	3.8	-	5.3	-	-	-	-	-	-	8.0	-	10.0	4.0	14.3	-	
Other	10	1	-	-	-	-	-	-	2	-	2	2	1	1	-	-	-	3	-	3	3	-	3	
	5.6	1.9	-	-	-	-	-	-	7.7	-	10.5	8.3	20.0	5.3	-	-	-	12.0	-	15.0	12.0	-	16.7	
D.N.S.	3	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	2	-	2	-	-	-	
	1.7	1.9	-	-	-	-	-	-	3.8	14.3	-	-	-	-	-	-	-	8.0	-	10.0	-	-	-	

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REPORT 13B

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 Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	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: Politics	27	2	11	6	2	2	4	-	6	21	6	21	-	27	4	19	3	5	8	9
	15.2	15.4	28.2	23.1	8.3	7.7	16.0	-	30.0	13.5	26.1	13.6	-	15.2	18.2	16.8	11.5	10.2	14.3	19.1
Currency stability	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	1
	.6	-	2.6	-	-	-	-	-	5.0	-	4.3	-	-	.6	-	.9	-	-	-	2.1
Inflation	2	-	1	1	-	-	-	-	-	2	1	1	-	2	-	2	-	-	1	1
	1.1	-	2.6	3.8	-	-	-	-	-	1.3	4.3	.6	-	1.1	-	1.8	-	-	1.8	2.1
Political situation	6	1	3	2	-	-	-	-	1	5	2	4	-	6	-	5	1	-	2	2
	3.4	7.7	7.7	7.7	-	-	-	-	5.0	3.2	8.7	2.6	-	3.4	-	4.4	3.8	-	3.6	4.3
Government attitude towards business	11	1	5	2	2	1	-	-	3	8	1	10	-	11	4	6	1	3	1	5
	6.2	7.7	12.8	7.7	8.3	3.8	-	-	15.0	5.1	4.3	6.5	-	6.2	18.2	5.3	3.8	6.1	1.8	10.6
Same language	6	-	2	-	-	-	4	-	1	5	1	5	-	6	-	5	-	-	3	2
	3.4	-	5.1	-	-	-	16.0	-	5.0	3.2	4.3	3.2	-	3.4	-	4.4	-	-	5.4	4.3
Similarity to own country	4	-	2	1	-	1	-	-	-	4	-	4	-	4	-	3	1	2	1	1
	2.2	-	5.1	3.8	-	3.8	-	-	-	2.6	-	2.6	-	2.2	-	2.7	3.8	4.1	1.8	2.1
NET: Costs	43	4	20	5	4	4	4	2	6	36	4	39	-	43	3	29	9	8	14	13
	24.2	30.8	51.3	19.2	16.7	15.4	16.0	8.0	30.0	23.1	17.4	25.3	-	24.2	13.6	25.7	34.6	16.3	25.0	27.7
Labour costs	30	3	13	2	4	4	3	1	2	27	4	26	-	30	2	21	5	3	10	11
	16.9	23.1	33.3	7.7	16.7	15.4	12.0	4.0	10.0	17.3	17.4	16.9	-	16.9	9.1	18.6	19.2	6.1	17.9	23.4
Costs of plant construction	11	1	6	3	-	1	-	-	2	9	-	11	-	11	2	7	1	2	5	2
	6.2	7.7	15.4	11.5	-	3.8	-	-	10.0	5.8	-	7.1	-	6.2	9.1	6.2	3.8	4.1	8.9	4.3
Energy costs	6	-	6	-	-	-	-	-	1	5	-	6	-	6	-	1	4	3	-	2
	3.4	-	15.4	-	-	-	-	-	5.0	3.2	-	3.9	-	3.4	-	.9	15.4	6.1	-	4.3



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 Eastern Europe in Q.1a

	COUNTRY							CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	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
Costs (general mention)	6	-	3	1	-	-	1	1	2	4	-	6	-	6	-	5	1	3	2	-
	3.4	-	7.7	3.8	-	-	4.0	4.0	10.0	2.6	-	3.9	-	3.4	-	4.4	3.8	6.1	3.6	-
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	-	-	1	1	-
	1.1	-	-	-	-	-	-	8.0	-	1.3	-	1.3	-	1.1	-	-	-	2.0	1.8	-
Prefer to invest elsewhere	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	-	-	1	1	-
	1.1	-	-	-	-	-	-	8.0	-	1.3	-	1.3	-	1.1	-	-	-	2.0	1.8	-
NET: Need for information	2	-	-	1	-	-	1	-	-	2	1	1	-	2	-	2	-	-	1	1
	1.1	-	-	3.8	-	-	4.0	-	-	1.3	4.3	.6	-	1.1	-	1.8	-	-	1.8	2.1
Do not know enough about the country	2	-	-	1	-	-	1	-	-	2	1	1	-	2	-	2	-	-	1	1
	1.1	-	-	3.8	-	-	4.0	-	-	1.3	4.3	.6	-	1.1	-	1.8	-	-	1.8	2.1
NET: Market growth	36	2	11	9	-	6	2	6	5	31	2	34	-	36	2	26	5	10	15	8
	20.2	15.4	28.2	34.6	-	23.1	8.0	24.0	25.0	19.9	8.7	22.1	-	20.2	9.1	23.0	19.2	20.4	26.8	17.0
Growth of market	34	2	10	9	-	6	1	6	5	29	2	32	-	34	2	24	5	10	13	8
	19.1	15.4	25.6	34.6	-	23.1	4.0	24.0	25.0	18.6	8.7	20.8	-	19.1	9.1	21.2	19.2	20.4	23.2	17.0
Quality of life	2	-	1	-	-	-	1	-	-	2	-	2	-	2	-	2	-	-	2	-
	1.1	-	2.6	-	-	-	4.0	-	-	1.3	-	1.3	-	1.1	-	1.8	-	-	3.6	-
NET: Technology	7	-	1	1	4	-	1	-	1	6	-	7	-	7	1	5	1	-	2	2
	3.9	-	2.6	3.8	16.7	-	4.0	-	5.0	3.8	-	4.5	-	3.9	4.5	4.4	3.8	-	3.6	4.3
Telecommunications	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.6	-	2.6	-	-	-	-	-	-	.6	-	.6	-	.6	-	.9	-	-	1.8	-

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REPORT 13B (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 Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	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
Level of technology	6	-	-	1	4	-	1	-	1	5	-	6	-	6	1	4	1	-	1	2
	3.4	-	-	3.8	16.7	-	4.0	-	5.0	3.2	-	3.9	-	3.4	4.5	3.5	3.8	-	1.8	4.3
NET: Location	45	3	21	5	5	6	2	3	5	39	4	41	-	45	2	31	8	15	14	12
	25.3	23.1	53.8	19.2	20.8	23.1	8.0	12.0	25.0	25.0	17.4	26.6	-	25.3	9.1	27.4	30.8	30.6	25.0	25.5
Proximity to markets	28	2	9	4	5	5	1	2	2	25	3	25	-	28	1	19	5	10	8	7
	15.7	15.4	23.1	15.4	20.8	19.2	4.0	8.0	10.0	16.0	13.0	16.2	-	15.7	4.5	16.8	19.2	20.4	14.3	14.9
Transportation	13	1	10	1	-	-	1	-	3	10	1	12	-	13	-	12	1	2	4	6
	7.3	7.7	25.6	3.8	-	-	4.0	-	15.0	6.4	4.3	7.8	-	7.3	-	10.6	3.8	4.1	7.1	12.8
Cost of transportation	9	-	8	-	-	1	-	-	2	6	-	9	-	9	1	5	3	3	2	4
	5.1	-	20.5	-	-	3.8	-	-	10.0	3.8	-	5.8	-	5.1	4.5	4.4	11.5	6.1	3.6	8.5
Location (general mention)	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1	-	-
	.6	-	-	-	-	-	-	4.0	-	.6	-	.6	-	.6	-	-	-	2.0	-	-
NET: Local Economic Conditions	11	1	6	1	3	-	-	-	2	9	1	10	-	11	-	6	5	1	2	6
	6.2	7.7	15.4	3.8	12.5	-	-	-	10.0	5.8	4.3	6.5	-	6.2	-	5.3	19.2	2.0	3.6	12.8
Cost of capital/interest	11	1	6	1	3	-	-	-	2	9	1	10	-	11	-	6	5	1	2	6
	6.2	7.7	15.4	3.8	12.5	-	-	-	10.0	5.8	4.3	6.5	-	6.2	-	5.3	19.2	2.0	3.6	12.8
NET: Competition	4	2	-	-	-	-	1	1	-	4	-	4	-	4	-	2	1	2	1	-
	2.2	15.4	-	-	-	-	4.0	4.0	-	2.6	-	2.6	-	2.2	-	1.8	3.8	4.1	1.8	-
Competition/competitors	2	1	-	-	-	-	1	-	-	2	-	2	-	2	-	2	-	1	1	-
	1.1	7.7	-	-	-	-	4.0	-	-	1.3	-	1.3	-	1.1	-	1.8	-	2.0	1.8	-

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 Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATIDN		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	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
Demand for our products/ services/ ability to sell products	2	1	-	-	-	-	-	1	-	2	-	2	-	2	-	-	1	1	-	-
	1.1	7.7	-	-	-	-	-	4.0	-	1.3	-	1.3	-	1.1	-	-	3.8	2.0	-	-
NET: Resources	11	1	5	2	1	-	1	1	1	10	1	10	-	11	-	6	4	3	1	5
	6.2	7.7	12.8	7.7	4.2	-	4.0	4.0	5.0	6.4	4.3	6.5	-	6.2	-	5.3	15.4	6.1	1.8	10.6
Labour force skills	6	1	3	1	-	-	1	-	1	5	1	5	-	6	-	4	2	1	-	5
	3.4	7.7	7.7	3.8	-	-	4.0	-	5.0	3.2	4.3	3.2	-	3.4	-	3.5	7.7	2.0	-	10.6
Availability of natural resources	5	-	2	1	1	-	-	1	-	5	-	5	-	5	-	2	2	2	1	-
	2.8	-	5.1	3.8	4.2	-	-	4.0	-	3.2	-	3.2	-	2.8	-	1.8	7.7	4.1	1.8	-
Other	21	2	9	4	-	-	2	4	3	17	4	17	-	21	4	14	2	6	6	8
	11.8	15.4	23.1	15.4	-	-	8.0	16.0	15.0	10.9	17.4	11.0	-	11.8	18.2	12.4	7.7	12.2	10.7	17.0
D.N.S.	47	2	3	2	8	11	10	11	4	43	8	38	-	47	10	28	4	14	12	12
	26.4	15.4	7.7	7.7	33.3	42.3	40.0	44.0	20.0	27.6	34.8	24.7	-	26.4	45.5	24.8	15.4	28.6	21.4	25.5

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REPORT 13B (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 Eastern Europe in Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	178	53	13	5	8	39	15	24	26	7	19	24	5	19	26	9	17	25	5	20	25	7	18	
	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: Politics	27	11	2	2	-	11	6	5	6	2	4	2	-	2	2	1	1	4	-	4	-	-	-	
	15.2	20.8	15.4	40.0	-	28.2	40.0	20.8	23.1	28.6	21.1	8.3	-	10.5	7.7	11.1	5.9	16.0	-	20.0	-	-	-	
Currency stability	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.6	-	-	-	-	2.6	-	4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Inflation	2	1	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	1.1	1.9	-	-	-	2.6	6.7	-	3.8	-	5.3	-	-	-	-	-	-	-	-	-	-	-	-	
Political situation	6	4	1	1	-	3	1	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
	3.4	7.5	7.7	20.0	-	7.7	6.7	8.3	7.7	28.6	-	-	-	-	-	-	-	-	-	-	-	-	-	
Government attitude towards business	11	6	1	1	-	5	5	-	2	-	2	2	-	2	1	-	1	-	-	-	-	-	-	
	6.2	11.3	7.7	20.0	-	12.8	33.3	-	7.7	-	10.5	8.3	-	10.5	3.8	-	5.9	-	-	-	-	-	-	
Same language	6	1	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	4	-	4	-	-	-	
	3.4	1.9	-	-	-	5.1	6.7	4.2	-	-	-	-	-	-	-	-	-	16.0	-	20.0	-	-	-	
Similarity to own country	4	2	-	-	-	2	1	1	1	-	1	-	-	-	1	1	-	-	-	-	-	-	-	
	2.2	3.8	-	-	-	5.1	6.7	4.2	3.8	-	5.3	-	-	-	3.8	11.1	-	-	-	-	-	-	-	
NET: Costs	43	19	4	2	2	20	11	9	5	3	2	4	-	4	4	1	3	4	1	3	2	1	1	
	24.2	35.8	30.8	40.0	25.0	51.3	73.3	37.5	19.2	42.9	10.5	16.7	-	21.1	15.4	11.1	17.6	16.0	20.0	15.0	8.0	14.3	5.6	
Labour costs	30	13	3	1	2	13	7	6	2	2	-	4	-	4	4	1	3	3	1	2	1	1	-	
	16.9	24.5	23.1	20.0	25.0	33.3	46.7	25.0	7.7	28.6	-	16.7	-	21.1	15.4	11.1	17.6	12.0	20.0	10.0	4.0	14.3	-	
Costs of plant construction	11	6	1	1	-	6	3	3	3	2	1	-	-	-	1	-	1	-	-	-	-	-	-	
	6.2	11.3	7.7	20.0	-	15.4	20.0	12.5	11.5	28.6	5.3	-	-	-	3.8	-	5.9	-	-	-	-	-	-	
Energy costs	6	3	-	-	-	6	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	3.4	5.7	-	-	-	15.4	20.0	12.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Costs (general mention)	6	1	-	-	-	3	1	2	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1	
	3.4	1.9	-	-	-	7.7	6.7	8.3	3.8	-	5.3	-	-	-	-	-	-	4.0	-	5.0	4.0	-	5.6	

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 Eastern Europe in 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	178	53	13	5	8	39	15	24	26	7	19	24	5	19	26	9	17	25	5	20	25	7	18
	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: Risk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2
	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.0	-	11.1
Prefer to invest elsewhere	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2
	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.0	-	11.1
NET: Need for information	2	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-
	1.1	-	-	-	-	-	-	-	3.8	-	5.3	-	-	-	-	-	-	4.0	-	5.0	-	-	-
Do not know enough about the country	2	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-
	1.1	-	-	-	-	-	-	-	3.8	-	5.3	-	-	-	-	-	-	4.0	-	5.0	-	-	-
NET: Market growth	36	14	2	1	1	11	5	6	9	1	8	-	-	-	6	3	3	2	-	2	6	4	2
	20.2	26.4	15.4	20.0	12.5	28.2	33.3	25.0	34.6	14.3	42.1	-	-	-	23.1	33.3	17.6	8.0	-	10.0	24.0	57.1	11.1
Growth of market	34	14	2	1	1	10	5	5	9	1	8	-	-	-	6	3	3	1	-	1	6	4	2
	19.1	26.4	15.4	20.0	12.5	25.6	33.3	20.8	34.6	14.3	42.1	-	-	-	23.1	33.3	17.6	4.0	-	5.0	24.0	57.1	11.1
Quality of life	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	1.1	-	-	-	-	2.6	-	4.2	-	-	-	-	-	-	-	-	-	4.0	-	5.0	-	-	-
NET: Technology	7	5	-	-	-	1	1	-	1	1	-	4	2	2	-	-	-	1	1	-	-	-	-
	3.9	9.4	-	-	-	2.6	6.7	-	3.8	14.3	-	16.7	40.0	10.5	-	-	-	4.0	20.0	-	-	-	-
Telecommunications	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.6	1.9	-	-	-	2.6	6.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Level of technology	6	4	-	-	-	-	-	-	1	1	-	4	2	2	-	-	-	1	1	-	-	-	-
	3.4	7.5	-	-	-	-	-	-	3.8	14.3	-	16.7	40.0	10.5	-	-	-	4.0	20.0	-	-	-	-
NET: Location	45	14	3	1	2	21	7	14	5	-	5	5	2	3	6	2	4	2	-	2	3	2	1
	25.3	26.4	23.1	20.0	25.0	53.8	46.7	58.3	19.2	-	26.3	20.8	40.0	15.8	23.1	22.2	23.5	8.0	-	10.0	12.0	28.6	5.6

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REPORT 13B (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 Eastern Europe in Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	178	53	13	5	8	39	15	24	26	7	19	24	5	19	26	9	17	25	5	20	25	7	18	
	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	
Proximity to markets	28	10	2	1	1	9	4	5	4	-	4	5	2	3	5	2	3	1	-	1	2	1	1	
	15.7	18.9	15.4	20.0	12.5	23.1	26.7	20.8	15.4	-	21.1	20.8	40.0	15.8	19.2	22.2	17.6	4.0	-	5.0	8.0	14.3	5.6	
Transportation	13	4	1	-	1	10	4	6	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	
	7.3	7.5	7.7	-	12.5	25.6	26.7	25.0	3.8	-	5.3	-	-	-	-	-	-	4.0	-	5.0	-	-	-	
Cost of transportation	9	3	-	-	-	8	3	5	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	
	5.1	5.7	-	-	-	20.5	20.0	20.8	-	-	-	-	-	-	3.8	-	5.9	-	-	-	-	-	-	
Location (general mention)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.6	1.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.0	14.3	-	
NET: Local Economic Conditions	11	5	1	-	1	6	3	3	1	1	-	3	1	2	-	-	-	-	-	-	-	-	-	
	6.2	9.4	7.7	-	12.5	15.4	20.0	12.5	3.8	14.3	-	12.5	20.0	10.5	-	-	-	-	-	-	-	-	-	
Cost of capital/interest	11	5	1	-	1	6	3	3	1	1	-	3	1	2	-	-	-	-	-	-	-	-	-	
	6.2	9.4	7.7	-	12.5	15.4	20.0	12.5	3.8	14.3	-	12.5	20.0	10.5	-	-	-	-	-	-	-	-	-	
NET: Competition	4	2	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	1	-	
	2.2	3.8	15.4	20.0	12.5	-	-	-	-	-	-	-	-	-	-	-	-	4.0	-	5.0	4.0	14.3	-	
Competition/competitors	2	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	1.1	1.9	7.7	20.0	-	-	-	-	-	-	-	-	-	-	-	-	-	4.0	-	5.0	-	-	-	
Demand for our products/services/ability to sell products	2	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	1.1	1.9	7.7	-	12.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.0	14.3	-	
NET: Resources	11	5	1	-	1	5	2	3	2	1	1	1	-	1	-	-	-	1	1	-	1	1	-	
	6.2	9.4	7.7	-	12.5	12.8	13.3	12.5	7.7	14.3	5.3	4.2	-	5.3	-	-	-	4.0	20.0	-	4.0	14.3	-	

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REPORT 13B (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 Eastern Europe in 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	178	53	13	5	8	39	15	24	26	7	19	24	5	19	26	9	17	25	5	20	25	7	18
	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
Labour force skills	6	3	1	-	1	3	1	2	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-
	3.4	5.7	7.7	-	12.5	7.7	6.7	8.3	3.8	14.3	-	-	-	-	-	-	-	4.0	20.0	-	-	-	-
Availability of natural resources	5	2	-	-	-	2	1	1	1	-	1	1	-	1	-	-	-	-	-	-	1	1	-
	2.8	3.8	-	-	-	5.1	6.7	4.2	3.8	-	5.3	4.2	-	5.3	-	-	-	-	-	-	4.0	14.3	-
Other	21	10	2	2	-	9	6	3	4	1	3	-	-	-	-	-	-	2	1	1	4	-	4
	11.8	18.9	15.4	40.0	-	23.1	40.0	12.5	15.4	14.3	15.8	-	-	-	-	-	-	8.0	20.0	5.0	16.0	-	22.2
D.N.S.	47	9	2	-	2	3	-	3	2	-	2	8	1	7	11	4	7	10	2	8	11	2	9
	26.4	17.0	15.4	-	25.0	7.7	-	12.5	7.7	-	10.5	33.3	20.0	36.8	42.3	44.4	41.2	40.0	40.0	40.0	44.0	28.6	50.0

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REPORT 14B

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

BASE: Those answering Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	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: Politics	30	2	11	9	2	2	4	-	6	24	6	24	-	30	6	20	3	6	10	9
	16.9	15.4	28.2	34.6	8.3	7.7	16.0	-	30.0	15.4	26.1	15.6	-	16.9	27.3	17.7	11.5	12.2	17.9	19.1
Currency stability	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	1
	.6	-	2.6	-	-	-	-	-	5.0	-	4.3	-	-	.6	-	.9	-	-	-	2.1
Inflation	2	-	1	1	-	-	-	-	-	2	1	1	-	2	-	2	-	-	1	1
	1.1	-	2.6	3.8	-	-	-	-	-	1.3	4.3	.6	-	1.1	-	1.8	-	-	1.8	2.1
Political situation	6	1	3	2	-	-	-	-	1	5	2	4	-	6	-	5	1	-	2	2
	3.4	7.7	7.7	7.7	-	-	-	-	5.0	3.2	8.7	2.6	-	3.4	-	4.4	3.8	-	3.6	4.3
Government attitude towards business	13	1	5	4	2	1	-	-	3	10	1	12	-	13	6	6	1	4	2	5
	7.3	7.7	12.8	15.4	8.3	3.8	-	-	15.0	6.4	4.3	7.8	-	7.3	27.3	5.3	3.8	8.2	3.6	10.6
Same language	7	-	2	1	-	-	4	-	1	6	1	6	-	7	-	6	-	-	4	2
	3.9	-	5.1	3.8	-	-	16.0	-	5.0	3.8	4.3	3.9	-	3.9	-	5.3	-	-	7.1	4.3
Similarity to own country	5	-	2	1	-	1	1	-	-	5	-	5	-	5	-	4	1	2	1	2
	2.8	-	5.1	3.8	-	3.8	4.0	-	-	3.2	-	3.2	-	2.8	-	3.5	3.8	4.1	1.8	4.3
NET: Costs	65	5	28	5	7	6	6	8	8	56	6	59	-	65	4	43	13	13	21	20
	36.5	38.5	71.8	19.2	29.2	23.1	24.0	32.0	40.0	35.9	26.1	38.3	-	36.5	18.2	38.1	50.0	26.5	37.5	42.6
Labour costs	59	4	28	2	7	5	5	8	7	51	6	53	-	59	3	38	13	11	18	20
	33.1	30.8	71.8	7.7	29.2	19.2	20.0	32.0	35.0	32.7	26.1	34.4	-	33.1	13.6	33.6	50.0	22.4	32.1	42.6
Costs of plant construction	12	1	6	3	-	2	-	-	2	10	-	12	-	12	2	8	1	2	6	2
	6.7	7.7	15.4	11.5	-	7.7	-	-	10.0	6.4	-	7.8	-	6.7	9.1	7.1	3.8	4.1	10.7	4.3
Energy costs	6	-	6	-	-	-	-	-	1	5	-	6	-	6	-	1	4	3	-	2
	3.4	-	15.4	-	-	-	-	-	5.0	3.2	-	3.9	-	3.4	-	.9	15.4	6.1	-	4.3



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REPORT 14B (continuation)

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

BASE: Those answering Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
	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
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
Costs (general mention)	6	-	3	1	-	-	1	1	2	4	-	6	-	6	-	5	1	3	2	-
NET: Risk	3.4	-	7.7	3.8	-	-	4.0	4.0	10.0	2.6	-	3.9	-	3.4	-	4.4	3.8	6.1	3.6	-
NET: Corporate desire to invest	4	-	-	-	-	-	2	2	-	4	-	4	-	4	-	2	-	1	2	1
Want to expand	2.2	-	-	-	-	-	8.0	8.0	-	2.6	-	2.6	-	2.2	-	1.8	-	2.0	3.6	2.1
Prefer to invest elsewhere	2	-	-	-	-	-	2	-	-	2	-	2	-	2	-	2	-	-	1	1
NET: Need for information	1.1	-	-	-	-	-	8.0	-	1.3	-	1.3	-	1.1	-	-	-	-	2.0	1.8	-
Market is new/ young	3	1	-	1	-	-	1	-	-	3	1	2	-	3	-	3	-	-	1	2
Do not know enough about the country	1.7	7.7	-	3.8	-	-	4.0	-	-	1.9	4.3	1.3	-	1.7	-	2.7	-	-	1.8	4.3
NET: Market growth	2	1	-	1	-	-	-	-	-	2	-	2	-	2	-	2	-	-	-	2
Growth of market	1.1	7.7	-	3.8	-	-	-	-	-	1.3	-	1.3	-	1.1	-	1.8	-	-	-	4.3
NET: Market growth	2	-	-	1	-	-	1	-	-	2	1	1	-	2	-	2	-	-	1	1
Growth of market	1.1	-	-	3.8	-	-	4.0	-	-	1.3	4.3	.6	-	1.1	-	1.8	-	-	1.8	2.1
NET: Market growth	115	8	25	19	14	25	10	14	12	102	13	101	-	115	12	78	16	33	36	28
Growth of market	64.6	61.5	64.1	73.1	58.3	96.2	40.0	56.0	60.0	65.4	56.5	65.6	-	64.6	54.5	69.0	61.5	67.3	64.3	59.6
NET: Market growth	114	8	25	19	14	25	9	14	12	101	13	100	-	114	12	77	16	33	35	28
Growth of market	64.0	61.5	64.1	73.1	58.3	96.2	36.0	56.0	60.0	64.7	56.5	64.9	-	64.0	54.5	68.1	61.5	67.3	62.5	59.6

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REPORT 14B (continuation)

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

BASE: Those answering Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3.YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
	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
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
Quality of life	2	-	1	-	-	-	1	-	-	2	-	2	-	2	-	2	-	-	2	-
	1.1	-	2.6	-	-	-	4.0	-	-	1.3	-	1.3	-	1.1	-	1.8	-	-	3.6	-
NET: Technology	9	-	1	1	5	-	1	1	1	8	-	9	-	9	2	6	1	1	2	2
	5.1	-	2.6	3.8	20.8	-	4.0	4.0	5.0	5.1	-	5.8	-	5.1	9.1	5.3	3.8	2.0	3.6	4.3
Telecommunications	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.6	-	2.6	-	-	-	-	-	-	.6	-	.6	-	.6	-	.9	-	-	1.8	-
Level of technology	8	-	-	1	5	-	1	1	1	7	-	8	-	8	2	5	1	1	1	2
	4.5	-	-	3.8	20.8	-	4.0	4.0	5.0	4.5	-	5.2	-	4.5	9.1	4.4	3.8	2.0	1.8	4.3
NET: Location	70	6	26	8	8	9	6	7	11	58	6	64	-	70	6	46	12	21	24	18
	39.3	46.2	66.7	30.8	33.3	34.6	24.0	28.0	55.0	37.2	26.1	41.6	-	39.3	27.3	40.7	46.2	42.9	42.9	38.3
Proximity to markets	55	5	16	8	8	8	5	5	8	46	5	50	-	55	5	38	8	16	20	12
	30.9	38.5	41.0	30.8	33.3	30.8	20.0	20.0	40.0	29.5	21.7	32.5	-	30.9	22.7	33.6	30.8	32.7	35.7	25.5
Transportation	15	1	10	1	-	-	2	1	4	11	2	13	-	15	-	12	2	3	4	7
	8.4	7.7	25.6	3.8	-	-	8.0	4.0	20.0	7.1	8.7	8.4	-	8.4	-	10.6	7.7	6.1	7.1	14.9
Cost of transportation	9	-	8	-	-	1	-	-	2	6	-	9	-	9	1	5	3	3	2	4
	5.1	-	20.5	-	-	3.8	-	-	10.0	3.8	-	5.8	-	5.1	4.5	4.4	11.5	6.1	3.6	8.5
Location (general mention)	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1	-	-
	.6	-	-	-	-	-	-	4.0	-	.6	-	.6	-	.6	-	-	-	2.0	-	-
NET: Local Economic Conditions	12	1	6	2	3	-	-	-	2	10	1	11	-	12	-	7	5	1	3	6
	6.7	7.7	15.4	7.7	12.5	-	-	-	10.0	6.4	4.3	7.1	-	6.7	-	6.2	19.2	2.0	5.4	12.8

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REPORT 14B (continuation)

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

BASE: Those answering Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
	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
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
Cost of capital/ interest	12	1	6	2	3	-	-	-	2	10	1	11	-	12	-	7	5	1	3	6
	6.7	7.7	15.4	7.7	12.5	-	-	-	10.0	6.4	4.3	7.1	-	6.7	-	6.2	19.2	2.0	5.4	12.8
NET: Competition	6	3	-	1	-	-	1	1	-	6	1	5	-	6	-	2	2	3	1	1
	3.4	23.1	-	3.8	-	-	4.0	4.0	-	3.8	4.3	3.2	-	3.4	-	1.8	7.7	6.1	1.8	2.1
Competition/ competitors	3	2	-	-	-	-	1	-	-	3	1	2	-	3	-	2	-	1	1	1
	1.7	15.4	-	-	-	-	4.0	-	-	1.9	4.3	1.3	-	1.7	-	1.8	-	2.0	1.8	2.1
Our business is not suited for that market	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	1	1	-	-
	.6	-	-	3.8	-	-	-	-	-	.6	-	.6	-	.6	-	-	3.8	2.0	-	-
Demand for our products/ services/ ability to sell products	2	1	-	-	-	-	-	1	-	2	-	2	-	2	-	-	1	1	-	-
	1.1	7.7	-	-	-	-	-	4.0	-	1.3	-	1.3	-	1.1	-	-	3.8	2.0	-	-
NET: Resources	16	2	6	3	1	-	3	1	2	14	2	14	-	16	-	10	5	3	3	8
	9.0	15.4	15.4	11.5	4.2	-	12.0	4.0	10.0	9.0	8.7	9.1	-	9.0	-	8.8	19.2	6.1	5.4	17.0
Labour force skills	8	2	4	1	-	-	1	-	1	7	1	7	-	8	-	5	3	1	-	7
	4.5	15.4	10.3	3.8	-	-	4.0	-	5.0	4.5	4.3	4.5	-	4.5	-	4.4	11.5	2.0	-	14.9
Availability of natural resources	8	-	2	2	1	-	2	1	1	7	1	7	-	8	-	5	2	2	3	1
	4.5	-	5.1	7.7	4.2	-	8.0	4.0	5.0	4.5	4.3	4.5	-	4.5	-	4.4	7.7	4.1	5.4	2.1
Other	30	2	9	6	2	-	5	6	3	26	6	24	-	30	7	18	2	9	9	10
	16.9	15.4	23.1	23.1	8.3	-	20.0	24.0	15.0	16.7	26.1	15.6	-	16.9	31.8	15.9	7.7	18.4	16.1	21.3

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REPDR1 14B (continuation)

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

BASE: Those answering Eastern Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	178	13	39	26	24	26	25	25	20	156	23	154	-	178	22	113	26	49	56	47
	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
D.N.S.	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	1	-	-	-	-
	.6	-	-	-	-	-	4.0	-	-	.6	4.3	-	-	.6	-	.9	-	-	-	-

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

BASE: Those answering Eastern Europe in 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	178	53	13	5	8	39	15	24	26	7	19	24	5	19	26	9	17	25	5	20	25	7	18	
	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: Politics	30	11	2	2	-	11	6	5	9	2	7	2	-	2	2	1	1	4	-	4	-	-	-	
	16.9	20.8	15.4	40.0	-	28.2	40.0	20.8	34.6	28.6	36.8	8.3	-	10.5	7.7	11.1	5.9	16.0	-	20.0	-	-	-	
Currency stability	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.6	-	-	-	-	2.6	-	4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Inflation	2	1	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	1.1	1.9	-	-	-	2.6	6.7	-	3.8	-	5.3	-	-	-	-	-	-	-	-	-	-	-	-	
Political situation	6	4	1	1	-	3	1	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
	3.4	7.5	7.7	20.0	-	7.7	6.7	8.3	7.7	28.6	-	-	-	-	-	-	-	-	-	-	-	-	-	
Government attitude towards business	13	6	1	1	-	5	5	-	4	-	4	2	-	2	1	-	1	-	-	-	-	-	-	
	7.3	11.3	7.7	20.0	-	12.8	33.3	-	15.4	-	21.1	8.3	-	10.5	3.8	-	5.9	-	-	-	-	-	-	
Same language	7	1	-	-	-	2	1	1	1	-	1	-	-	-	-	-	-	4	-	4	-	-	-	
	3.9	1.9	-	-	-	5.1	6.7	4.2	3.8	-	5.3	-	-	-	-	-	-	16.0	-	20.0	-	-	-	
Similarity to own country	5	2	-	-	-	2	1	1	1	-	1	-	-	-	1	1	-	1	-	1	-	-	-	
	2.8	3.8	-	-	-	5.1	6.7	4.2	3.8	-	5.3	-	-	-	3.8	11.1	-	4.0	-	5.0	-	-	-	
NET: Costs	65	27	5	3	2	28	14	14	5	3	2	7	-	7	6	3	3	6	1	5	8	3	5	
	36.5	50.9	38.5	60.0	25.0	71.8	93.3	58.3	19.2	42.9	10.5	29.2	-	36.8	23.1	33.3	17.6	24.0	20.0	25.0	32.0	42.9	27.8	
Labour costs	59	24	4	2	2	28	14	14	2	2	-	7	-	7	5	2	3	5	1	4	8	3	5	
	33.1	45.3	30.8	40.0	25.0	71.8	93.3	58.3	7.7	28.6	-	29.2	-	36.8	19.2	22.2	17.6	20.0	20.0	20.0	32.0	42.9	27.8	
Costs of plant construction	12	7	1	1	-	6	3	3	3	2	1	-	-	-	2	1	1	-	-	-	-	-	-	
	6.7	13.2	7.7	20.0	-	15.4	20.0	12.5	11.5	28.6	5.3	-	-	-	7.7	11.1	5.9	-	-	-	-	-	-	
Energy costs	6	3	-	-	-	6	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	3.4	5.7	-	-	-	15.4	20.0	12.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Costs (general mention)	6	1	-	-	-	3	1	2	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1	
	3.4	1.9	-	-	-	7.7	6.7	8.3	3.8	-	5.3	-	-	-	-	-	-	4.0	-	5.0	4.0	-	5.6	





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REPORT 14B (continuation)

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

BASE: Those answering Eastern Europe in 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	178	53	13	5	8	39	15	24	26	7	19	24	5	19	26	9	17	25	5	20	25	7	18	
	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	
Demand for our products/ services/ ability to sell products	2	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	1.1	1.9	7.7	-	12.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.0	14.3	-	
NET: Resources	16	6	2	-	2	6	3	3	3	1	2	1	-	1	-	-	-	3	1	2	1	1	-	
	9.0	11.3	15.4	-	25.0	15.4	20.0	12.5	11.5	14.3	10.5	4.2	-	5.3	-	-	-	12.0	20.0	10.0	4.0	14.3	-	
Labour force skills	8	4	2	-	2	4	2	2	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	
	4.5	7.5	15.4	-	25.0	10.3	13.3	8.3	3.8	14.3	-	-	-	-	-	-	-	4.0	20.0	-	-	-	-	
Availability of natural resources	8	2	-	-	-	2	1	1	2	-	2	1	-	1	-	-	-	2	-	2	1	1	-	
	4.5	3.8	-	-	-	5.1	6.7	4.2	7.7	-	10.5	4.2	-	5.3	-	-	-	8.0	-	10.0	4.0	14.3	-	
Other	30	11	2	2	-	9	6	3	6	1	5	2	1	1	-	-	-	5	1	4	6	-	6	
	16.9	20.8	15.4	40.0	-	23.1	40.0	12.5	23.1	14.3	26.3	8.3	20.0	5.3	-	-	-	20.0	20.0	20.0	24.0	-	33.3	
D.N.S.	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.0	-	5.0	-	-	-	



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 East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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: Politics	2	1	-	-	-	-	-	1	-	2	-	2	-	2	-	1	1	2	-	-
	1.0	2.4	-	-	-	-	-	5.0	-	1.3	-	1.2	-	1.0	-	.8	2.4	6.5	-	-
Government attitude towards business	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.5	-	-	-	-	-	-	5.0	-	.7	-	.6	-	.5	-	.8	-	3.2	-	-
Similarity to own country	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	1	1	-	-
	.5	2.4	-	-	-	-	-	-	-	.7	-	.6	-	.5	-	-	2.4	3.2	-	-
NET: Costs	18	4	2	2	4	-	5	1	2	16	1	17	-	18	2	9	6	6	3	9
	8.9	9.8	7.4	6.5	14.8	-	18.5	5.0	3.8	10.7	2.6	10.6	-	8.9	8.7	7.1	14.6	19.4	5.0	9.4
Labour costs	16	4	2	2	4	-	3	1	2	14	1	15	-	16	2	9	4	6	3	7
	7.9	9.8	7.4	6.5	14.8	-	11.1	5.0	3.8	9.4	2.6	9.3	-	7.9	8.7	7.1	9.8	19.4	5.0	7.3
Costs (general mention)	2	-	-	-	-	-	2	-	-	2	-	2	-	2	-	-	2	-	-	2
	1.0	-	-	-	-	-	7.4	-	-	1.3	-	1.2	-	1.0	-	-	4.9	-	-	2.1
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1
	.5	-	-	-	-	-	-	5.0	-	.7	-	.6	-	.5	-	.8	-	-	-	1.0
Prefer to invest elsewhere	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1
	.5	-	-	-	-	-	-	5.0	-	.7	-	.6	-	.5	-	.8	-	-	-	1.0
NET: Need for information	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-
	.5	2.4	-	-	-	-	-	-	-	.7	-	.6	-	.5	-	-	-	-	-	-

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REPORT 12C (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 East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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
Do not know enough about the country	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-
	.5	2.4	-	-	-	-	-	-	-	.7	-	.6	-	.5	-	-	-	-	-	-
NET: Market growth	146	26	23	25	18	28	14	12	44	101	31	112	-	146	19	93	27	17	48	74
	71.9	63.4	85.2	80.6	66.7	93.3	51.9	60.0	83.0	67.8	79.5	69.6	-	71.9	82.6	73.2	65.9	54.8	80.0	77.1
Growth of market	146	26	23	25	18	28	14	12	44	101	31	112	-	146	19	93	27	17	48	74
	71.9	63.4	85.2	80.6	66.7	93.3	51.9	60.0	83.0	67.8	79.5	69.6	-	71.9	82.6	73.2	65.9	54.8	80.0	77.1
NET: Technology	3	-	-	-	2	-	-	1	1	2	1	2	-	3	1	2	-	-	1	2
	1.5	-	-	-	7.4	-	-	5.0	1.9	1.3	2.6	1.2	-	1.5	4.3	1.6	-	-	1.7	2.1
Level of technology	3	-	-	-	2	-	-	1	1	2	1	2	-	3	1	2	-	-	1	2
	1.5	-	-	-	7.4	-	-	5.0	1.9	1.3	2.6	1.2	-	1.5	4.3	1.6	-	-	1.7	2.1
NET: Location	9	4	1	-	1	-	1	2	1	8	1	8	-	9	-	6	1	1	2	3
	4.4	9.8	3.7	-	3.7	-	3.7	10.0	1.9	5.4	2.6	5.0	-	4.4	-	4.7	2.4	3.2	3.3	3.1
Proximity to markets	8	4	1	-	-	-	1	2	1	7	1	7	-	8	-	5	1	1	2	3
	3.9	9.8	3.7	-	-	-	3.7	10.0	1.9	4.7	2.6	4.3	-	3.9	-	3.9	2.4	3.2	3.3	3.1
Cost of transportation	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	1	-	-	-	-
	.5	-	-	-	3.7	-	-	-	-	.7	-	.6	-	.5	-	.8	-	-	-	-
NET: Local Economic Conditions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Competition	5	3	-	-	-	-	1	1	1	4	2	3	-	5	-	4	1	3	1	1
	2.5	7.3	-	-	-	-	3.7	5.0	1.9	2.7	5.1	1.9	-	2.5	-	3.1	2.4	9.7	1.7	1.0





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REPORT 12C (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 East Asia in 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	203	84	41	24	17	27	13	14	31	13	18	27	10	17	30	12	18	27	5	20	20	7	13	
	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: Market growth	146	64	26	17	9	23	11	12	25	11	14	18	8	10	28	11	17	14	3	11	12	3	9	
	71.9	76.2	63.4	70.8	52.9	85.2	84.6	85.7	80.6	84.6	77.8	66.7	80.0	58.8	93.3	91.7	94.4	51.9	60.0	55.0	60.0	42.9	69.2	
Growth of market	146	64	26	17	9	23	11	12	25	11	14	18	8	10	28	11	17	14	3	11	12	3	9	
	71.9	76.2	63.4	70.8	52.9	85.2	84.6	85.7	80.6	84.6	77.8	66.7	80.0	58.8	93.3	91.7	94.4	51.9	60.0	55.0	60.0	42.9	69.2	
NET: Technology	3	2	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	1	1	-	
	1.5	2.4	-	-	-	-	-	-	-	-	-	7.4	10.0	5.9	-	-	-	-	-	-	5.0	14.3	-	
Level of technology	3	2	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	1	1	-	
	1.5	2.4	-	-	-	-	-	-	-	-	-	7.4	10.0	5.9	-	-	-	-	-	-	5.0	14.3	-	
NET: Location	9	2	4	1	3	1	-	1	-	-	-	1	-	1	-	-	-	1	-	1	2	1	1	
	4.4	2.4	9.8	4.2	17.6	3.7	-	7.1	-	-	-	3.7	-	5.9	-	-	-	3.7	-	5.0	10.0	14.3	7.7	
Proximity to markets	8	2	4	1	3	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	2	1	1	
	3.9	2.4	9.8	4.2	17.6	3.7	-	7.1	-	-	-	-	-	-	-	-	-	3.7	-	5.0	10.0	14.3	7.7	
Cost of transportation	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	.5	-	-	-	-	-	-	-	-	-	-	3.7	-	5.9	-	-	-	-	-	-	-	-	-	
NET: Local Economic Conditions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Competition	5	2	3	1	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	1	-	
	2.5	2.4	7.3	4.2	11.8	-	-	-	-	-	-	-	-	-	-	-	-	3.7	-	5.0	5.0	14.3	-	
Competition/competitors	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.5	-	2.4	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Timing/ waiting for the right opportunity	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.5	1.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5.0	14.3	-	



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 East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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: Politics	23	9	4	6	2	2	-	-	10	13	11	11	-	23	4	14	4	2	5	14
	11.3	22.0	14.8	19.4	7.4	6.7	-	-	18.9	8.7	28.2	6.8	-	11.3	17.4	11.0	9.8	6.5	8.3	14.6
Currency stability	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-
	.5	-	-	-	3.7	-	-	-	1.9	-	-	.6	-	.5	-	.8	-	-	1.7	-
Inflation	1	-	1	-	-	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-
	.5	-	3.7	-	-	-	-	-	-	.7	2.6	-	-	.5	-	.8	-	-	1.7	-
Political situation	8	2	2	2	1	1	-	-	3	5	4	4	-	8	1	5	2	-	3	4
	3.9	4.9	7.4	6.5	3.7	3.3	-	-	5.7	3.4	10.3	2.5	-	3.9	4.3	3.9	4.9	-	5.0	4.2
Government attitude towards business	14	7	2	4	-	1	-	-	7	7	8	5	-	14	3	8	2	2	1	10
	6.9	17.1	7.4	12.9	-	3.3	-	-	13.2	4.7	20.5	3.1	-	6.9	13.0	6.3	4.9	6.5	1.7	10.4
Same language	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	1	-	-	1
	.5	2.4	-	-	-	-	-	-	-	.7	-	.6	-	.5	-	-	2.4	-	-	1.0
Similarity to own country	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1
	.5	2.4	-	-	-	-	-	-	-	.7	-	.6	-	.5	-	.8	-	-	-	1.0
NET: Costs	49	11	18	4	8	1	4	3	12	37	8	40	-	49	5	29	13	7	16	22
	24.1	26.8	66.7	12.9	29.6	3.3	14.8	15.0	22.6	24.8	20.5	24.8	-	24.1	21.7	22.8	31.7	22.6	26.7	22.9
Labour costs	39	8	15	3	7	1	2	3	9	30	7	31	-	39	5	22	10	4	14	17
	19.2	19.5	55.6	9.7	25.9	3.3	7.4	15.0	17.0	20.1	17.9	19.3	-	19.2	21.7	17.3	24.4	12.9	23.3	17.7
Costs of plant construction	7	2	1	1	1	1	1	-	2	5	1	5	-	7	-	4	3	1	3	3
	3.4	4.9	3.7	3.2	3.7	3.3	3.7	-	3.8	3.4	2.6	3.1	-	3.4	-	3.1	7.3	3.2	5.0	3.1
Energy costs	4	-	3	-	-	-	1	-	2	2	-	4	-	4	-	3	1	-	1	3
	2.0	-	11.1	-	-	-	3.7	-	3.8	1.3	-	2.5	-	2.0	-	2.4	2.4	-	1.7	3.1

DATE 07/16/97

774005

REPORT 13C (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 East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NDRTH AMERICA IS MDST ATTRACTIVE INVESTMENT LDCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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
Costs (general mention)	4	2	1	-	-	-	1	-	-	4	-	4	-	4	-	3	1	2	-	2
	2.0	4.9	3.7	-	-	-	3.7	-	-	2.7	-	2.5	-	2.0	-	2.4	2.4	6.5	-	2.1
NET: Risk	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	3.7	-	-	-	-	-	-	.7	-	.6	-	.5	-	.8	-	-	1.7	-
Not part of the EU/ different from our market	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	3.7	-	-	-	-	-	-	.7	-	.6	-	.5	-	.8	-	-	1.7	-
NET: Corporate desire to invest	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	1	-
	.5	-	-	-	-	-	-	5.0	-	.7	-	.6	-	.5	-	-	2.4	-	1.7	-
Prefer to invest elsewhere	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-	1	-
	.5	-	-	-	-	-	-	5.0	-	.7	-	.6	-	.5	-	-	2.4	-	1.7	-
NET: Need for information	1	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	1
	.5	2.4	-	-	-	-	-	-	-	.7	2.6	-	-	.5	-	-	-	-	-	1.0
Market is new/ young	1	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	1
	.5	2.4	-	-	-	-	-	-	-	.7	2.6	-	-	.5	-	-	-	-	-	1.0
NET: Market growth	23	4	3	9	2	-	3	2	6	17	6	17	-	23	-	17	4	8	7	8
	11.3	9.8	11.1	29.0	7.4	-	11.1	10.0	11.3	11.4	15.4	10.6	-	11.3	-	13.4	9.8	25.8	11.7	8.3
Growth of market	20	3	3	8	2	-	2	2	5	15	5	15	-	20	-	15	3	7	6	7
	9.9	7.3	11.1	25.8	7.4	-	7.4	10.0	9.4	10.1	12.8	9.3	-	9.9	-	11.8	7.3	22.6	10.0	7.3
Quality of life	4	1	1	1	-	-	1	-	1	3	1	3	-	4	-	3	1	2	1	1
	2.0	2.4	3.7	3.2	-	-	3.7	-	1.9	2.0	2.6	1.9	-	2.0	-	2.4	2.4	6.5	1.7	1.0



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774005

REPORT 13C (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 East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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: Technology	12	3	2	1	3	1	2	-	4	8	2	10	-	12	-	6	5	2	2	6
	5.9	7.3	7.4	3.2	11.1	3.3	7.4	-	7.5	5.4	5.1	6.2	-	5.9	-	4.7	12.2	6.5	3.3	6.3
Telecommunications	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1
	.5	-	3.7	-	-	-	-	-	-	.7	-	.6	-	.5	-	.8	-	-	-	1.0
Level of technology	11	3	1	1	3	1	2	-	4	7	2	9	-	11	-	5	5	2	2	5
	5.4	7.3	3.7	3.2	11.1	3.3	7.4	-	7.5	4.7	5.1	5.6	-	5.4	-	3.9	12.2	6.5	3.3	5.2
NET: Location	33	5	13	1	3	2	6	3	13	20	4	28	-	33	4	26	3	5	10	16
	16.3	12.2	48.1	3.2	11.1	6.7	22.2	15.0	24.5	13.4	10.3	17.4	-	16.3	17.4	20.5	7.3	16.1	16.7	16.7
Proximity to markets	21	3	5	-	3	2	6	2	8	13	4	17	-	21	3	16	2	3	5	11
	10.3	7.3	18.5	-	11.1	6.7	22.2	10.0	15.1	8.7	10.3	10.6	-	10.3	13.0	12.6	4.9	9.7	8.3	11.5
Transportation	6	1	4	-	-	-	-	1	2	4	-	5	-	6	1	5	-	1	3	2
	3.0	2.4	14.8	-	-	-	-	5.0	3.8	2.7	-	3.1	-	3.0	4.3	3.9	-	3.2	5.0	2.1
Cost of transportation	9	1	7	1	-	-	-	-	4	5	-	9	-	9	1	7	1	1	3	5
	4.4	2.4	25.9	3.2	-	-	-	-	7.5	3.4	-	5.6	-	4.4	4.3	5.5	2.4	3.2	5.0	5.2
NET: Local Economic Conditions	4	-	-	1	3	-	-	-	1	3	-	4	-	4	1	2	1	1	-	2
	2.0	-	-	3.2	11.1	-	-	-	1.9	2.0	-	2.5	-	2.0	4.3	1.6	2.4	3.2	-	2.1
Cost of capital/interest	3	-	-	1	2	-	-	-	1	2	-	3	-	3	-	2	1	1	-	2
	1.5	-	-	3.2	7.4	-	-	-	1.9	1.3	-	1.9	-	1.5	-	1.6	2.4	3.2	-	2.1
Government debt	1	-	-	-	1	-	-	-	-	1	-	1	-	1	1	-	-	-	-	-
	.5	-	-	-	3.7	-	-	-	-	.7	-	.6	-	.5	4.3	-	-	-	-	-
NET: Competition	7	2	1	1	-	-	2	1	3	4	1	6	-	7	1	5	1	2	3	2
	3.4	4.9	3.7	3.2	-	-	7.4	5.0	5.7	2.7	2.6	3.7	-	3.4	4.3	3.9	2.4	6.5	5.0	2.1

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774005

REPORT 13C (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 East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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
Competition/competitors	3	1	-	-	-	-	1	1	1	2	-	3	-	3	1	2	-	-	3	-
	1.5	2.4	-	-	-	-	3.7	5.0	1.9	1.3	-	1.9	-	1.5	4.3	1.6	-	-	5.0	-
Our business is not suited for that market	2	-	1	-	-	-	1	-	2	-	1	1	-	2	-	2	-	1	-	1
	1.0	-	3.7	-	-	-	3.7	-	3.8	-	2.6	.6	-	1.0	-	1.6	-	3.2	-	1.0
Demand for our products/services/ability to sell products	2	1	-	1	-	-	-	-	-	2	-	2	-	2	-	1	1	1	-	1
	1.0	2.4	-	3.2	-	-	-	-	-	1.3	-	1.2	-	1.0	-	.8	2.4	3.2	-	1.0
NET: Resources	14	2	4	3	2	1	-	2	3	11	2	11	-	14	1	7	6	1	5	7
	6.9	4.9	14.8	9.7	7.4	3.3	-	10.0	5.7	7.4	5.1	6.8	-	6.9	4.3	5.5	14.6	3.2	8.3	7.3
Labour force skills	9	1	3	2	2	-	-	1	2	7	1	8	-	9	1	3	5	1	5	3
	4.4	2.4	11.1	6.5	7.4	-	-	5.0	3.8	4.7	2.6	5.0	-	4.4	4.3	2.4	12.2	3.2	8.3	3.1
Availability of natural resources	4	-	1	1	-	1	-	1	-	4	1	3	-	4	-	3	1	-	-	3
	2.0	-	3.7	3.2	-	3.3	-	5.0	-	2.7	2.6	1.9	-	2.0	-	2.4	2.4	-	-	3.1
Availability of labour force	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1
	.5	2.4	-	-	-	-	-	-	1.9	-	-	-	-	.5	-	.8	-	-	-	1.0
Other	41	11	9	9	-	4	7	1	11	30	9	32	-	41	6	25	9	4	14	22
	20.2	26.8	33.3	29.0	-	13.3	25.9	5.0	20.8	20.1	23.1	19.9	-	20.2	26.1	19.7	22.0	12.9	23.3	22.9
D.N.S.	64	9	2	7	8	23	5	10	15	48	9	54	-	64	8	41	8	11	16	32
	31.5	22.0	7.4	22.6	29.6	76.7	18.5	50.0	28.3	32.2	23.1	33.5	-	31.5	34.8	32.3	19.5	35.5	26.7	33.3

DATE 07/16/97

774005

REPORT 13C (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 East Asia in 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	203	84	41	24	17	27	13	14	31	13	18	27	10	17	30	12	18	27	5	20	20	7	13
	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: Politics	23	11	9	7	2	4	2	2	6	1	5	2	-	2	2	1	1	-	-	-	-	-	-
	11.3	13.1	22.0	29.2	11.8	14.8	15.4	14.3	19.4	7.7	27.8	7.4	-	11.8	6.7	8.3	5.6	-	-	-	-	-	-
Currency stability	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	.5	-	-	-	-	-	-	-	-	-	-	3.7	-	5.9	-	-	-	-	-	-	-	-	-
Inflation	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	-	-	-	-	3.7	-	7.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Political situation	8	5	2	2	-	2	1	1	2	1	1	1	-	1	1	1	-	-	-	-	-	-	-
	3.9	6.0	4.9	8.3	-	7.4	7.7	7.1	6.5	7.7	5.6	3.7	-	5.9	3.3	8.3	-	-	-	-	-	-	-
Government attitude towards business	14	6	7	5	2	2	1	1	4	-	4	-	-	-	1	-	1	-	-	-	-	-	-
	6.9	7.1	17.1	20.8	11.8	7.4	7.7	7.1	12.9	-	22.2	-	-	-	3.3	-	5.6	-	-	-	-	-	-
Same language	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	-	2.4	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Similarity to own country	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	1.2	2.4	4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Costs	49	21	11	4	7	18	11	7	4	3	1	8	1	7	1	1	-	4	1	3	3	-	3
	24.1	25.0	26.8	16.7	41.2	66.7	84.6	50.0	12.9	23.1	5.6	29.6	10.0	41.2	3.3	8.3	-	14.8	20.0	15.0	15.0	-	23.1
Labour costs	39	16	8	3	5	15	8	7	3	3	-	7	1	6	1	1	-	2	-	2	3	-	3
	19.2	19.0	19.5	12.5	29.4	55.6	61.5	50.0	9.7	23.1	-	25.9	10.0	35.3	3.3	8.3	-	7.4	-	10.0	15.0	-	23.1
Costs of plant construction	7	4	2	1	1	1	1	-	1	-	1	1	-	1	1	1	-	1	1	-	-	-	-
	3.4	4.8	4.9	4.2	5.9	3.7	7.7	-	3.2	-	5.6	3.7	-	5.9	3.3	8.3	-	3.7	20.0	-	-	-	-
Energy costs	4	1	-	-	-	3	1	2	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	2.0	1.2	-	-	-	11.1	7.7	14.3	-	-	-	-	-	-	-	-	-	3.7	-	5.0	-	-	-
Costs (general mention)	4	2	2	1	1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	2.0	2.4	4.9	4.2	5.9	3.7	7.7	-	-	-	-	-	-	-	-	-	-	3.7	-	5.0	-	-	-



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REPORT 13C (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 East Asia in 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	203	84	41	24	17	27	13	14	31	13	18	27	10	17	30	12	18	27	5	20	20	7	13
	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
Level of technology	11	8	3	3	-	1	1	-	1	1	-	3	2	1	1	-	2	-	2	-	-	-	-
	5.4	9.5	7.3	12.5	-	3.7	7.7	-	3.2	7.7	-	11.1	20.0	5.9	3.3	8.3	-	7.4	-	10.0	-	-	-
NET: Location	33	12	5	3	2	13	5	8	1	-	1	3	1	2	2	1	1	6	1	3	3	1	2
	16.3	14.3	12.2	12.5	11.8	48.1	38.5	57.1	3.2	-	5.6	11.1	10.0	11.8	6.7	8.3	5.6	22.2	20.0	15.0	15.0	14.3	15.4
Proximity to markets	21	8	3	2	1	5	2	3	-	-	-	3	1	2	2	1	1	6	1	3	2	1	1
	10.3	9.5	7.3	8.3	5.9	18.5	15.4	21.4	-	-	-	11.1	10.0	11.8	6.7	8.3	5.6	22.2	20.0	15.0	10.0	14.3	7.7
Transportation	6	2	1	1	-	4	1	3	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	3.0	2.4	2.4	4.2	-	14.8	7.7	21.4	-	-	-	-	-	-	-	-	-	-	-	-	5.0	-	7.7
Cost of transportation	9	2	1	-	1	7	2	5	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	4.4	2.4	2.4	-	5.9	25.9	15.4	35.7	3.2	-	5.6	-	-	-	-	-	-	-	-	-	-	-	-
NET: Local Economic Conditions	4	1	-	-	-	-	-	-	1	1	-	3	-	3	-	-	-	-	-	-	-	-	-
	2.0	1.2	-	-	-	-	-	-	3.2	7.7	-	11.1	-	17.6	-	-	-	-	-	-	-	-	-
Cost of capital/interest	3	1	-	-	-	-	-	-	1	1	-	2	-	2	-	-	-	-	-	-	-	-	-
	1.5	1.2	-	-	-	-	-	-	3.2	7.7	-	7.4	-	11.8	-	-	-	-	-	-	-	-	-
Government debt	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	.5	-	-	-	-	-	-	-	-	-	-	3.7	-	5.9	-	-	-	-	-	-	-	-	-
NET: Competition	7	2	2	2	-	1	-	1	1	-	1	-	-	-	-	-	-	2	-	2	1	-	1
	3.4	2.4	4.9	8.3	-	3.7	-	7.1	3.2	-	5.6	-	-	-	-	-	-	7.4	-	10.0	5.0	-	7.7
Competition/competitors	3	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-	1
	1.5	1.2	2.4	4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	3.7	-	5.0	5.0	-	7.7
Our business is not suited for that market	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	1.0	-	-	-	-	3.7	-	7.1	-	-	-	-	-	-	-	-	-	3.7	-	5.0	-	-	-

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REPORT 13C (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 East Asia in 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	203	84	41	24	17	27	13	14	31	13	18	27	10	17	30	12	18	27	5	20	20	7	13	
	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	
Demand for our products/ services/ ability to sell products	2	1	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	1.0	1.2	2.4	4.2	-	-	-	-	3.2	-	5.6	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Resources	14	7	2	2	-	4	2	2	3	1	2	2	1	1	1	-	1	-	-	-	2	1	1	
	6.9	8.3	4.9	8.3	-	14.8	15.4	14.3	9.7	7.7	11.1	7.4	10.0	5.9	3.3	-	5.6	-	-	-	10.0	14.3	7.7	
Labour force skills	9	4	1	1	-	3	2	1	2	-	2	2	1	1	-	-	-	-	-	-	1	-	1	
	4.4	4.8	2.4	4.2	-	11.1	15.4	7.1	6.5	-	11.1	7.4	10.0	5.9	-	-	-	-	-	-	5.0	-	7.7	
Availability of natural resources	4	2	-	-	-	1	-	1	1	1	-	-	-	-	1	-	1	-	-	-	1	1	-	
	2.0	2.4	-	-	-	3.7	-	7.1	3.2	7.7	-	-	-	-	3.3	-	5.6	-	-	-	5.0	14.3	-	
Availability of labour force	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.5	1.2	2.4	4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	41	24	11	7	4	9	6	3	9	5	4	-	-	-	4	3	1	7	2	4	1	1	-	
	20.2	28.6	26.8	29.2	23.5	33.3	46.2	21.4	29.0	38.5	22.2	-	-	-	13.3	25.0	5.6	25.9	40.0	20.0	5.0	14.3	-	
D.N.S.	64	24	9	3	6	2	1	1	7	3	4	8	5	3	23	8	15	5	1	4	10	3	7	
	31.5	28.6	22.0	12.5	35.3	7.4	7.7	7.1	22.6	23.1	22.2	29.6	50.0	17.6	76.7	66.7	83.3	18.5	20.0	20.0	50.0	42.9	53.8	

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

BASE: Those answering East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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: Politics	24	9	4	6	2	2	-	1	10	14	11	12	-	24	4	15	4	3	5	14
	11.8	22.0	14.8	19.4	7.4	6.7	-	5.0	18.9	9.4	28.2	7.5	-	11.8	17.4	11.8	9.8	9.7	8.3	14.6
Currency stability	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-
	.5	-	-	-	3.7	-	-	-	1.9	-	-	.6	-	.5	-	.8	-	-	1.7	-
Inflation	1	-	1	-	-	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-
	.5	-	3.7	-	-	-	-	-	-	.7	2.6	-	-	.5	-	.8	-	-	1.7	-
Political situation	8	2	2	2	1	1	-	-	3	5	4	4	-	8	1	5	2	-	3	4
	3.9	4.9	7.4	6.5	3.7	3.3	-	-	5.7	3.4	10.3	2.5	-	3.9	4.3	3.9	4.9	-	5.0	4.2
Government attitude towards business	15	7	2	4	-	1	-	1	7	8	8	6	-	15	3	9	2	3	1	10
	7.4	17.1	7.4	12.9	-	3.3	-	5.0	13.2	5.4	20.5	3.7	-	7.4	13.0	7.1	4.9	9.7	1.7	10.4
Same language	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	1	-	-	1
	.5	2.4	-	-	-	-	-	-	-	.7	-	.6	-	.5	-	-	2.4	-	-	1.0
Similarity to own country	2	2	-	-	-	-	-	-	-	2	-	2	-	2	-	1	1	1	-	1
	1.0	4.9	-	-	-	-	-	-	-	1.3	-	1.2	-	1.0	-	.8	2.4	3.2	-	1.0
NET: Costs	63	13	19	6	12	1	8	4	14	49	9	53	-	63	7	35	18	11	19	29
	31.0	31.7	70.4	19.4	44.4	3.3	29.6	20.0	26.4	32.9	23.1	32.9	-	31.0	30.4	27.6	43.9	35.5	31.7	30.2
Labour costs	55	12	17	5	11	1	5	4	11	44	8	46	-	55	7	31	14	10	17	24
	27.1	29.3	63.0	16.1	40.7	3.3	18.5	20.0	20.8	29.5	20.5	28.6	-	27.1	30.4	24.4	34.1	32.3	28.3	25.0
Costs of plant construction	7	2	1	1	1	1	1	-	2	5	1	5	-	7	-	4	3	1	3	3
	3.4	4.9	3.7	3.2	3.7	3.3	3.7	-	3.8	3.4	2.6	3.1	-	3.4	-	3.1	7.3	3.2	5.0	3.1
Energy costs	4	-	3	-	-	-	1	-	2	2	-	4	-	4	-	3	1	-	1	3
	2.0	-	11.1	-	-	-	3.7	-	3.8	1.3	-	2.5	-	2.0	-	2.4	2.4	-	1.7	3.1

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REPORT 14C (continuation)

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

BASE: Those answering East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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
Costs (general mention)	6	2	1	-	-	-	3	-	-	6	-	6	-	6	-	3	3	2	-	4
	3.0	4.9	3.7	-	-	-	11.1	-	-	4.0	-	3.7	-	3.0	-	2.4	7.3	6.5	-	4.2
NET: Risk	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	3.7	-	-	-	-	-	-	.7	-	.6	-	.5	-	.8	-	-	1.7	-
Not part of the EU/ different from our market	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	3.7	-	-	-	-	-	-	.7	-	.6	-	.5	-	.8	-	-	1.7	-
NET: Corporate desire to invest	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	1	1	-	1	1
	1.0	-	-	-	-	-	-	10.0	-	1.3	-	1.2	-	1.0	-	.8	2.4	-	1.7	1.0
Prefer to invest elsewhere	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	1	1	-	1	1
	1.0	-	-	-	-	-	-	10.0	-	1.3	-	1.2	-	1.0	-	.8	2.4	-	1.7	1.0
NET: Need for information	2	2	-	-	-	-	-	-	2	1	1	-	2	-	-	-	-	-	-	1
	1.0	4.9	-	-	-	-	-	-	1.3	2.6	.6	-	1.0	-	-	-	-	-	-	1.0
Market is new/ young	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	-	1
	.5	2.4	-	-	-	-	-	-	.7	2.6	-	-	.5	-	-	-	-	-	-	1.0
Do not know enough about the country	1	1	-	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-
	.5	2.4	-	-	-	-	-	-	.7	-	.6	-	.5	-	-	-	-	-	-	-
NET: Market growth	163	27	26	31	20	28	17	14	48	114	34	126	-	163	19	105	30	25	52	79
	80.3	65.9	96.3	100.0	74.1	93.3	63.0	70.0	90.6	76.5	87.2	78.3	-	80.3	82.6	82.7	73.2	80.6	86.7	82.3
Growth of market	162	27	26	31	20	28	16	14	48	113	34	125	-	162	19	105	29	24	52	79
	79.8	65.9	96.3	100.0	74.1	93.3	59.3	70.0	90.6	75.8	87.2	77.6	-	79.8	82.6	82.7	70.7	77.4	86.7	82.3



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REPORT 14C (continuation)

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

BASE: Those answering East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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
Quality of life	4	1	1	1	-	-	1	-	1	3	1	3	-	4	-	3	1	2	1	1
	2.0	2.4	3.7	3.2	-	-	3.7	-	1.9	2.0	2.6	1.9	-	2.0	-	2.4	2.4	6.5	1.7	1.0
NET: Technology	15	3	2	1	5	1	2	1	5	10	3	12	-	15	1	8	5	2	3	8
	7.4	7.3	7.4	3.2	18.5	3.3	7.4	5.0	9.4	6.7	7.7	7.5	-	7.4	4.3	6.3	12.2	6.5	5.0	8.3
Telecommunications	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1
	.5	-	3.7	-	-	-	-	-	-	.7	-	.6	-	.5	-	.8	-	-	-	1.0
Level of technology	14	3	1	1	5	1	2	1	5	9	3	11	-	14	1	7	5	2	3	7
	6.9	7.3	3.7	3.2	18.5	3.3	7.4	5.0	9.4	6.0	7.7	6.8	-	6.9	4.3	5.5	12.2	6.5	5.0	7.3
NET: Location	42	9	14	1	4	2	7	5	14	28	5	36	-	42	4	32	4	6	12	19
	20.7	22.0	51.9	3.2	14.8	6.7	25.9	25.0	26.4	18.8	12.8	22.4	-	20.7	17.4	25.2	9.8	19.4	20.0	19.8
Proximity to markets	29	7	6	-	3	2	7	4	9	20	5	24	-	29	3	21	3	4	7	14
	14.3	17.1	22.2	-	11.1	6.7	25.9	20.0	17.0	13.4	12.8	14.9	-	14.3	13.0	16.5	7.3	12.9	11.7	14.6
Transportation	6	1	4	-	-	-	-	1	2	4	-	5	-	6	1	5	-	1	3	2
	3.0	2.4	14.8	-	-	-	-	5.0	3.8	2.7	-	3.1	-	3.0	4.3	3.9	-	3.2	5.0	2.1
Cost of transportation	10	1	7	1	1	-	-	-	4	6	-	10	-	10	1	8	1	1	3	5
	4.9	2.4	25.9	3.2	3.7	-	-	-	7.5	4.0	-	6.2	-	4.9	4.3	6.3	2.4	3.2	5.0	5.2
NET: Local Economic Conditions	4	-	-	1	3	-	-	-	1	3	-	4	-	4	1	2	1	1	-	2
	2.0	-	-	3.2	11.1	-	-	-	1.9	2.0	-	2.5	-	2.0	4.3	1.6	2.4	3.2	-	2.1
Cost of capital/interest	3	-	-	1	2	-	-	-	1	2	-	3	-	3	-	2	1	1	-	2
	1.5	-	-	3.2	7.4	-	-	-	1.9	1.3	-	1.9	-	1.5	-	1.6	2.4	3.2	-	2.1
Government debt	1	-	-	-	1	-	-	-	-	1	-	1	-	1	1	-	-	-	-	-
	.5	-	-	-	3.7	-	-	-	-	.7	-	.6	-	.5	4.3	-	-	-	-	-

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REPORT 14C (continuation)

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

BASE: Those answering East Asia in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NDRTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	203	41	27	31	27	30	27	20	53	149	39	161	-	203	23	127	41	31	60	96
	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	12	5	1	1	-	-	3	2	4	8	3	9	-	12	1	9	2	5	4	3
	5.9	12.2	3.7	3.2	-	-	11.1	10.0	7.5	5.4	7.7	5.6	-	5.9	4.3	7.1	4.9	16.1	6.7	3.1
Competition/competitors	4	2	-	-	-	-	1	1	1	3	1	3	-	4	1	3	-	-	4	-
	2.0	4.9	-	-	-	-	3.7	5.0	1.9	2.0	2.6	1.9	-	2.0	4.3	2.4	-	-	6.7	-
Our business is not suited for that market	2	-	1	-	-	-	1	-	2	-	1	1	-	2	-	2	-	1	-	1
	1.0	-	3.7	-	-	-	3.7	-	3.8	-	2.6	.6	-	1.0	-	1.6	-	3.2	-	1.0
Timing/ waiting for the right opportunity	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.5	-	-	-	-	-	-	5.0	-	.7	-	.6	-	.5	-	.8	-	3.2	-	-
Demand for our products/ services/ ability to sell products	5	3	-	1	-	-	1	-	1	4	1	4	-	5	-	3	2	3	-	2
	2.5	7.3	-	3.2	-	-	3.7	-	1.9	2.7	2.6	2.5	-	2.5	-	2.4	4.9	9.7	-	2.1
NET: Resources	15	2	4	4	2	1	-	2	3	12	3	11	-	15	1	8	6	1	6	7
	7.4	4.9	14.8	12.9	7.4	3.3	-	10.0	5.7	8.1	7.7	6.8	-	7.4	4.3	6.3	14.6	3.2	10.0	7.3
Labour force skills	9	1	3	2	2	-	-	1	2	7	1	8	-	9	1	3	5	1	5	3
	4.4	2.4	11.1	6.5	7.4	-	-	5.0	3.8	4.7	2.6	5.0	-	4.4	4.3	2.4	12.2	3.2	8.3	3.1
Availability of natural resources	5	-	1	1	1	1	-	1	-	5	1	4	-	5	-	3	2	-	1	3
	2.5	-	3.7	3.2	3.7	3.3	-	5.0	-	3.4	2.6	2.5	-	2.5	-	2.4	4.9	-	1.7	3.1
Availability of facilities	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-
	.5	-	-	3.2	-	-	-	-	-	.7	2.6	-	-	.5	-	.8	-	-	1.7	-



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REPORT 14C (continuation)

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

BASE: Those answering East Asia in Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	Total	Tech Int.	Dther	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	
TOTAL INTERVIEWS	203	84	41	24	17	27	13	14	31	13	18	27	10	17	30	12	18	27	5	20	20	7	13	
	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: Politics	24	11	9	7	2	4	2	2	6	1	5	2	-	2	2	1	1	-	-	-	1	-	1	
	11.8	13.1	22.0	29.2	11.8	14.8	15.4	14.3	19.4	7.7	27.8	7.4	-	11.8	6.7	8.3	5.6	-	-	-	5.0	-	7.7	
Currency stability	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	.5	-	-	-	-	-	-	-	-	-	-	3.7	-	5.9	-	-	-	-	-	-	-	-	-	
Inflation	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.5	-	-	-	-	3.7	-	7.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Political situation	8	5	2	2	-	2	1	1	2	1	1	1	-	1	1	1	-	-	-	-	-	-	-	
	3.9	6.0	4.9	8.3	-	7.4	7.7	7.1	6.5	7.7	5.6	3.7	-	5.9	3.3	8.3	-	-	-	-	-	-	-	
Government attitude towards business	15	6	7	5	2	2	1	1	4	-	4	-	-	-	1	-	1	-	-	-	1	-	1	
	7.4	7.1	17.1	20.8	11.8	7.4	7.7	7.1	12.9	-	22.2	-	-	-	3.3	-	5.6	-	-	-	5.0	-	7.7	
Same language	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.5	-	2.4	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Similarity to own country	2	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1.0	2.4	4.9	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Costs	63	25	13	6	7	19	11	8	6	4	2	12	2	10	1	1	-	8	1	6	4	-	4	
	31.0	29.8	31.7	25.0	41.2	70.4	84.6	57.1	19.4	30.8	11.1	44.4	20.0	58.8	3.3	8.3	-	29.6	20.0	30.0	20.0	-	30.8	
Labour costs	55	22	12	6	6	17	9	8	5	4	1	11	2	9	1	1	-	5	-	5	4	-	4	
	27.1	26.2	29.3	25.0	35.3	63.0	69.2	57.1	16.1	30.8	5.6	40.7	20.0	52.9	3.3	8.3	-	18.5	-	25.0	20.0	-	30.8	
Costs of plant construction	7	4	2	1	1	1	1	-	1	-	1	1	-	1	1	1	-	1	1	-	-	-	-	
	3.4	4.8	4.9	4.2	5.9	3.7	7.7	-	3.2	-	5.6	3.7	-	5.9	3.3	8.3	-	3.7	20.0	-	-	-	-	
Energy costs	4	1	-	-	-	3	1	2	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	2.0	1.2	-	-	-	11.1	7.7	14.3	-	-	-	-	-	-	-	-	-	3.7	-	5.0	-	-	-	
Costs (general mention)	6	2	2	1	1	1	1	-	-	-	-	-	-	-	-	-	-	3	-	2	-	-	-	
	3.0	2.4	4.9	4.2	5.9	3.7	7.7	-	-	-	-	-	-	-	-	-	-	11.1	-	10.0	-	-	-	

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REPORT 14C (continuation)

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

BASE: Those answering East Asia in 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	203	84	41	24	17	27	13	14	31	13	18	27	10	17	30	12	18	27	5	20	20	7	13
	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: Risk	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	1.2	-	-	-	3.7	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not part of the EU/ different from our market	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	1.2	-	-	-	3.7	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2
	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10.0	-	15.4
Prefer to invest elsewhere	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2
	1.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10.0	-	15.4
NET: Need for information	2	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.0	2.4	4.9	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Market is new/ young	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	1.2	2.4	4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not know enough about the country	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	1.2	2.4	4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	163	70	27	18	9	26	13	13	31	13	18	20	8	12	28	11	17	17	3	14	14	4	10
	80.3	83.3	65.9	75.0	52.9	96.3	100.0	92.9	100.0	100.0	100.0	74.1	80.0	70.6	93.3	91.7	94.4	63.0	60.0	70.0	70.0	57.1	76.9
Growth of market	162	70	27	18	9	26	13	13	31	13	18	20	8	12	28	11	17	16	3	13	14	4	10
	79.8	83.3	65.9	75.0	52.9	96.3	100.0	92.9	100.0	100.0	100.0	74.1	80.0	70.6	93.3	91.7	94.4	59.3	60.0	65.0	70.0	57.1	76.9
Quality of life	4	2	1	1	-	1	1	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-
	2.0	2.4	2.4	4.2	-	3.7	7.7	-	3.2	-	5.6	-	-	-	-	-	-	3.7	-	5.0	-	-	-
NET: Technology	15	10	3	3	-	2	1	1	1	1	-	5	3	2	1	1	-	2	-	2	1	1	-
	7.4	11.9	7.3	12.5	-	7.4	7.7	7.1	3.2	7.7	-	18.5	30.0	11.8	3.3	8.3	-	7.4	-	10.0	5.0	14.3	-

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REPORT 14C (continuation)

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

BASE: Those answering East Asia in 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	203	84	41	24	17	27	13	14	31	13	18	27	10	17	30	12	18	27	5	20	20	7	13
	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
Telecommunications	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	-	-	-	-	3.7	-	7.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Level of technology	14	10	3	3	-	1	1	-	1	1	-	5	3	2	1	1	-	2	-	2	1	1	-
	6.9	11.9	7.3	12.5	-	3.7	7.7	-	3.2	7.7	-	18.5	30.0	11.8	3.3	8.3	-	7.4	-	10.0	5.0	14.3	-
NET: Location	42	14	9	4	5	14	5	9	1	-	1	4	1	3	2	1	1	7	1	4	5	2	3
	20.7	16.7	22.0	16.7	29.4	51.9	38.5	64.3	3.2	-	5.6	14.8	10.0	17.6	6.7	8.3	5.6	25.9	20.0	20.0	25.0	28.6	23.1
Proximity to markets	29	10	7	3	4	6	2	4	-	-	-	3	1	2	2	1	1	7	1	4	4	2	2
	14.3	11.9	17.1	12.5	23.5	22.2	15.4	28.6	-	-	-	11.1	10.0	11.8	6.7	8.3	5.6	25.9	20.0	20.0	20.0	28.6	15.4
Transportation	6	2	1	1	-	4	1	3	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	3.0	2.4	2.4	4.2	-	14.8	7.7	21.4	-	-	-	-	-	-	-	-	-	-	-	-	5.0	-	7.7
Cost of transportation	10	2	1	-	1	7	2	5	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-
	4.9	2.4	2.4	-	5.9	25.9	15.4	35.7	3.2	-	5.6	3.7	-	5.9	-	-	-	-	-	-	-	-	-
NET: Local Economic Conditions	4	1	-	-	-	-	-	-	1	1	-	3	-	3	-	-	-	-	-	-	-	-	-
	2.0	1.2	-	-	-	-	-	-	3.2	7.7	-	11.1	-	17.6	-	-	-	-	-	-	-	-	-
Cost of capital/interest	3	1	-	-	-	-	-	-	1	1	-	2	-	2	-	-	-	-	-	-	-	-	-
	1.5	1.2	-	-	-	-	-	-	3.2	7.7	-	7.4	-	11.8	-	-	-	-	-	-	-	-	-
Government debt	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	.5	-	-	-	-	-	-	-	-	-	-	3.7	-	5.9	-	-	-	-	-	-	-	-	-
NET: Competition	12	4	5	3	2	1	-	1	1	-	1	-	-	-	-	-	-	3	-	3	2	1	1
	5.9	4.8	12.2	12.5	11.8	3.7	-	7.1	3.2	-	5.6	-	-	-	-	-	-	11.1	-	15.0	10.0	14.3	7.7
Competition/competitors	4	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-	1
	2.0	1.2	4.9	4.2	5.9	-	-	-	-	-	-	-	-	-	-	-	-	3.7	-	5.0	5.0	-	7.7



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REPORT 12D

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 North America in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	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: Politics	4	2	-	2	-	-	-	-	2	2	2	1	4	-	1	3	-	-	-	3
	4.6	11.1	-	25.0	-	-	-	-	3.7	6.1	8.7	1.6	4.6	-	14.3	4.1	-	-	-	5.7
Currency stability	1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-
	1.1	5.6	-	-	-	-	-	-	1.9	-	-	-	1.1	-	-	1.4	-	-	-	-
Political situation	1	1	-	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	-	1
	1.1	5.6	-	-	-	-	-	-	-	3.0	-	1.6	1.1	-	-	1.4	-	-	-	1.9
Government attitude towards business	1	-	-	1	-	-	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	1.1	-	-	12.5	-	-	-	-	1.9	-	4.3	-	1.1	-	-	1.4	-	-	-	1.9
Similarity to own country	1	-	-	1	-	-	-	-	-	1	1	-	1	-	1	-	-	-	-	1
	1.1	-	-	12.5	-	-	-	-	-	3.0	4.3	-	1.1	-	14.3	-	-	-	-	1.9
NET: Costs	3	1	1	-	1	-	-	-	2	1	-	3	3	-	-	3	-	-	1	2
	3.4	5.6	9.1	-	5.6	-	-	-	3.7	3.0	-	4.8	3.4	-	-	4.1	-	-	4.5	3.8
Labour costs	2	-	1	-	1	-	-	-	1	1	-	2	2	-	-	2	-	-	1	1
	2.3	-	9.1	-	5.6	-	-	-	1.9	3.0	-	3.2	2.3	-	-	2.7	-	-	4.5	1.9
Costs of plant construction	1	1	-	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1
	1.1	5.6	-	-	-	-	-	-	1.9	-	-	1.6	1.1	-	-	1.4	-	-	-	1.9
NET: Risk	1	-	-	-	-	-	-	1	1	-	-	1	1	-	-	1	-	-	-	1
	1.1	-	-	-	-	-	-	16.7	1.9	-	-	1.6	1.1	-	-	1.4	-	-	-	1.9
Not part of the EU/ different from our market	1	-	-	-	-	-	-	1	1	-	-	1	1	-	-	1	-	-	-	1
	1.1	-	-	-	-	-	-	16.7	1.9	-	-	1.6	1.1	-	-	1.4	-	-	-	1.9



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REPORT 12D (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 North America in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	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: Corporate desire to invest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	44	6	4	5	12	10	5	2	29	15	7	37	44	-	1	39	3	-	13	28
	50.6	33.3	36.4	62.5	66.7	83.3	35.7	33.3	53.7	45.5	30.4	58.7	50.6	-	14.3	53.4	60.0	-	59.1	52.8
Growth of market	44	6	4	5	12	10	5	2	29	15	7	37	44	-	1	39	3	-	13	28
	50.6	33.3	36.4	62.5	66.7	83.3	35.7	33.3	53.7	45.5	30.4	58.7	50.6	-	14.3	53.4	60.0	-	59.1	52.8
NET: Technology	4	-	-	-	3	-	-	1	4	-	1	3	4	-	2	2	-	1	-	3
	4.6	-	-	-	16.7	-	-	16.7	7.4	-	4.3	4.8	4.6	-	28.6	2.7	-	33.3	-	5.7
Telecommunications	1	-	-	-	-	-	-	1	1	-	-	1	1	-	1	-	-	1	-	-
	1.1	-	-	-	-	-	-	16.7	1.9	-	-	1.6	1.1	-	14.3	-	-	33.3	-	-
Level of technology	3	-	-	-	3	-	-	-	3	-	1	2	3	-	1	2	-	-	-	3
	3.4	-	-	-	16.7	-	-	-	5.6	-	4.3	3.2	3.4	-	14.3	2.7	-	-	-	5.7
NET: Location	9	2	4	-	-	1	1	1	6	3	4	5	9	-	-	8	-	1	2	5
	10.3	11.1	36.4	-	-	8.3	7.1	16.7	11.1	9.1	17.4	7.9	10.3	-	-	11.0	-	33.3	9.1	9.4
Proximity to markets	9	2	4	-	-	1	1	1	6	3	4	5	9	-	-	8	-	1	2	5
	10.3	11.1	36.4	-	-	8.3	7.1	16.7	11.1	9.1	17.4	7.9	10.3	-	-	11.0	-	33.3	9.1	9.4
NET: Local Economic Conditions	1	-	-	-	-	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-
	1.1	-	-	-	-	8.3	-	-	1.9	-	-	1.6	1.1	-	-	1.4	-	-	4.5	-





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REPORT 12D (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 North America in 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	87	40	18	10	8	11	4	7	8	4	4	18	4	13	12	6	6	14	10	4	6	2	4	
	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: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Market growth	44	23	6	4	2	4	3	1	5	3	2	12	2	10	10	5	5	5	4	1	2	2	-	
	50.6	57.5	33.3	40.0	25.0	36.4	75.0	14.3	62.5	75.0	50.0	66.7	50.0	76.9	83.3	83.3	83.3	35.7	40.0	25.0	33.3	100.0	-	
Growth of market	44	23	6	4	2	4	3	1	5	3	2	12	2	10	10	5	5	5	4	1	2	2	-	
	50.6	57.5	33.3	40.0	25.0	36.4	75.0	14.3	62.5	75.0	50.0	66.7	50.0	76.9	83.3	83.3	83.3	35.7	40.0	25.0	33.3	100.0	-	
NET: Technology	4	1	-	-	-	-	-	-	-	-	-	3	1	2	-	-	-	-	-	-	1	-	1	
	4.6	2.5	-	-	-	-	-	-	-	-	-	16.7	25.0	15.4	-	-	-	-	-	-	16.7	-	25.0	
Telecommunications	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16.7	-	25.0	
Level of technology	3	1	-	-	-	-	-	-	-	-	-	3	1	2	-	-	-	-	-	-	-	-	-	
	3.4	2.5	-	-	-	-	-	-	-	-	-	16.7	25.0	15.4	-	-	-	-	-	-	-	-	-	
NET: Location	9	2	2	1	1	4	-	4	-	-	-	-	-	-	1	-	1	1	1	-	1	-	1	
	10.3	5.0	11.1	10.0	12.5	36.4	-	57.1	-	-	-	-	-	-	8.3	-	16.7	7.1	10.0	-	16.7	-	25.0	
Proximity to markets	9	2	2	1	1	4	-	4	-	-	-	-	-	-	1	-	1	1	1	-	1	-	1	
	10.3	5.0	11.1	10.0	12.5	36.4	-	57.1	-	-	-	-	-	-	8.3	-	16.7	7.1	10.0	-	16.7	-	25.0	
NET: Local Economic Conditions	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
	1.1	2.5	-	-	-	-	-	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-	
Cost of capital/interest	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
	1.1	2.5	-	-	-	-	-	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-	
NET: Competition	4	3	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	
	4.6	7.5	11.1	20.0	-	-	-	-	-	-	-	-	-	-	-	-	-	14.3	10.0	25.0	-	-	-	



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REPORT 13D

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 North America in Q.1a

	COUNTRY								CURRENTLY CONSIDER INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	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: Politics	10	3	2	1	1	1	2	-	6	4	3	7	10	-	-	8	2	-	3	7
	11.5	16.7	18.2	12.5	5.6	8.3	14.3	-	11.1	12.1	13.0	11.1	11.5	-	-	11.0	40.0	-	13.6	13.2
Currency stability	3	-	1	1	-	-	1	-	2	1	1	2	3	-	-	2	1	-	1	2
	3.4	-	9.1	12.5	-	-	7.1	-	3.7	3.0	4.3	3.2	3.4	-	-	2.7	20.0	-	4.5	3.8
Political situation	3	1	-	1	1	-	-	-	1	2	1	2	3	-	-	1	2	-	2	1
	3.4	5.6	-	12.5	5.6	-	-	-	1.9	6.1	4.3	3.2	3.4	-	-	1.4	40.0	-	9.1	1.9
Government attitude towards business	2	1	-	-	-	-	1	-	-	2	-	2	2	-	-	2	-	-	-	2
	2.3	5.6	-	-	-	-	7.1	-	-	6.1	-	3.2	2.3	-	-	2.7	-	-	-	3.8
Same language	3	2	-	-	-	1	-	-	2	1	-	3	3	-	-	3	-	-	-	3
	3.4	11.1	-	-	-	8.3	-	-	3.7	3.0	-	4.8	3.4	-	-	4.1	-	-	-	5.7
Similarity to own country	1	-	1	-	-	-	-	-	1	-	1	-	1	-	-	1	-	-	1	-
	1.1	-	9.1	-	-	-	-	-	1.9	-	4.3	-	1.1	-	-	1.4	-	-	4.5	-
NET: Costs	8	-	4	-	2	-	1	1	3	5	2	6	8	-	-	6	1	-	3	4
	9.2	-	36.4	-	11.1	-	7.1	16.7	5.6	15.2	8.7	9.5	9.2	-	-	8.2	20.0	-	13.6	7.5
Labour costs	6	-	4	-	1	-	1	-	3	3	1	5	6	-	-	5	1	-	2	3
	6.9	-	36.4	-	5.6	-	7.1	-	5.6	9.1	4.3	7.9	6.9	-	-	6.8	20.0	-	9.1	5.7
Energy costs	1	-	-	-	1	-	-	-	-	1	-	1	1	-	-	1	-	-	1	-
	1.1	-	-	-	5.6	-	-	-	-	3.0	-	1.6	1.1	-	-	1.4	-	-	4.5	-
Costs (general mention)	1	-	-	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	1
	1.1	-	-	-	-	-	-	16.7	-	3.0	4.3	-	1.1	-	-	-	-	-	-	1.9
NET: Risk	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	1.1	-	-	-	-	8.3	-	-	1.9	-	4.3	-	1.1	-	-	1.4	-	-	-	1.9

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REPORT 13D (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 North America in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	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
Not part of the EU/ different from our market	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	1.1	-	-	-	-	8.3	-	-	1.9	-	4.3	-	1.1	-	-	1.4	-	-	-	1.9
Risk level	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	1.1	-	-	-	-	8.3	-	-	1.9	-	4.3	-	1.1	-	-	1.4	-	-	-	1.9
NET: Corporate desire to invest	1	-	1	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	-	1
	1.1	-	9.1	-	-	-	-	-	-	3.0	-	1.6	1.1	-	-	1.4	-	-	-	1.9
Prefer to invest elsewhere	1	-	1	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	-	1
	1.1	-	9.1	-	-	-	-	-	-	3.0	-	1.6	1.1	-	-	1.4	-	-	-	1.9
NET: Need for information	1	-	-	-	-	-	-	1	-	1	-	1	1	-	-	1	-	-	1	-
	1.1	-	-	-	-	-	-	16.7	-	3.0	-	1.6	1.1	-	-	1.4	-	-	4.5	-
Do not know enough about the country	1	-	-	-	-	-	-	1	-	1	-	1	1	-	-	1	-	-	1	-
	1.1	-	-	-	-	-	-	16.7	-	3.0	-	1.6	1.1	-	-	1.4	-	-	4.5	-
NET: Market growth	13	4	3	1	2	-	3	-	9	4	5	7	13	-	1	11	1	-	2	8
	14.9	22.2	27.3	12.5	11.1	-	21.4	-	16.7	12.1	21.7	11.1	14.9	-	14.3	15.1	20.0	-	9.1	15.1
Growth of market	12	4	3	1	2	-	2	-	9	3	4	7	12	-	1	11	-	-	2	8
	13.8	22.2	27.3	12.5	11.1	-	14.3	-	16.7	9.1	17.4	11.1	13.8	-	14.3	15.1	-	-	9.1	15.1
Quality of life	2	-	-	1	-	-	1	-	-	2	2	-	2	-	-	1	1	-	-	-
	2.3	-	-	12.5	-	-	7.1	-	-	6.1	8.7	-	2.3	-	-	1.4	20.0	-	-	-
NET: Technology	10	4	-	1	4	-	1	-	6	4	4	5	10	-	-	10	-	-	2	5
	11.5	22.2	-	12.5	22.2	-	7.1	-	11.1	12.1	17.4	7.9	11.5	-	-	13.7	-	-	9.1	9.4

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REPORT 13D (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 North America in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NDRTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	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
Telecommunications	2	1	-	-	1	-	-	-	2	-	-	2	2	-	-	2	-	-	1	1
	2.3	5.6	-	-	5.6	-	-	-	3.7	-	-	3.2	2.3	-	-	2.7	-	-	4.5	1.9
Level of technology	8	3	-	1	3	-	1	-	4	4	4	3	8	-	-	8	-	-	1	4
	9.2	16.7	-	12.5	16.7	-	7.1	-	7.4	12.1	17.4	4.8	9.2	-	-	11.0	-	-	4.5	7.5
NET: Location	19	1	5	3	4	3	1	2	14	5	6	13	19	-	1	18	-	-	5	11
	21.8	5.6	45.5	37.5	22.2	25.0	7.1	33.3	25.9	15.2	26.1	20.6	21.8	-	14.3	24.7	-	-	22.7	20.8
Proximity to markets	15	-	3	3	3	3	1	2	10	5	4	11	15	-	1	14	-	-	3	10
	17.2	-	27.3	37.5	16.7	25.0	7.1	33.3	18.5	15.2	17.4	17.5	17.2	-	14.3	19.2	-	-	13.6	18.9
Transportation	2	-	1	-	1	-	-	-	2	-	1	1	2	-	-	2	-	-	1	1
	2.3	-	9.1	-	5.6	-	-	-	3.7	-	4.3	1.6	2.3	-	-	2.7	-	-	4.5	1.9
Cost of transportation	2	1	1	-	-	-	-	-	2	-	1	1	2	-	-	2	-	-	1	-
	2.3	5.6	9.1	-	-	-	-	-	3.7	-	4.3	1.6	2.3	-	-	2.7	-	-	4.5	-
NET: Local Economic Conditions	1	-	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1
	1.1	-	9.1	-	-	-	-	-	1.9	-	-	1.6	1.1	-	-	1.4	-	-	-	1.9
Cost of capital/interest	1	-	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1
	1.1	-	9.1	-	-	-	-	-	1.9	-	-	1.6	1.1	-	-	1.4	-	-	-	1.9
NET: Competition	4	2	-	-	-	2	-	-	4	-	2	2	4	-	1	3	-	-	3	1
	4.6	11.1	-	-	-	16.7	-	-	7.4	-	8.7	3.2	4.6	-	14.3	4.1	-	-	13.6	1.9
Timing/ waiting for the right opportunity	1	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-	-	-	1
	1.1	-	-	-	-	8.3	-	-	1.9	-	4.3	-	1.1	-	14.3	-	-	-	-	1.9



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REPORT 13D (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 North America in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	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
Demand for our products/ services/ ability to sell products	3	2	-	-	-	1	-	-	3	-	1	2	3	-	-	3	-	-	3	-
	3.4	11.1	-	-	-	8.3	-	-	5.6	-	4.3	3.2	3.4	-	-	4.1	-	-	13.6	-
NET: Resources	4	2	2	-	-	-	-	-	1	3	2	2	4	-	1	3	-	-	-	3
	4.6	11.1	18.2	-	-	-	-	-	1.9	9.1	8.7	3.2	4.6	-	14.3	4.1	-	-	-	5.7
Labour force skills	2	1	1	-	-	-	-	-	-	2	-	2	2	-	-	2	-	-	-	2
	2.3	5.6	9.1	-	-	-	-	-	-	6.1	-	3.2	2.3	-	-	2.7	-	-	-	3.8
Availability of natural resources	3	2	1	-	-	-	-	-	1	2	2	1	3	-	1	2	-	-	-	2
	3.4	11.1	9.1	-	-	-	-	-	1.9	6.1	8.7	1.6	3.4	-	14.3	2.7	-	-	-	3.8
Other	20	4	3	5	2	3	2	1	10	10	5	14	20	-	2	16	2	1	6	11
	23.0	22.2	27.3	62.5	11.1	25.0	14.3	16.7	18.5	30.3	21.7	22.2	23.0	-	28.6	21.9	40.0	33.3	27.3	20.8
D.N.S.	21	4	1	-	6	4	5	1	14	7	2	19	21	-	2	17	1	2	5	12
	24.1	22.2	9.1	-	33.3	33.3	35.7	16.7	25.9	21.2	8.7	30.2	24.1	-	28.6	23.3	20.0	66.7	22.7	22.6

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REPORT 13D (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 North America in 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	87	40	18	10	8	11	4	7	8	4	4	18	4	13	12	6	6	14	10	4	6	2	4
	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: Politics	10	6	3	1	2	2	1	1	1	1	-	1	-	1	1	1	-	2	2	-	-	-	-
	11.5	15.0	16.7	10.0	25.0	18.2	25.0	14.3	12.5	25.0	-	5.6	-	7.7	8.3	16.7	-	14.3	20.0	-	-	-	-
Currency stability	3	3	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-
	3.4	7.5	-	-	-	9.1	25.0	-	12.5	25.0	-	-	-	-	-	-	-	7.1	10.0	-	-	-	-
Political situation	3	2	1	1	-	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-
	3.4	5.0	5.6	10.0	-	-	-	-	12.5	25.0	-	5.6	-	7.7	-	-	-	-	-	-	-	-	-
Government attitude towards business	2	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	2.3	2.5	5.6	-	12.5	-	-	-	-	-	-	-	-	-	-	-	-	7.1	10.0	-	-	-	-
Same language	3	1	2	-	2	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-
	3.4	2.5	11.1	-	25.0	-	-	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-
Similarity to own country	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.1	-	-	-	-	9.1	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Costs	8	4	-	-	-	4	2	2	-	-	-	2	-	2	-	-	-	1	1	-	1	1	-
	9.2	10.0	-	-	-	36.4	50.0	28.6	-	-	-	11.1	-	15.4	-	-	-	7.1	10.0	-	16.7	50.0	-
Labour costs	6	3	-	-	-	4	2	2	-	-	-	1	-	1	-	-	-	1	1	-	-	-	-
	6.9	7.5	-	-	-	36.4	50.0	28.6	-	-	-	5.6	-	7.7	-	-	-	7.1	10.0	-	-	-	-
Energy costs	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	1.1	-	-	-	-	-	-	-	-	-	-	5.6	-	7.7	-	-	-	-	-	-	-	-	-
Costs (general mention)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	1.1	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16.7	50.0	-
NET: Risk	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-
	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-



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REPORT 13D (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 North America in 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	87	40	18	10	8	11	4	7	8	4	4	18	4	13	12	6	6	14	10	4	6	2	4	
	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	
Level of technology	8	6	3	2	1	-	-	-	1	1	-	3	2	1	-	-	-	1	1	-	-	-	-	
	9.2	15.0	16.7	20.0	12.5	-	-	-	12.5	25.0	-	16.7	50.0	7.7	-	-	-	7.1	10.0	-	-	-	-	
NET: Location	19	7	1	1	-	5	2	3	3	2	1	4	-	4	3	1	2	1	1	-	2	-	2	
	21.8	17.5	5.6	10.0	-	45.5	50.0	42.9	37.5	50.0	25.0	22.2	-	30.8	25.0	16.7	33.3	7.1	10.0	-	33.3	-	50.0	
Proximity to markets	15	6	-	-	-	3	2	1	3	2	1	3	-	3	3	1	2	1	1	-	2	-	2	
	17.2	15.0	-	-	-	27.3	50.0	14.3	37.5	50.0	25.0	16.7	-	23.1	25.0	16.7	33.3	7.1	10.0	-	33.3	-	50.0	
Transportation	2	-	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	2.3	-	-	-	-	9.1	-	14.3	-	-	-	5.6	-	7.7	-	-	-	-	-	-	-	-	-	
Cost of transportation	2	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	2.3	2.5	5.6	10.0	-	9.1	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Local Economic Conditions	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1.1	2.5	-	-	-	9.1	25.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Cost of capital/interest	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1.1	2.5	-	-	-	9.1	25.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Competition	4	3	2	1	1	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	
	4.6	7.5	11.1	10.0	12.5	-	-	-	-	-	-	-	-	-	16.7	33.3	-	-	-	-	-	-	-	
Timing/ waiting for the right opportunity	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
	1.1	2.5	-	-	-	-	-	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-	
Demand for our products/ services/ ability to sell products	3	2	2	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
	3.4	5.0	11.1	10.0	12.5	-	-	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-	

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REPORT 13D (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 North America in Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	
TOTAL INTERVIEWS	87	40	18	10	8	11	4	7	8	4	4	18	4	13	12	6	6	14	10	4	6	2	4	
	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: Resources	4	2	2	1	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	4.6	5.0	11.1	10.0	12.5	18.2	25.0	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Labour force skills	2	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	2.3	2.5	5.6	10.0	-	9.1	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Availability of natural resources	3	2	2	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	3.4	5.0	11.1	10.0	12.5	9.1	25.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	20	11	4	3	1	3	1	2	5	2	3	2	-	2	3	2	1	2	2	-	1	1	-	
	23.0	27.5	22.2	30.0	12.5	27.3	25.0	28.6	62.5	50.0	75.0	11.1	-	15.4	25.0	33.3	16.7	14.3	20.0	-	16.7	50.0	-	
D.N.S.	21	9	4	3	1	1	-	1	-	-	-	6	2	4	4	1	3	5	3	2	1	-	1	
	24.1	22.5	22.2	30.0	12.5	9.1	-	14.3	-	-	-	33.3	50.0	30.8	33.3	16.7	50.0	35.7	30.0	50.0	16.7	-	25.0	

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

BASE: Those answering North America in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NDRTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	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: Politics	13	4	2	3	1	1	2	-	8	5	5	7	13	-	1	10	2	-	3	9
	14.9	22.2	18.2	37.5	5.6	8.3	14.3	-	14.8	15.2	21.7	11.1	14.9	-	14.3	13.7	40.0	-	13.6	17.0
Currency stability	4	1	1	1	-	-	1	-	3	1	1	2	4	-	-	3	1	-	1	2
	4.6	5.6	9.1	12.5	-	-	7.1	-	5.6	3.0	4.3	3.2	4.6	-	-	4.1	20.0	-	4.5	3.8
Political situation	4	2	-	1	1	-	-	-	1	3	1	3	4	-	-	2	2	-	2	2
	4.6	11.1	-	12.5	5.6	-	-	-	1.9	9.1	4.3	4.8	4.6	-	-	2.7	40.0	-	9.1	3.8
Government attitude towards business	3	1	-	1	-	-	1	-	1	2	1	2	3	-	-	3	-	-	-	3
	3.4	5.6	-	12.5	-	-	7.1	-	1.9	6.1	4.3	3.2	3.4	-	-	4.1	-	-	-	5.7
Same language	3	2	-	-	-	1	-	-	2	1	-	3	3	-	-	3	-	-	-	3
	3.4	11.1	-	-	-	8.3	-	-	3.7	3.0	-	4.8	3.4	-	-	4.1	-	-	-	5.7
Similarity to own country	2	-	1	1	-	-	-	-	1	1	2	-	2	-	1	1	-	-	1	1
	2.3	-	9.1	12.5	-	-	-	-	1.9	3.0	8.7	-	2.3	-	14.3	1.4	-	-	4.5	1.9
NET: Costs	10	1	5	-	2	-	1	1	5	5	2	8	10	-	-	8	1	-	3	6
	11.5	5.6	45.5	-	11.1	-	7.1	16.7	9.3	15.2	8.7	12.7	11.5	-	-	11.0	20.0	-	13.6	11.3
Labour costs	8	-	5	-	2	-	1	-	4	4	1	7	8	-	-	7	1	-	3	4
	9.2	-	45.5	-	11.1	-	7.1	-	7.4	12.1	4.3	11.1	9.2	-	-	9.6	20.0	-	13.6	7.5
Costs of plant construction	1	1	-	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1
	1.1	5.6	-	-	-	-	-	-	1.9	-	-	1.6	1.1	-	-	1.4	-	-	-	1.9
Energy costs	1	-	-	-	1	-	-	-	-	1	-	1	1	-	-	1	-	-	1	-
	1.1	-	-	-	5.6	-	-	-	-	3.0	-	1.6	1.1	-	-	1.4	-	-	4.5	-

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REPORT 14D (continuation)

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

BASE: Those answering North America in Q.1a

	COUNTRY								CURRENTLY CONSIDER INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	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
Costs (general mention)	1	-	-	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	1
	1.1	-	-	-	-	-	-	16.7	-	3.0	4.3	-	1.1	-	-	-	-	-	-	1.9
NET: Risk	2	-	-	-	-	1	-	1	2	-	1	1	2	-	-	2	-	-	-	2
	2.3	-	-	-	-	8.3	-	16.7	3.7	-	4.3	1.6	2.3	-	-	2.7	-	-	-	3.8
Not part of the EU/ different from our market	2	-	-	-	-	1	-	1	2	-	1	1	2	-	-	2	-	-	-	2
	2.3	-	-	-	-	8.3	-	16.7	3.7	-	4.3	1.6	2.3	-	-	2.7	-	-	-	3.8
Risk level	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	1.1	-	-	-	-	8.3	-	-	1.9	-	4.3	-	1.1	-	-	1.4	-	-	-	1.9
NET: Corporate desire to invest	1	-	1	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	-	1
	1.1	-	9.1	-	-	-	-	-	-	3.0	-	1.6	1.1	-	-	1.4	-	-	-	1.9
Prefer to invest elsewhere	1	-	1	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	-	1
	1.1	-	9.1	-	-	-	-	-	-	3.0	-	1.6	1.1	-	-	1.4	-	-	-	1.9
NET: Need for information	1	-	-	-	-	-	-	1	-	1	-	1	1	-	-	1	-	-	1	-
	1.1	-	-	-	-	-	-	16.7	-	3.0	-	1.6	1.1	-	-	1.4	-	-	4.5	-
Do not know enough about the country	1	-	-	-	-	-	-	1	-	1	-	1	1	-	-	1	-	-	1	-
	1.1	-	-	-	-	-	-	16.7	-	3.0	-	1.6	1.1	-	-	1.4	-	-	4.5	-
NET: Market growth	55	9	7	6	14	10	7	2	37	18	12	42	55	-	2	48	4	-	14	35
	63.2	50.0	63.6	75.0	77.8	83.3	50.0	33.3	68.5	54.5	52.2	66.7	63.2	-	28.6	65.8	80.0	-	63.6	66.0
Growth of market	54	9	7	6	14	10	6	2	37	17	11	42	54	-	2	48	3	-	14	35
	62.1	50.0	63.6	75.0	77.8	83.3	42.9	33.3	68.5	51.5	47.8	66.7	62.1	-	28.6	65.8	60.0	-	63.6	66.0

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REPORT 14D (continuation)

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

BASE: Those answering North America in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	87	18	11	8	18	12	14	6	54	33	23	63	87	-	7	73	5	3	22	53
	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
Quality of life	2	-	-	1	-	-	1	-	-	2	2	-	2	-	-	1	1	-	-	-
	2.3	-	-	12.5	-	-	7.1	-	-	6.1	8.7	-	2.3	-	-	1.4	20.0	-	-	-
NET: Technology	14	4	-	1	7	-	1	1	10	4	5	8	14	-	2	12	-	1	2	8
	16.1	22.2	-	12.5	38.9	-	7.1	16.7	18.5	12.1	21.7	12.7	16.1	-	28.6	16.4	-	33.3	9.1	15.1
Telecommunications	3	1	-	-	1	-	-	1	3	-	-	3	3	-	1	2	-	1	1	1
	3.4	5.6	-	-	5.6	-	-	16.7	5.6	-	-	4.8	3.4	-	14.3	2.7	-	33.3	4.5	1.9
Level of technology	11	3	-	1	6	-	1	-	7	4	5	5	11	-	1	10	-	-	1	7
	12.6	16.7	-	12.5	33.3	-	7.1	-	13.0	12.1	21.7	7.9	12.6	-	14.3	13.7	-	-	4.5	13.2
NET: Location	26	3	7	3	4	4	2	3	18	8	8	18	26	-	1	24	-	1	6	16
	29.9	16.7	63.6	37.5	22.2	33.3	14.3	50.0	33.3	24.2	34.8	28.6	29.9	-	14.3	32.9	-	33.3	27.3	30.2
Proximity to markets	24	2	7	3	3	4	2	3	16	8	8	16	24	-	1	22	-	1	5	15
	27.6	11.1	63.6	37.5	16.7	33.3	14.3	50.0	29.6	24.2	34.8	25.4	27.6	-	14.3	30.1	-	33.3	22.7	28.3
Transportation	2	-	1	-	1	-	-	-	2	-	1	1	2	-	-	2	-	-	1	1
	2.3	-	9.1	-	5.6	-	-	-	3.7	-	4.3	1.6	2.3	-	-	2.7	-	-	4.5	1.9
Cost of transportation	2	1	1	-	-	-	-	-	2	-	1	1	2	-	-	2	-	-	1	-
	2.3	5.6	9.1	-	-	-	-	-	3.7	-	4.3	1.6	2.3	-	-	2.7	-	-	4.5	-
NET: Local Economic Conditions	2	-	1	-	-	1	-	-	2	-	-	2	2	-	-	2	-	-	1	1
	2.3	-	9.1	-	-	8.3	-	-	3.7	-	-	3.2	2.3	-	-	2.7	-	-	4.5	1.9
Cost of capital/interest	2	-	1	-	-	1	-	-	2	-	-	2	2	-	-	2	-	-	1	1
	2.3	-	9.1	-	-	8.3	-	-	3.7	-	-	3.2	2.3	-	-	2.7	-	-	4.5	1.9
NET: Competition	8	4	-	-	-	2	2	-	5	3	3	5	8	-	1	7	-	1	3	4
	9.2	22.2	-	-	-	16.7	14.3	-	9.3	9.1	13.0	7.9	9.2	-	14.3	9.6	-	33.3	13.6	7.5





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

BASE: Those answering North America in 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	87	40	18	10	8	11	4	7	8	4	4	18	4	13	12	6	6	14	10	4	6	2	4
	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: Politics	13	7	4	2	2	2	1	1	3	1	2	1	-	1	1	1	-	2	2	-	-	-	-
	14.9	17.5	22.2	20.0	25.0	18.2	25.0	14.3	37.5	25.0	50.0	5.6	-	7.7	8.3	16.7	-	14.3	20.0	-	-	-	-
Currency stability	4	4	1	1	-	1	1	-	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-
	4.6	10.0	5.6	10.0	-	9.1	25.0	-	12.5	25.0	-	-	-	-	-	-	-	7.1	10.0	-	-	-	-
Political situation	4	2	2	1	1	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-
	4.6	5.0	11.1	10.0	12.5	-	-	-	12.5	25.0	-	5.6	-	7.7	-	-	-	-	-	-	-	-	-
Government attitude towards business	3	1	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	1	1	-	-	-	-
	3.4	2.5	5.6	-	12.5	-	-	-	12.5	-	25.0	-	-	-	-	-	-	7.1	10.0	-	-	-	-
Same language	3	1	2	-	2	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-
	3.4	2.5	11.1	-	25.0	-	-	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-
Similarity to own country	2	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	2.3	-	-	-	-	9.1	-	14.3	12.5	-	25.0	-	-	-	-	-	-	-	-	-	-	-	-
NET: Costs	10	4	1	-	1	5	2	3	-	-	-	2	-	2	-	-	-	1	1	-	1	1	-
	11.5	10.0	5.6	-	12.5	45.5	50.0	42.9	-	-	-	11.1	-	15.4	-	-	-	7.1	10.0	-	16.7	50.0	-
Labour costs	8	3	-	-	-	5	2	3	-	-	-	2	-	2	-	-	-	1	1	-	-	-	-
	9.2	7.5	-	-	-	45.5	50.0	42.9	-	-	-	11.1	-	15.4	-	-	-	7.1	10.0	-	-	-	-
Costs of plant construction	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.1	-	5.6	-	12.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Energy costs	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	1.1	-	-	-	-	-	-	-	-	-	-	5.6	-	7.7	-	-	-	-	-	-	-	-	-
Costs (general mention)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	1.1	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16.7	50.0	-
NET: Risk	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	1	-	1
	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	16.7	-	25.0

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REPORT 14D (continuation)

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

BASE: Those answering North America in 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	87	40	18	10	8	11	4	7	8	4	4	18	4	13	12	6	6	14	10	4	6	2	4	
	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	
Not part of the EU/ different from our market	2	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	1	
	2.3	-	-	-	-	-	-	-	-	-	-	-	-	-	8.3	-	16.7	-	-	-	16.7	-	25.0	
Risk level	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	
	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	8.3	-	16.7	-	-	-	-	-	-	
NET: Corporate desire to invest	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1.1	-	-	-	-	9.1	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Prefer to invest elsewhere	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1.1	-	-	-	-	9.1	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Need for information	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16.7	-	25.0	
Do not know enough about the country	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	1.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16.7	-	25.0	
NET: Market growth	55	27	9	6	3	7	3	4	6	4	2	14	2	11	10	5	5	7	5	2	2	2	-	
	63.2	67.5	50.0	60.0	37.5	63.6	75.0	57.1	75.0	100.0	50.0	77.8	50.0	84.6	83.3	83.3	83.3	50.0	50.0	50.0	33.3	100.0	-	
Growth of market	54	27	9	6	3	7	3	4	6	4	2	14	2	11	10	5	5	6	5	1	2	2	-	
	62.1	67.5	50.0	60.0	37.5	63.6	75.0	57.1	75.0	100.0	50.0	77.8	50.0	84.6	83.3	83.3	83.3	42.9	50.0	25.0	33.3	100.0	-	
Quality of life	2	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	
	2.3	2.5	-	-	-	-	-	-	12.5	25.0	-	-	-	-	-	-	-	7.1	-	25.0	-	-	-	
NET: Technology	14	8	4	3	1	-	-	-	1	1	-	7	3	4	-	-	-	1	1	-	1	-	1	
	16.1	20.0	22.2	30.0	12.5	-	-	-	12.5	25.0	-	38.9	75.0	30.8	-	-	-	7.1	10.0	-	16.7	-	25.0	
Telecommunications	3	1	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	
	3.4	2.5	5.6	10.0	-	-	-	-	-	-	-	5.6	-	7.7	-	-	-	-	-	-	16.7	-	25.0	



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REPORT 14D (continuation)

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

BASE: Those answering North America in 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	87	40	18	10	8	11	4	7	8	4	4	18	4	13	12	6	6	14	10	4	6	2	4	
	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	
Level of technology	11	7	3	2	1	-	-	-	1	1	-	6	3	3	-	-	-	1	1	-	-	-	-	
	12.6	17.5	16.7	20.0	12.5	-	-	-	12.5	25.0	-	33.3	75.0	23.1	-	-	-	7.1	10.0	-	-	-	-	
NET: Location	26	9	3	2	1	7	2	5	3	2	1	4	-	4	4	1	3	2	2	-	3	-	3	
	29.9	22.5	16.7	20.0	12.5	63.6	50.0	71.4	37.5	50.0	25.0	22.2	-	30.8	33.3	16.7	50.0	14.3	20.0	-	50.0	-	75.0	
Proximity to markets	24	8	2	1	1	7	2	5	3	2	1	3	-	3	4	1	3	2	2	-	3	-	3	
	27.6	20.0	11.1	10.0	12.5	63.6	50.0	71.4	37.5	50.0	25.0	16.7	-	23.1	33.3	16.7	50.0	14.3	20.0	-	50.0	-	75.0	
Transportation	2	-	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	2.3	-	-	-	-	9.1	-	14.3	-	-	-	5.6	-	7.7	-	-	-	-	-	-	-	-	-	
Cost of transportation	2	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	2.3	2.5	5.6	10.0	-	9.1	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Local Economic Conditions	2	2	-	-	-	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
	2.3	5.0	-	-	-	9.1	25.0	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-	
Cost of capital/interest	2	2	-	-	-	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
	2.3	5.0	-	-	-	9.1	25.0	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-	
NET: Competition	8	6	4	3	1	-	-	-	-	-	-	-	-	-	2	2	-	2	1	1	-	-	-	
	9.2	15.0	22.2	30.0	12.5	-	-	-	-	-	-	-	-	-	16.7	33.3	-	14.3	10.0	25.0	-	-	-	
Timing/ waiting for the right opportunity	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
	1.1	2.5	-	-	-	-	-	-	-	-	-	-	-	-	8.3	16.7	-	-	-	-	-	-	-	
Demand for our products/ services/ ability to sell products	7	5	4	3	1	-	-	-	-	-	-	-	-	-	1	1	-	2	1	1	-	-	-	
	8.0	12.5	22.2	30.0	12.5	-	-	-	-	-	-	-	-	-	8.3	16.7	-	14.3	10.0	25.0	-	-	-	



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REPORT 12E (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 Latin America in Q.1a

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	41	7	7	9	12	1	1	4	7	34	4	36	-	41	4	26	10	8	12	13
	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: Market growth	20	2	4	5	6	1	-	2	4	16	3	16	-	20	2	13	4	6	7	2
	48.8	28.6	57.1	55.6	50.0	100.0	-	50.0	57.1	47.1	75.0	44.4	-	48.8	50.0	50.0	40.0	75.0	58.3	15.4
Growth of market	20	2	4	5	6	1	-	2	4	16	3	16	-	20	2	13	4	6	7	2
	48.8	28.6	57.1	55.6	50.0	100.0	-	50.0	57.1	47.1	75.0	44.4	-	48.8	50.0	50.0	40.0	75.0	58.3	15.4
NET: Technology	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	2.4	-	-	-	8.3	-	-	-	-	2.9	-	2.8	-	2.4	-	3.8	-	-	8.3	-
Level of technology	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	2.4	-	-	-	8.3	-	-	-	-	2.9	-	2.8	-	2.4	-	3.8	-	-	8.3	-
NET: Location	5	2	2	-	-	-	-	1	-	5	-	5	-	5	-	5	-	-	1	3
	12.2	28.6	28.6	-	-	-	-	25.0	-	14.7	-	13.9	-	12.2	-	19.2	-	-	8.3	23.1
Proximity to markets	5	2	2	-	-	-	-	1	-	5	-	5	-	5	-	5	-	-	1	3
	12.2	28.6	28.6	-	-	-	-	25.0	-	14.7	-	13.9	-	12.2	-	19.2	-	-	8.3	23.1
NET: Local Economic Conditions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Competition	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Resources	5	1	1	1	2	-	-	-	1	4	1	4	-	5	2	3	-	-	-	4
	12.2	14.3	14.3	11.1	16.7	-	-	-	14.3	11.8	25.0	11.1	-	12.2	50.0	11.5	-	-	-	30.8
Labour force skills	1	1	-	-	-	-	-	-	-	1	-	1	-	1	1	-	-	-	-	1
	2.4	14.3	-	-	-	-	-	-	-	2.9	-	2.8	-	2.4	25.0	-	-	-	-	7.7
Availability of natural resources	4	-	1	1	2	-	-	-	1	3	1	3	-	4	1	3	-	-	-	3
	9.8	-	14.3	11.1	16.7	-	-	-	14.3	8.8	25.0	8.3	-	9.8	25.0	11.5	-	-	-	23.1





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REPORT 12E (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 Latin America in Q.1a

	INDUSTRY SECTOR																						
	TOTAL		UK			GERMANY			FRANCE			ITALY			SWEDEN		SWITZERLAND			NETHERLANDS			
	TOTAL	Tech Int.	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other	Tech Total	Tech Int.	Other
TOTAL INTERVIEWS	41	11	7	1	6	7	2	5	9	1	7	12	4	6	1	-	1	1	1	-	4	2	2
	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: Politics	4	2	1	1	-	-	-	-	2	-	2	1	1	-	-	-	-	-	-	-	-	-	-
	9.8	18.2	14.3	100.0	-	-	-	-	22.2	-	28.6	8.3	25.0	-	-	-	-	-	-	-	-	-	-
Political situation	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2.4	9.1	14.3	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Government attitude towards business	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	4.9	-	-	-	-	-	-	-	22.2	-	28.6	-	-	-	-	-	-	-	-	-	-	-	-
Similarity to own country	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	2.4	9.1	-	-	-	-	-	-	-	-	-	8.3	25.0	-	-	-	-	-	-	-	-	-	-
NET: Costs	2	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	4.9	-	14.3	-	16.7	-	-	-	-	-	-	8.3	-	-	-	-	-	-	-	-	-	-	-
Labour costs	2	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	4.9	-	14.3	-	16.7	-	-	-	-	-	-	8.3	-	-	-	-	-	-	-	-	-	-	-
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	2.4	9.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25.0	50.0	-
Prefer to invest elsewhere	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	2.4	9.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25.0	50.0	-
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	20	3	2	-	2	4	1	3	5	1	3	6	1	4	1	-	1	-	-	-	2	-	2
	48.8	27.3	28.6	-	33.3	57.1	50.0	60.0	55.6	100.0	42.9	50.0	25.0	66.7	100.0	-	100.0	-	-	-	50.0	-	100.0



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 Latin America in Q.1a

	COUNTRY									CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus	
TOTAL INTERVIEWS	41	7	7	9	12	1	1	4	7	34	4	36	-	41	4	26	10	8	12	13	
	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: Politics	3	2	1	-	-	-	-	-	1	2	-	3	-	3	-	2	-	1	-	2	
	7.3	28.6	14.3	-	-	-	-	-	14.3	5.9	-	8.3	-	7.3	-	7.7	-	12.5	-	15.4	
Currency stability	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	1	
	2.4	14.3	-	-	-	-	-	-	14.3	-	-	2.8	-	2.4	-	3.8	-	-	-	7.7	
Inflation	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	1	
	2.4	14.3	-	-	-	-	-	-	14.3	-	-	2.8	-	2.4	-	3.8	-	-	-	7.7	
Government attitude towards business	2	1	1	-	-	-	-	-	-	2	-	2	-	2	-	1	-	1	-	1	
	4.9	14.3	14.3	-	-	-	-	-	-	5.9	-	5.6	-	4.9	-	3.8	-	12.5	-	7.7	
NET: Costs	7	1	2	1	3	-	-	-	1	6	1	6	-	7	2	3	2	-	1	4	
	17.1	14.3	28.6	11.1	25.0	-	-	-	14.3	17.6	25.0	16.7	-	17.1	50.0	11.5	20.0	-	8.3	30.8	
Labour costs	6	1	2	1	2	-	-	-	1	5	1	5	-	6	2	3	1	-	1	4	
	14.6	14.3	28.6	11.1	16.7	-	-	-	14.3	14.7	25.0	13.9	-	14.6	50.0	11.5	10.0	-	8.3	30.8	
Costs of plant construction	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	-	1	-	-	-	
	2.4	-	-	-	8.3	-	-	-	-	2.9	-	2.8	-	2.4	-	-	10.0	-	-	-	
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Corporate desire to invest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Market growth	8	2	-	5	1	-	-	-	1	7	1	7	-	8	-	5	3	1	5	2	
	19.5	28.6	-	55.6	8.3	-	-	-	14.3	20.6	25.0	19.4	-	19.5	-	19.2	30.0	12.5	41.7	15.4	

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REPORT 13E (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 Latin America in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NDRTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	41	7	7	9	12	1	1	4	7	34	4	36	-	41	4	26	10	8	12	13
	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
Growth of market	8	2	-	5	1	-	-	-	1	7	1	7	-	8	-	5	3	1	5	2
	19.5	28.6	-	55.6	8.3	-	-	-	14.3	20.6	25.0	19.4	-	19.5	-	19.2	30.0	12.5	41.7	15.4
NET: Technology	2	-	-	-	2	-	-	-	-	2	-	2	-	2	-	1	1	1	-	-
	4.9	-	-	-	16.7	-	-	-	-	5.9	-	5.6	-	4.9	-	3.8	10.0	12.5	-	-
Level of technology	2	-	-	-	2	-	-	-	-	2	-	2	-	2	-	1	1	1	-	-
	4.9	-	-	-	16.7	-	-	-	-	5.9	-	5.6	-	4.9	-	3.8	10.0	12.5	-	-
NET: Location	5	-	3	1	-	-	-	1	1	4	1	4	-	5	-	4	1	1	3	1
	12.2	-	42.9	11.1	-	-	-	25.0	14.3	11.8	25.0	11.1	-	12.2	-	15.4	10.0	12.5	25.0	7.7
Proximity to markets	3	-	2	-	-	-	-	1	-	3	-	3	-	3	-	3	-	-	2	1
	7.3	-	28.6	-	-	-	-	25.0	-	8.8	-	8.3	-	7.3	-	11.5	-	-	16.7	7.7
Transportation	2	-	1	1	-	-	-	-	1	1	1	1	-	2	-	1	1	1	1	-
	4.9	-	14.3	11.1	-	-	-	-	14.3	2.9	25.0	2.8	-	4.9	-	3.8	10.0	12.5	8.3	-
NET: Local Economic Conditions	2	-	1	1	-	-	-	-	-	2	-	2	-	2	-	2	-	-	-	2
	4.9	-	14.3	11.1	-	-	-	-	-	5.9	-	5.6	-	4.9	-	7.7	-	-	-	15.4
Cost of capital/ interest	2	-	1	1	-	-	-	-	-	2	-	2	-	2	-	2	-	-	-	2
	4.9	-	14.3	11.1	-	-	-	-	-	5.9	-	5.6	-	4.9	-	7.7	-	-	-	15.4
Government debt	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1
	2.4	-	14.3	-	-	-	-	-	-	2.9	-	2.8	-	2.4	-	3.8	-	-	-	7.7
NET: Competition	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Resources	2	-	-	1	1	-	-	-	-	2	-	2	-	2	-	1	1	1	-	-
	4.9	-	-	11.1	8.3	-	-	-	-	5.9	-	5.6	-	4.9	-	3.8	10.0	12.5	-	-

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REPORT 13E (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 Latin America in Q.1a

	COUNTRY									CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MDST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus	
TOTAL INTERVIEWS	41	7	7	9	12	1	1	4	7	34	4	36	-	41	4	26	10	8	12	13	
	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	
Availability of natural resources	2	-	-	1	1	-	-	-	-	2	-	2	-	2	-	1	1	1	-	-	
	4.9	-	-	11.1	8.3	-	-	-	-	5.9	-	5.6	-	4.9	-	3.8	10.0	12.5	-	-	
Other	11	2	2	6	-	-	-	1	3	8	1	10	-	11	1	7	3	2	4	4	
	26.8	28.6	28.6	66.7	-	-	-	25.0	42.9	23.5	25.0	27.8	-	26.8	25.0	26.9	30.0	25.0	33.3	30.8	
D.N.S.	11	2	-	-	5	1	1	2	2	9	1	9	-	11	1	7	3	3	2	3	
	26.8	28.6	-	-	41.7	100.0	100.0	50.0	28.6	26.5	25.0	25.0	-	26.8	25.0	26.9	30.0	37.5	16.7	23.1	



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REPORT 13E (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 Latin America in Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total			
TOTAL INTERVIEWS	41	11	7	1	6	7	2	5	9	1	7	12	4	6	1	-	1	1	1	-	4	2	2	
	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: Technology	2	1	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	
	4.9	9.1	-	-	-	-	-	-	-	-	-	16.7	25.0	16.7	-	-	-	-	-	-	-	-	-	
Level of technology	2	1	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	
	4.9	9.1	-	-	-	-	-	-	-	-	-	16.7	25.0	16.7	-	-	-	-	-	-	-	-	-	
NET: Location	5	-	-	-	-	3	-	3	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	
	12.2	-	-	-	-	42.9	-	60.0	11.1	-	14.3	-	-	-	-	-	-	-	-	-	25.0	-	50.0	
Proximity to markets	3	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	7.3	-	-	-	-	28.6	-	40.0	-	-	-	-	-	-	-	-	-	-	-	-	25.0	-	50.0	
Transportation	2	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	4.9	-	-	-	-	14.3	-	20.0	11.1	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Local Economic Conditions	2	1	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	4.9	9.1	-	-	-	14.3	50.0	-	11.1	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	
Cost of capital/interest	2	1	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	4.9	9.1	-	-	-	14.3	50.0	-	11.1	-	14.3	-	-	-	-	-	-	-	-	-	-	-	-	
Government debt	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	2.4	9.1	-	-	-	14.3	50.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Competition	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Resources	2	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	4.9	-	-	-	-	-	-	-	11.1	-	-	8.3	-	16.7	-	-	-	-	-	-	-	-	-	
Availability of natural resources	2	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	4.9	-	-	-	-	-	-	-	11.1	-	-	8.3	-	16.7	-	-	-	-	-	-	-	-	-	
Other	11	2	2	1	1	2	-	2	6	-	6	-	-	-	-	-	-	-	-	-	1	1	-	
	26.8	18.2	28.6	100.0	16.7	28.6	-	40.0	66.7	-	85.7	-	-	-	-	-	-	-	-	-	25.0	50.0	-	

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REPORT 13E (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 Latin America in 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	41	11	7	1	6	7	2	5	9	1	7	12	4	6	1	-	1	1	1	-	4	2	2		
	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		
D.N.S.	11	4	2	-	2	-	-	-	-	-	-	5	2	2	1	-	1	1	1	-	2	1	1		
	26.8	36.4	28.6	-	33.3	-	-	-	-	-	-	41.7	50.0	33.3	100.0	-	100.0	100.0	100.0	-	50.0	50.0	50.0		





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REPORT 14E (continuation)

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

BASE: Those answering Latin America in Q.1a

	COUNTRY									CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus	
TOTAL INTERVIEWS	41	7	7	9	12	1	1	4	7	34	4	36	-	41	4	26	10	8	12	13	
	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: Corporate desire to invest	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1	
	2.4	-	-	-	-	-	-	25.0	-	2.9	-	2.8	-	2.4	-	3.8	-	-	-	7.7	
Prefer to invest elsewhere	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1	
	2.4	-	-	-	-	-	-	25.0	-	2.9	-	2.8	-	2.4	-	3.8	-	-	-	7.7	
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Market growth	27	4	4	9	7	1	-	2	4	23	3	23	-	27	2	17	7	7	11	4	
	65.9	57.1	57.1	100.0	58.3	100.0	-	50.0	57.1	67.6	75.0	63.9	-	65.9	50.0	65.4	70.0	87.5	91.7	30.8	
Growth of market	27	4	4	9	7	1	-	2	4	23	3	23	-	27	2	17	7	7	11	4	
	65.9	57.1	57.1	100.0	58.3	100.0	-	50.0	57.1	67.6	75.0	63.9	-	65.9	50.0	65.4	70.0	87.5	91.7	30.8	
NET: Technology	3	-	-	-	3	-	-	-	-	3	-	3	-	3	-	2	1	1	1	-	
	7.3	-	-	-	25.0	-	-	-	-	8.8	-	8.3	-	7.3	-	7.7	10.0	12.5	8.3	-	
Level of technology	3	-	-	-	3	-	-	-	-	3	-	3	-	3	-	2	1	1	1	-	
	7.3	-	-	-	25.0	-	-	-	-	8.8	-	8.3	-	7.3	-	7.7	10.0	12.5	8.3	-	
NET: Location	10	2	5	1	-	-	-	2	1	9	1	9	-	10	-	9	1	1	4	4	
	24.4	28.6	71.4	11.1	-	-	-	50.0	14.3	26.5	25.0	25.0	-	24.4	-	34.6	10.0	12.5	33.3	30.8	
Proximity to markets	8	2	4	-	-	-	-	2	-	8	-	8	-	8	-	8	-	-	3	4	
	19.5	28.6	57.1	-	-	-	-	50.0	-	23.5	-	22.2	-	19.5	-	30.8	-	-	25.0	30.8	
Transportation	2	-	1	1	-	-	-	-	1	1	1	1	-	2	-	1	1	1	1	-	
	4.9	-	14.3	11.1	-	-	-	-	14.3	2.9	25.0	2.8	-	4.9	-	3.8	10.0	12.5	8.3	-	



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REPORT 14E (continuation)

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

BASE: Those answering Latin America in 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	41	11	7	1	6	7	2	5	9	1	7	12	4	6	1	-	1	1	1	-	4	2	2	
	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: Politics	6	3	2	1	1	1	1	-	2	-	2	1	1	-	-	-	-	-	-	-	-	-	-	
	14.6	27.3	28.6	100.0	16.7	14.3	50.0	-	22.2	-	28.6	8.3	25.0	-	-	-	-	-	-	-	-	-	-	
Currency stability	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	2.4	9.1	14.3	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Inflation	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	2.4	9.1	14.3	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Political situation	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	2.4	9.1	14.3	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Government attitude towards business	4	1	1	-	1	1	1	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	
	9.8	9.1	14.3	-	16.7	14.3	50.0	-	22.2	-	28.6	-	-	-	-	-	-	-	-	-	-	-	-	
Similarity to own country	1	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	
	2.4	9.1	-	-	-	-	-	-	-	-	-	8.3	25.0	-	-	-	-	-	-	-	-	-	-	
NET: Costs	8	1	2	-	2	2	1	1	1	-	1	3	-	2	-	-	-	-	-	-	-	-	-	
	19.5	9.1	28.6	-	33.3	28.6	50.0	20.0	11.1	-	14.3	25.0	-	33.3	-	-	-	-	-	-	-	-	-	
Labour costs	8	1	2	-	2	2	1	1	1	-	1	3	-	2	-	-	-	-	-	-	-	-	-	
	19.5	9.1	28.6	-	33.3	28.6	50.0	20.0	11.1	-	14.3	25.0	-	33.3	-	-	-	-	-	-	-	-	-	
Costs of plant construction	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
	2.4	-	-	-	-	-	-	-	-	-	-	8.3	-	-	-	-	-	-	-	-	-	-	-	
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Corporate desire to invest	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	2.4	9.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	25.0	50.0	-	





S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION		% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Politics	35	6	4	10	7	3	4	1	5	30	7	27	2	33	7	23	5	8	13	8
	5.0	6.0	3.8	10.0	7.0	3.0	4.0	1.0	3.2	5.5	6.3	4.6	2.3	5.4	9.1	4.9	5.1	4.8	6.1	3.2
Currency stability	12	1	3	2	3	1	2	-	3	9	2	10	-	12	3	7	2	3	4	3
	1.7	1.0	2.9	2.0	3.0	1.0	2.0	-	1.9	1.7	1.8	1.7	-	2.0	3.9	1.5	2.0	1.8	1.9	1.2
Political situation	6	2	-	-	1	-	2	1	1	5	-	5	-	6	1	5	-	2	1	1
	.9	2.0	-	-	1.0	-	2.0	1.0	.6	.9	-	.9	-	1.0	1.3	1.1	-	1.2	.5	.4
Government attitude towards business	14	2	1	6	3	2	-	-	1	13	4	10	1	13	1	10	3	2	7	4
	2.0	2.0	1.0	6.0	3.0	2.0	-	-	.6	2.4	3.6	1.7	1.1	2.1	1.3	2.1	3.1	1.2	3.3	1.6
Same language	3	1	-	2	-	-	-	-	-	3	1	2	1	2	2	1	-	1	1	-
	.4	1.0	-	2.0	-	-	-	-	-	.6	.9	.3	1.1	.3	2.6	.2	-	.6	.5	-
NET: Costs	31	8	9	-	4	-	5	5	4	27	3	28	4	27	5	15	10	7	7	12
	4.4	8.0	8.7	-	4.0	-	5.0	5.0	2.6	5.0	2.7	4.8	4.6	4.4	6.5	3.2	10.2	4.2	3.3	4.8
Labour costs	21	3	9	-	4	-	2	3	2	19	2	19	1	20	2	10	8	5	4	7
	3.0	3.0	8.7	-	4.0	-	2.0	3.0	1.3	3.5	1.8	3.3	1.1	3.3	2.6	2.1	8.2	3.0	1.9	2.8
Costs of plant construction	3	3	-	-	-	-	-	-	1	2	-	3	1	2	1	2	-	1	1	1
	.4	3.0	-	-	-	-	-	-	.6	.4	-	.5	1.1	.3	1.3	.4	-	.6	.5	.4
Energy costs	1	-	-	-	-	-	1	-	-	1	1	-	-	1	1	-	-	-	-	1
	.1	-	-	-	-	-	1.0	-	-	.2	.9	-	-	.2	1.3	-	-	-	-	.4
Costs (general mention)	6	2	-	-	-	-	2	2	1	5	-	6	2	4	1	3	2	1	2	3
	.9	2.0	-	-	-	-	2.0	2.0	.6	.9	-	1.0	2.3	.7	1.3	.6	2.0	.6	.9	1.2
NET: Risk	5	-	3	-	-	1	-	1	-	5	-	5	-	5	1	3	1	2	2	-
	.7	-	2.9	-	-	1.0	-	1.0	-	.9	-	.9	-	.8	1.3	.6	1.0	1.2	.9	-

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REPORT 15 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION		% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Not part of the EU/ different from our market	3	-	2	-	-	-	-	1	-	3	-	3	-	3	1	1	1	1	1	-
	.4	-	1.9	-	-	-	-	1.0	-	.6	-	.5	-	.5	1.3	.2	1.0	.6	.5	-
Risk level	2	-	1	-	-	1	-	-	-	2	-	2	-	2	-	2	-	1	1	-
	.3	-	1.0	-	-	1.0	-	-	-	.4	-	.3	-	.3	-	.4	-	.6	.5	-
NET: Corporate desire to invest	6	2	1	-	-	2	-	1	3	3	1	5	-	6	-	6	-	1	1	2
	.9	2.0	1.0	-	-	2.0	-	1.0	1.9	.6	.9	.9	-	1.0	-	1.3	-	.6	.5	.8
Want to expand	2	-	-	-	-	2	-	-	-	2	-	2	-	2	-	2	-	-	1	-
	.3	-	-	-	-	2.0	-	-	-	.4	-	.3	-	.3	-	.4	-	-	.5	-
Prefer to invest elsewhere	4	2	1	-	-	-	-	1	3	1	1	3	-	4	-	4	-	1	-	2
	.6	2.0	1.0	-	-	-	-	1.0	1.9	.2	.9	.5	-	.7	-	.9	-	.6	-	.8
NET: Need for information	5	4	-	-	-	-	1	-	4	1	1	4	-	5	-	4	-	-	1	2
	.7	4.0	-	-	-	-	1.0	-	2.6	.2	.9	.7	-	.8	-	.9	-	-	.5	.8
Market is new/ young	2	2	-	-	-	-	-	-	1	1	1	1	-	2	-	1	-	-	-	1
	.3	2.0	-	-	-	-	-	-	.6	.2	.9	.2	-	.3	-	.2	-	-	-	.4
Do not know enough about the country	3	2	-	-	-	-	1	-	3	-	-	3	-	3	-	3	-	-	1	1
	.4	2.0	-	-	-	-	1.0	-	1.9	-	-	.5	-	.5	-	.6	-	-	.5	.4
NET: Market growth	233	15	24	57	53	33	40	11	59	173	42	187	34	199	20	169	41	39	83	84
	33.1	15.0	23.1	57.0	53.0	33.0	40.0	11.0	37.8	31.9	37.8	32.0	39.1	32.5	26.0	36.3	41.8	23.5	39.2	33.7
Growth of market	230	15	24	57	50	33	40	11	59	170	42	184	34	196	19	168	40	38	83	82
	32.7	15.0	23.1	57.0	50.0	33.0	40.0	11.0	37.8	31.3	37.8	31.5	39.1	32.0	24.7	36.1	40.8	22.9	39.2	32.9



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REPORT 15 (continuation)

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	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Quality of life	3.4	-	-	-	3.0	-	-	-	-	3.6	-	3.5	-	3.5	1.3	1.2	1.0	1.6	-	2.8
NET: Technology	25.3.6	1.1.0	-	2.2.0	16.16.0	1.1.0	3.3.0	2.2.0	4.2.6	21.3.9	1.9	24.4.1	4.4.6	21.3.4	3.3.9	18.3.9	4.4.1	4.2.4	4.1.9	13.5.2
Level of technology	25.3.6	1.1.0	-	2.2.0	16.16.0	1.1.0	3.3.0	2.2.0	4.2.6	21.3.9	1.9	24.4.1	4.4.6	21.3.4	3.3.9	18.3.9	4.4.1	4.2.4	4.1.9	13.5.2
NET: Location	116.16.5	23.23.0	23.22.1	4.4.0	7.7.0	14.14.0	16.16.0	29.29.0	36.23.1	79.14.5	21.18.9	94.16.1	24.27.6	91.14.8	17.22.1	83.17.8	11.11.2	25.15.1	27.12.7	57.22.9
Proximity to markets	95.13.5	20.20.0	20.19.2	3.3.0	5.5.0	13.13.0	13.13.0	21.21.0	33.21.2	61.11.2	16.14.4	78.13.4	23.26.4	71.11.6	11.14.3	72.15.5	8.8.2	15.9.0	24.11.3	49.19.7
Transportation	13.1.8	3.3.0	1.1.0	-	1.1.0	-	3.3.0	5.5.0	2.1.3	11.2.0	4.3.6	9.1.5	1.1.1	12.2.0	6.7.8	7.1.5	-	5.3.0	2.9	6.2.4
Cost of transportation	5.7	-	-	1.1.0	1.1.0	1.1.0	-	2.2.0	1.6	4.7	-	5.9	-	5.8	-	3.6	2.2.0	3.1.8	-	2.8
Location (general mention)	3.4	-	2.1.9	-	-	-	-	1.1.0	-	3.6	1.9	2.3	-	3.5	-	1.2	1.1.0	2.1.2	1.5	-
NET: Local Economic Conditions	5.7	1.1.0	2.1.9	-	1.1.0	1.1.0	-	-	2.1.3	2.4	1.9	4.7	1.1.1	3.5	-	4.9	1.1.0	1.6	2.9	2.8
Cost of capital/interest	5.7	1.1.0	2.1.9	-	1.1.0	1.1.0	-	-	2.1.3	2.4	1.9	4.7	1.1.1	3.5	-	4.9	1.1.0	1.6	2.9	2.8

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REPORT 15 (continuation)

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	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
NET: Competition	27 3.8	4 4.0	2 1.9	3 3.0	1 1.0	5 5.0	9 9.0	3 3.0	2 1.3	25 4.6	7 6.3	20 3.4	2 2.3	25 4.1	4 5.2	19 4.1	2 2.0	6 3.6	8 3.8	11 4.4
Competition/ competitors	6 .9	1 1.0	-	2 2.0	1 1.0	2 2.0	-	-	-	6 1.1	3 2.7	3 .5	-	6 1.0	-	4 .9	1 1.0	2 1.2	-	3 1.2
Our business is not suited for that market	6 .9	1 1.0	-	-	-	-	5 5.0	-	-	6 1.1	-	6 1.0	-	6 1.0	2 2.6	2 .4	1 1.0	2 1.2	4 1.9	-
Timing/ waiting for the right opportunity	3 .4	-	-	1 1.0	-	-	-	2 2.0	-	3 .6	-	3 .5	-	3 .5	-	3 .6	-	1 .6	2 .9	-
Demand for our products/ services/ ability to sell products	12 1.7	2 2.0	2 1.9	-	-	3 3.0	4 4.0	1 1.0	2 1.3	10 1.8	4 3.6	8 1.4	2 2.3	10 1.6	2 2.6	10 2.1	-	1 .6	2 .9	8 3.2
NET: Resources	21 3.0	4 4.0	3 2.9	1 1.0	5 5.0	2 2.0	1 1.0	5 5.0	7 4.5	14 2.6	6 5.4	15 2.6	3 3.4	18 2.9	2 2.6	15 3.2	3 3.1	4 2.4	4 1.9	11 4.4
Labour force skills	10 1.4	4 4.0	1 1.0	-	1 1.0	2 2.0	-	2 2.0	3 1.9	7 1.3	3 2.7	7 1.2	2 2.3	8 1.3	-	8 1.7	2 2.0	2 1.2	2 .9	5 2.0
Availability of natural resources	9 1.3	-	1 1.0	1 1.0	4 4.0	-	1 1.0	2 2.0	3 1.9	6 1.1	2 1.8	7 1.2	1 1.1	8 1.3	2 2.6	6 1.3	1 1.0	2 1.2	1 .5	5 2.0
Availability of facilities	2 .3	-	1 1.0	-	-	-	-	1 1.0	1 .6	1 .2	1 .9	1 .2	-	2 .3	-	1 .2	-	-	1 .5	1 .4

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REPORT 15 (continuation)

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	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NDRTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Other	138	26	32	22	5	11	11	31	30	106	20	115	13	123	13	90	13	41	42	41
	19.6	26.0	30.8	22.0	5.0	11.0	11.0	31.0	19.2	19.5	18.0	19.7	14.9	20.1	16.9	19.3	13.3	24.7	19.8	16.5
D.N.S.	57	6	1	1	1	27	10	11	-	57	1	56	-	57	5	17	7	28	18	6
	8.1	6.0	1.0	1.0	1.0	27.0	10.0	11.0	-	10.5	.9	9.6	-	9.3	6.5	3.6	7.1	16.9	8.5	2.4

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REPORT 15 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68
	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: Politics	35	8	6	3	3	4	1	3	10	2	8	7	-	7	3	1	2	4	1	3	1	-	1
	5.0	3.0	6.0	6.0	6.0	3.8	2.1	5.3	10.0	5.9	12.3	7.0	-	10.9	3.0	2.6	3.3	4.0	3.4	4.3	1.0	-	1.5
Currency stability	12	1	1	1	-	3	-	3	2	-	2	3	-	3	1	-	1	2	-	2	-	-	-
	1.7	.4	1.0	2.0	-	2.9	-	5.3	2.0	-	3.1	3.0	-	4.7	1.0	-	1.6	2.0	-	2.9	-	-	-
Political situation	6	2	2	1	1	-	-	-	-	-	-	1	-	1	-	-	-	2	1	1	1	-	1
	.9	.8	2.0	2.0	2.0	-	-	-	-	-	-	1.0	-	1.6	-	-	-	2.0	3.4	1.4	1.0	-	1.5
Government attitude towards business	14	5	2	1	1	1	1	-	6	2	4	3	-	3	2	1	1	-	-	-	-	-	-
	2.0	1.9	2.0	2.0	2.0	1.0	2.1	-	6.0	5.9	6.2	3.0	-	4.7	2.0	2.6	1.6	-	-	-	-	-	-
Same language	3	-	1	-	1	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	.4	-	1.0	-	2.0	-	-	-	2.0	-	3.1	-	-	-	-	-	-	-	-	-	-	-	-
NET: Costs	31	10	8	2	6	9	5	4	-	-	-	4	1	3	-	-	-	5	1	4	5	1	4
	4.4	3.8	8.0	4.0	12.0	8.7	10.6	7.0	-	-	-	4.0	3.0	4.7	-	-	-	5.0	3.4	5.8	5.0	3.1	5.9
Labour costs	21	9	3	2	1	9	5	4	-	-	-	4	1	3	-	-	-	2	1	1	3	-	3
	3.0	3.4	3.0	4.0	2.0	8.7	10.6	7.0	-	-	-	4.0	3.0	4.7	-	-	-	2.0	3.4	1.4	3.0	-	4.4
Costs of plant construction	3	-	3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.4	-	3.0	-	6.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Energy costs	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.4	-	-	-
Costs (general mention)	6	1	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	2	1	1
	.9	.4	2.0	-	4.0	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	2.0	3.1	1.5
NET: Risk	5	-	-	-	-	3	-	3	-	-	-	-	-	-	1	-	1	-	-	-	1	-	1
	.7	-	-	-	-	2.9	-	5.3	-	-	-	-	-	-	1.0	-	1.6	-	-	-	1.0	-	1.5



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REPORT 15 (continuation)

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	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Technology	25	10	1	1	-	-	-	-	2	1	1	16	5	10	1	1	-	3	1	2	2	1	1	
	3.6	3.8	1.0	2.0	-	-	-	-	2.0	2.9	1.5	16.0	15.2	15.6	1.0	2.6	-	3.0	3.4	2.9	2.0	3.1	1.5	
Level of technology	25	10	1	1	-	-	-	-	2	1	1	16	5	10	1	1	-	3	1	2	2	1	1	
	3.6	3.8	1.0	2.0	-	-	-	-	2.0	2.9	1.5	16.0	15.2	15.6	1.0	2.6	-	3.0	3.4	2.9	2.0	3.1	1.5	
NET: Location	116	43	23	10	13	23	6	17	4	1	3	7	1	6	14	6	8	16	6	10	29	13	16	
	16.5	16.3	23.0	20.0	26.0	22.1	12.8	29.8	4.0	2.9	4.6	7.0	3.0	9.4	14.0	15.4	13.1	16.0	20.7	14.5	29.0	40.6	23.5	
Proximity to markets	95	34	20	8	12	20	6	14	3	1	2	5	-	5	13	6	7	13	5	8	21	8	13	
	13.5	12.9	20.0	16.0	24.0	19.2	12.8	24.6	3.0	2.9	3.1	5.0	-	7.8	13.0	15.4	11.5	13.0	17.2	11.6	21.0	25.0	19.1	
Transportation	13	7	3	2	1	1	-	1	-	-	-	1	-	1	-	-	-	3	1	2	5	4	1	
	1.8	2.7	3.0	4.0	2.0	1.0	-	1.8	-	-	-	1.0	-	1.6	-	-	-	3.0	3.4	2.9	5.0	12.5	1.5	
Cost of transportation	5	1	-	-	-	-	-	-	1	-	1	1	1	-	1	-	1	-	-	-	2	-	2	
	.7	.4	-	-	-	-	-	-	1.0	-	1.5	1.0	3.0	-	1.0	-	1.6	-	-	-	2.0	-	2.9	
Location (general mention)	3	1	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.4	.4	-	-	-	1.9	-	3.5	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.1	-	
NET: Local Economic Conditions	5	4	1	-	1	2	2	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	
	.7	1.5	1.0	-	2.0	1.9	4.3	-	-	-	-	1.0	3.0	-	1.0	2.6	-	-	-	-	-	-	-	
Cost of capital/interest	5	4	1	-	1	2	2	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	
	.7	1.5	1.0	-	2.0	1.9	4.3	-	-	-	-	1.0	3.0	-	1.0	2.6	-	-	-	-	-	-	-	
NET: Competition	27	11	4	3	1	2	1	1	3	1	2	1	-	1	5	2	3	9	3	6	3	1	2	
	3.8	4.2	4.0	6.0	2.0	1.9	2.1	1.8	3.0	2.9	3.1	1.0	-	1.6	5.0	5.1	4.9	9.0	10.3	8.7	3.0	3.1	2.9	
Competition/competitors	6	3	1	1	-	-	-	-	2	1	1	1	-	1	2	1	1	-	-	-	-	-	-	
	.9	1.1	1.0	2.0	-	-	-	-	2.0	2.9	1.5	1.0	-	1.6	2.0	2.6	1.6	-	-	-	-	-	-	

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REPORT 15 (continuation)

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## INDUSTRY SECTOR

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	6	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	5	1	4	-	-	-	
	.9	.8	1.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	5.0	3.4	5.8	-	-	-	
Timing/ waiting for the right opportunity	3	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	2	1	1	
	.4	.4	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	2.0	3.1	1.5	
Demand for our products/ services/ ability to sell products	12	5	2	1	1	2	1	1	-	-	-	-	-	-	3	1	2	4	2	2	1	-	1	
	1.7	1.9	2.0	2.0	2.0	1.9	2.1	1.8	-	-	-	-	-	-	3.0	2.6	3.3	4.0	6.9	2.9	1.0	-	1.5	
NET: Resources	21	7	4	2	2	3	2	1	1	-	1	5	1	3	2	1	1	1	-	1	5	1	4	
	3.0	2.7	4.0	4.0	4.0	2.9	4.3	1.8	1.0	-	1.5	5.0	3.0	4.7	2.0	2.6	1.6	1.0	-	1.4	5.0	3.1	5.9	
Labour force skills	10	6	4	2	2	1	1	-	-	-	-	1	1	-	2	1	1	-	-	-	2	1	1	
	1.4	2.3	4.0	4.0	4.0	1.0	2.1	-	-	-	-	1.0	3.0	-	2.0	2.6	1.6	-	-	-	2.0	3.1	1.5	
Availability of natural resources	9	-	-	-	-	1	-	1	1	-	1	4	-	3	-	-	-	1	-	1	2	-	2	
	1.3	-	-	-	-	1.0	-	1.8	1.0	-	1.5	4.0	-	4.7	-	-	-	1.0	-	1.4	2.0	-	2.9	
Availability of facilities	2	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.3	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5	
Other	138	58	26	12	14	32	16	16	22	10	12	5	3	2	11	3	8	11	6	5	31	8	23	
	19.6	22.0	26.0	24.0	28.0	30.8	34.0	28.1	22.0	29.4	18.5	5.0	9.1	3.1	11.0	7.7	13.1	11.0	20.7	7.2	31.0	25.0	33.8	
D.N.S.	57	15	6	2	4	1	-	1	1	-	1	1	-	1	27	8	19	10	1	9	11	4	7	
	8.1	5.7	6.0	4.0	8.0	1.0	-	1.8	1.0	-	1.5	1.0	-	1.6	27.0	20.5	31.1	10.0	3.4	13.0	11.0	12.5	10.3	

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NDRTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Politics	57	8	9	16	13	7	4	-	13	43	14	41	11	46	8	40	9	4	14	28
	8.1	8.0	8.7	16.0	13.0	7.0	4.0	-	8.3	7.9	12.6	7.0	12.6	7.5	10.4	8.6	9.2	2.4	6.6	11.2
Currency stability	15	3	5	1	4	1	1	-	4	11	1	12	1	14	3	11	1	-	4	8
	2.1	3.0	4.8	1.0	4.0	1.0	1.0	-	2.6	2.0	.9	2.1	1.1	2.3	3.9	2.4	1.0	-	1.9	3.2
Inflation	2	-	-	1	1	-	-	-	-	2	1	1	-	2	-	1	1	-	1	-
	.3	-	-	1.0	1.0	-	-	-	-	.4	.9	.2	-	.3	-	.2	1.0	-	.5	-
Political situation	8	1	1	2	3	-	1	-	2	6	1	7	1	7	2	4	2	1	2	3
	1.1	1.0	1.0	2.0	3.0	-	1.0	-	1.3	1.1	.9	1.2	1.1	1.1	2.6	.9	2.0	.6	.9	1.2
Government attitude towards business	20	3	2	9	4	1	1	-	3	16	7	13	4	16	2	14	4	3	3	10
	2.8	3.0	1.9	9.0	4.0	1.0	1.0	-	1.9	2.9	6.3	2.2	4.6	2.6	2.6	3.0	4.1	1.8	1.4	4.0
Same language	8	1	1	2	-	4	-	-	2	6	1	7	4	4	1	6	1	-	2	6
	1.1	1.0	1.0	2.0	-	4.0	-	-	1.3	1.1	.9	1.2	4.6	.7	1.3	1.3	1.0	-	.9	2.4
Similarity to own country	4	-	-	1	1	1	1	-	2	2	3	1	1	3	-	4	-	-	2	1
	.6	-	-	1.0	1.0	1.0	1.0	-	1.3	.4	2.7	.2	1.1	.5	-	.9	-	-	.9	.4
NET: Costs	62	5	20	8	13	4	7	5	15	47	9	53	9	53	3	41	17	9	25	21
	8.8	5.0	19.2	8.0	13.0	4.0	7.0	5.0	9.6	8.7	8.1	9.1	10.3	8.6	3.9	8.8	17.3	5.4	11.8	8.4
Labour costs	49	4	18	5	10	3	4	5	14	35	7	42	8	41	2	32	14	7	18	19
	7.0	4.0	17.3	5.0	10.0	3.0	4.0	5.0	9.0	6.4	6.3	7.2	9.2	6.7	2.6	6.9	14.3	4.2	8.5	7.6
Costs of plant construction	8	1	1	3	3	-	-	-	-	8	1	7	-	8	1	4	3	1	5	2
	1.1	1.0	1.0	3.0	3.0	-	-	-	-	1.5	.9	1.2	-	1.3	1.3	.9	3.1	.6	2.4	.8
Energy costs	2	-	1	-	-	-	1	-	1	1	1	1	-	2	-	2	-	1	-	-
	.3	-	1.0	-	-	-	1.0	-	.6	.2	.9	.2	-	.3	-	.4	-	.6	-	-



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	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MDST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Costs (general mention)	.3	-	-	-	-	1	2	-	-	3	-	3	1	2	-	3	-	-	2	-
	.4	-	-	-	-	1.0	2.0	-	-	.6	-	.5	1.1	.3	-	.6	-	-	.9	-
NET: Risk	1	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-	-	-	1
	.1	-	-	-	-	1.0	-	-	.6	-	.9	-	1.1	-	.2	-	-	-	-	.4
Not part of the EU/ different from our market	1	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-	-	-	1
	.1	-	-	-	-	1.0	-	-	.6	-	.9	-	1.1	-	.2	-	-	-	-	.4
NET: Corporate desire to invest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Need for information	2	-	-	-	-	-	2	-	-	2	-	2	-	2	-	2	-	-	2	-
	.3	-	-	-	-	-	2.0	-	-	.4	-	.3	-	.3	-	.4	-	-	.9	-
Do not know enough about the country	2	-	-	-	-	-	2	-	-	2	-	2	-	2	-	2	-	-	2	-
	.3	-	-	-	-	-	2.0	-	-	.4	-	.3	-	.3	-	.4	-	-	.9	-
NET: Market growth	81	7	13	16	16	6	15	8	22	59	22	58	11	70	10	58	10	18	21	36
	11.5	7.0	12.5	16.0	16.0	6.0	15.0	8.0	14.1	10.9	19.8	9.9	12.6	11.4	13.0	12.4	10.2	10.8	9.9	14.5
Growth of market	71	7	13	10	13	6	14	8	20	51	22	48	11	60	6	52	10	14	18	34
	10.1	7.0	12.5	10.0	13.0	6.0	14.0	8.0	12.8	9.4	19.8	8.2	12.6	9.8	7.8	11.2	10.2	8.4	8.5	13.7
Quality of life	10	-	-	6	3	-	1	-	2	8	-	10	-	10	4	6	-	4	3	2
	1.4	-	-	6.0	3.0	-	1.0	-	1.3	1.5	-	1.7	-	1.6	5.2	1.3	-	2.4	1.4	.8
NET: Technology	38	5	5	8	10	1	8	1	8	28	6	32	4	33	3	31	4	5	15	12
	5.4	5.0	4.8	8.0	10.0	1.0	8.0	1.0	5.1	5.2	5.4	5.5	4.6	5.4	3.9	6.7	4.1	3.0	7.1	4.8

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S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Telecommunications	6	1	1	1	1	-	1	1	-	5	-	6	-	6	-	6	-	1	2	2
	.9	1.0	1.0	1.0	1.0	-	1.0	1.0	-	.9	-	1.0	-	1.0	-	1.3	-	.6	.9	.8
Level of technology	32	4	4	7	9	1	7	-	8	23	6	26	4	27	3	25	4	4	13	10
	4.5	4.0	3.8	7.0	9.0	1.0	7.0	-	5.1	4.2	5.4	4.5	4.6	4.4	3.9	5.4	4.1	2.4	6.1	4.0
NET: Location	91	20	18	8	10	5	17	13	29	62	17	74	14	77	8	69	13	16	28	38
	12.9	20.0	17.3	8.0	10.0	5.0	17.0	13.0	18.6	11.4	15.3	12.7	16.1	12.6	10.4	14.8	13.3	9.6	13.2	15.3
Proximity to markets	49	9	10	5	5	3	13	4	16	33	11	38	7	42	4	40	4	6	14	24
	7.0	9.0	9.6	5.0	5.0	3.0	13.0	4.0	10.3	6.1	9.9	6.5	8.0	6.9	5.2	8.6	4.1	3.6	6.6	9.6
Transportation	28	8	4	2	2	-	3	9	8	20	3	25	4	24	2	19	7	7	11	7
	4.0	8.0	3.8	2.0	2.0	-	3.0	9.0	5.1	3.7	2.7	4.3	4.6	3.9	2.6	4.1	7.1	4.2	5.2	2.8
Cost of transportation	13	2	4	1	3	2	1	-	5	8	3	10	3	10	2	9	2	3	2	7
	1.8	2.0	3.8	1.0	3.0	2.0	1.0	-	3.2	1.5	2.7	1.7	3.4	1.6	2.6	1.9	2.0	1.8	.9	2.8
Location (general mention)	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	1	-
	.1	1.0	-	-	-	-	-	-	-	.2	-	.2	-	.2	-	.2	-	-	.5	-
NET: Local Economic Conditions	19	3	3	4	6	2	-	1	4	15	-	18	1	18	2	15	1	2	8	7
	2.7	3.0	2.9	4.0	6.0	2.0	-	1.0	2.6	2.8	-	3.1	1.1	2.9	2.6	3.2	1.0	1.2	3.8	2.8
Cost of capital/interest	18	3	3	4	5	2	-	1	4	14	-	17	1	17	1	15	1	2	8	7
	2.6	3.0	2.9	4.0	5.0	2.0	-	1.0	2.6	2.6	-	2.9	1.1	2.8	1.3	3.2	1.0	1.2	3.8	2.8
Government debt	1	-	-	-	1	-	-	-	-	1	-	1	-	1	1	-	-	-	-	-
	.1	-	-	-	1.0	-	-	-	-	.2	-	.2	-	.2	1.3	-	-	-	-	-

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REPORT 16 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TDOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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	13	3	1	2	-	2	5	-	4	9	3	10	3	10	1	11	1	2	3	7
	1.8	3.0	1.0	2.0	-	2.0	5.0	-	2.6	1.7	2.7	1.7	3.4	1.6	1.3	2.4	1.0	1.2	1.4	2.8
Competition/competitors	4	2	-	-	-	1	1	-	-	4	1	3	-	4	1	2	1	1	1	2
	.6	2.0	-	-	-	1.0	1.0	-	-	.7	.9	.5	-	.7	1.3	.4	1.0	.6	.5	.8
Our business is not suited for that market	2	1	1	-	-	-	-	-	1	1	1	1	-	2	-	2	-	-	-	1
	.3	1.0	1.0	-	-	-	-	-	.6	.2	.9	.2	-	.3	-	.4	-	-	-	.4
Demand for our products/services/ability to sell products	7	-	-	2	-	1	4	-	3	4	1	6	3	4	-	7	-	1	2	4
	1.0	-	-	2.0	-	1.0	4.0	-	1.9	.7	.9	1.0	3.4	.7	-	1.5	-	.6	.9	1.6
NET: Resources	36	7	5	4	8	2	4	6	10	26	4	31	6	30	4	27	4	10	10	12
	5.1	7.0	4.8	4.0	8.0	2.0	4.0	6.0	6.4	4.8	3.6	5.3	6.9	4.9	5.2	5.8	4.1	6.0	4.7	4.8
Labour force skills	25	4	1	4	7	2	2	5	6	19	2	23	4	21	2	20	2	9	6	8
	3.6	4.0	1.0	4.0	7.0	2.0	2.0	5.0	3.8	3.5	1.8	3.9	4.6	3.4	2.6	4.3	2.0	5.4	2.8	3.2
Availability of natural resources	8	1	3	-	1	-	2	1	2	6	-	7	1	7	2	5	1	1	3	2
	1.1	1.0	2.9	-	1.0	-	2.0	1.0	1.3	1.1	-	1.2	1.1	1.1	2.6	1.1	1.0	.6	1.4	.8
Availability of facilities	2	1	1	-	-	-	-	-	1	1	1	1	-	2	-	1	1	-	1	1
	.3	1.0	1.0	-	-	-	-	-	.6	.2	.9	.2	-	.3	-	.2	1.0	-	.5	.4
Availability of labour force	1	1	-	-	-	-	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	.1	1.0	-	-	-	-	-	-	.6	-	.9	-	1.1	-	.2	-	-	-	-	.4

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REPORT 16 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Other	98	16	11	19	16	13	8	15	20	78	9	87	13	84	10	74	14	16	33	40
	13.9	16.0	10.6	19.0	16.0	13.0	8.0	15.0	12.8	14.4	8.1	14.9	14.9	13.7	13.0	15.9	14.3	9.6	15.6	16.1
D.N.S.	206	26	19	15	8	57	30	51	30	174	26	178	14	190	28	97	25	84	53	47
	29.3	26.0	18.3	15.0	8.0	57.0	30.0	51.0	19.2	32.0	23.4	30.5	16.1	31.0	36.4	20.8	25.5	50.6	25.0	18.9

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REPORT 16 (continuation)

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	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	Tech Int.	Other Total	Tech Int.	Other Total			
TOTAL INTERVIEWS	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Politics	57	27	8	5	3	9	5	4	16	6	10	13	6	7	7	3	4	4	2	2	-	-	-	
	8.1	10.2	8.0	10.0	6.0	8.7	10.6	7.0	16.0	17.6	15.4	13.0	18.2	10.9	7.0	7.7	6.6	4.0	6.9	2.9	-	-	-	
Currency stability	15	7	3	2	1	5	2	3	1	-	1	4	2	2	1	1	-	1	-	1	-	-	-	
	2.1	2.7	3.0	4.0	2.0	4.8	4.3	5.3	1.0	-	1.5	4.0	6.1	3.1	1.0	2.6	-	1.0	-	1.4	-	-	-	
Inflation	2	-	-	-	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	
	.3	-	-	-	-	-	-	-	1.0	-	1.5	1.0	-	1.6	-	-	-	-	-	-	-	-	-	
Political situation	8	6	1	1	-	1	1	-	2	2	-	3	2	1	-	-	-	1	-	1	-	-	-	
	1.1	2.3	1.0	2.0	-	1.0	2.1	-	2.0	5.9	-	3.0	6.1	1.6	-	-	-	1.0	-	1.4	-	-	-	
Government attitude towards business	20	10	3	2	1	2	1	1	9	4	5	4	2	2	1	-	1	1	1	-	-	-	-	
	2.8	3.8	3.0	4.0	2.0	1.9	2.1	1.8	9.0	11.8	7.7	4.0	6.1	3.1	1.0	-	1.6	1.0	3.4	-	-	-	-	
Same language	8	3	1	-	1	1	1	-	2	-	2	-	-	-	4	2	2	-	-	-	-	-	-	
	1.1	1.1	1.0	-	2.0	1.0	2.1	-	2.0	-	3.1	-	-	-	4.0	5.1	3.3	-	-	-	-	-	-	
Similarity to own country	4	1	-	-	-	-	-	-	1	-	1	1	-	1	1	-	1	1	1	-	-	-	-	
	.6	.4	-	-	-	-	-	-	1.0	-	1.5	1.0	-	1.6	1.0	-	1.6	1.0	3.4	-	-	-	-	
NET: Costs	62	21	5	1	4	20	8	12	8	2	6	13	4	9	4	2	2	7	3	4	5	1	4	
	8.8	8.0	5.0	2.0	8.0	19.2	17.0	21.1	8.0	5.9	9.2	13.0	12.1	14.1	4.0	5.1	3.3	7.0	10.3	5.8	5.0	3.1	5.9	
Labour costs	49	18	4	1	3	18	7	11	5	2	3	10	3	7	3	2	1	4	2	2	5	1	4	
	7.0	6.8	4.0	2.0	6.0	17.3	14.9	19.3	5.0	5.9	4.6	10.0	9.1	10.9	3.0	5.1	1.6	4.0	6.9	2.9	5.0	3.1	5.9	
Costs of plant construction	8	2	1	-	1	1	1	-	3	-	3	3	1	2	-	-	-	-	-	-	-	-	-	
	1.1	.8	1.0	-	2.0	1.0	2.1	-	3.0	-	4.6	3.0	3.0	3.1	-	-	-	-	-	-	-	-	-	
Energy costs	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	.3	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	1.0	-	1.4	-	-	-	
Costs (general mention)	3	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	2	1	1	-	-	-	
	.4	.4	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	2.0	3.4	1.4	-	-	-	

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

INDUSTRY SECTOR

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Risk	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	
Not part of the EU/ different from our market	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	
NET: Corporate desire to invest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Need for information	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	3.4	1.4	-	-	-	
Do not know enough about the country	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	3.4	1.4	-	-	-	
NET: Market growth	81	30	7	3	4	13	7	6	16	5	11	16	6	9	6	3	3	15	3	12	8	3	5	
	11.5	11.4	7.0	6.0	8.0	12.5	14.9	10.5	16.0	14.7	16.9	16.0	18.2	14.1	6.0	7.7	4.9	15.0	10.3	17.4	8.0	9.4	7.4	
Growth of market	71	26	7	3	4	13	7	6	10	4	6	13	3	9	6	3	3	14	3	11	8	3	5	
	10.1	9.8	7.0	6.0	8.0	12.5	14.9	10.5	10.0	11.8	9.2	13.0	9.1	14.1	6.0	7.7	4.9	14.0	10.3	15.9	8.0	9.4	7.4	
Quality of life	10	4	-	-	-	-	-	-	6	1	5	3	3	-	-	-	-	1	-	1	-	-	-	
	1.4	1.5	-	-	-	-	-	-	6.0	2.9	7.7	3.0	9.1	-	-	-	-	1.0	-	1.4	-	-	-	
NET: Technology	38	27	5	4	1	5	4	1	8	8	-	10	7	3	1	1	-	8	2	6	1	1	-	
	5.4	10.2	5.0	8.0	2.0	4.8	8.5	1.8	8.0	23.5	-	10.0	21.2	4.7	1.0	2.6	-	8.0	6.9	8.7	1.0	3.1	-	
Telecommunications	6	5	1	1	-	1	1	-	1	1	-	1	1	-	-	-	-	1	-	1	1	1	-	
	.9	1.9	1.0	2.0	-	1.0	2.1	-	1.0	2.9	-	1.0	3.0	-	-	-	-	1.0	-	1.4	1.0	3.1	-	
Level of technology	32	22	4	3	1	4	3	1	7	7	-	9	6	3	1	1	-	7	2	5	-	-	-	
	4.5	8.3	4.0	6.0	2.0	3.8	6.4	1.8	7.0	20.6	-	9.0	18.2	4.7	1.0	2.6	-	7.0	6.9	7.2	-	-	-	
NET: Location	91	30	20	9	11	18	8	10	8	1	6	10	1	8	5	3	2	17	5	11	13	3	10	
	12.9	11.4	20.0	18.0	22.0	17.3	17.0	17.5	8.0	2.9	9.2	10.0	3.0	12.5	5.0	7.7	3.3	17.0	17.2	15.9	13.0	9.4	14.7	



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	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Demand for our products/ services/ ability to sell products	7	3	-	-	-	-	-	-	2	-	2	-	-	-	1	1	-	4	2	2	-	-	-	
	1.0	1.1	-	-	-	-	-	-	2.0	-	3.1	-	-	-	1.0	2.6	-	4.0	6.9	2.9	-	-	-	
NET: Resources	36	14	7	3	4	5	3	2	4	1	3	8	2	5	2	2	-	4	1	3	6	2	4	
	5.1	5.3	7.0	6.0	8.0	4.8	6.4	3.5	4.0	2.9	4.6	8.0	6.1	7.8	2.0	5.1	-	4.0	3.4	4.3	6.0	6.3	5.9	
Labour force skills	25	9	4	2	2	1	-	1	4	1	3	7	1	5	2	2	-	2	1	1	5	2	3	
	3.6	3.4	4.0	4.0	4.0	1.0	-	1.8	4.0	2.9	4.6	7.0	3.0	7.8	2.0	5.1	-	2.0	3.4	1.4	5.0	6.3	4.4	
Availability of natural resources	8	5	1	1	-	3	3	-	-	-	-	1	1	-	-	-	-	2	-	2	1	-	1	
	1.1	1.9	1.0	2.0	-	2.9	6.4	-	-	-	-	1.0	3.0	-	-	-	-	2.0	-	2.9	1.0	-	1.5	
Availability of facilities	2	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.3	-	1.0	-	2.0	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Availability of labour force	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	-	1.0	-	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	98	37	16	9	7	11	3	8	19	6	13	16	4	12	13	6	7	8	2	6	15	7	8	
	13.9	14.0	16.0	18.0	14.0	10.6	6.4	14.0	19.0	17.6	20.0	16.0	12.1	18.8	13.0	15.4	11.5	8.0	6.9	8.7	15.0	21.9	11.8	
D.N.S.	206	65	26	12	14	19	7	12	15	5	10	8	2	6	57	17	40	30	7	22	51	15	36	
	29.3	24.6	26.0	24.0	28.0	18.3	14.9	21.1	15.0	14.7	15.4	8.0	6.1	9.4	57.0	43.6	65.6	30.0	24.1	31.9	51.0	46.9	52.9	



S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Politics	68	7	13	18	17	2	9	2	17	51	13	54	11	57	9	49	10	10	28	21
	9.7	7.0	12.5	18.0	17.0	2.0	9.0	2.0	10.9	9.4	11.7	9.2	12.6	9.3	11.7	10.5	10.2	6.0	13.2	8.4
Currency stability	19	1	5	1	8	1	3	-	6	13	-	19	4	15	2	14	3	-	8	6
	2.7	1.0	4.8	1.0	8.0	1.0	3.0	-	3.8	2.4	-	3.3	4.6	2.4	2.6	3.0	3.1	-	3.8	2.4
Inflation	1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	1
	.1	-	-	1.0	-	-	-	-	.6	-	.9	-	-	.2	-	.2	-	-	-	.4
Political situation	16	-	1	5	4	-	4	2	2	14	4	12	1	15	4	9	3	4	7	3
	2.3	-	1.0	5.0	4.0	-	4.0	2.0	1.3	2.6	3.6	2.1	1.1	2.4	5.2	1.9	3.1	2.4	3.3	1.2
Government attitude towards business	24	3	5	9	5	-	2	-	8	16	5	19	5	19	2	19	3	4	11	7
	3.4	3.0	4.8	9.0	5.0	-	2.0	-	5.1	2.9	4.5	3.3	5.7	3.1	2.6	4.1	3.1	2.4	5.2	2.8
Same language	5	3	-	1	-	1	-	-	-	5	1	3	-	5	-	4	1	1	1	3
	.7	3.0	-	1.0	-	1.0	-	-	-	.9	.9	.5	-	.8	-	.9	1.0	.6	.5	1.2
Similarity to own country	3	-	2	1	-	-	-	-	-	3	2	1	1	2	1	2	-	1	1	1
	.4	-	1.9	1.0	-	-	-	-	-	.6	1.8	.2	1.1	.3	1.3	.4	-	.6	.5	.4
NET: Costs	57	13	10	4	15	-	8	7	18	38	9	46	8	49	4	36	15	6	21	23
	8.1	13.0	9.6	4.0	15.0	-	8.0	7.0	11.5	7.0	8.1	7.9	9.2	8.0	5.2	7.7	15.3	3.6	9.9	9.2
Labour costs	37	8	7	2	13	-	4	3	11	25	6	29	4	33	3	22	11	4	14	15
	5.3	8.0	6.7	2.0	13.0	-	4.0	3.0	7.1	4.6	5.4	5.0	4.6	5.4	3.9	4.7	11.2	2.4	6.6	6.0
Costs of plant construction	8	1	-	2	2	-	1	2	1	7	2	6	1	7	-	5	2	2	3	2
	1.1	1.0	-	2.0	2.0	-	1.0	2.0	.6	1.3	1.8	1.0	1.1	1.1	-	1.1	2.0	1.2	1.4	.8
Energy costs	3	1	1	-	-	-	1	-	2	1	1	2	-	3	1	2	-	-	2	1
	.4	1.0	1.0	-	-	-	1.0	-	1.3	.2	.9	.3	-	.5	1.3	.4	-	-	.9	.4

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REPORT 17 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION		% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Costs (general mention)	9	3	2	-	-	-	2	2	4	5	-	9	3	6	-	7	2	-	2	5
	1.3	3.0	1.9	-	-	-	2.0	2.0	2.6	.9	-	1.5	3.4	1.0	-	1.5	2.0	-	.9	2.0
NET: Risk	2	-	1	-	-	-	-	1	1	1	-	2	1	1	-	2	-	-	-	2
	.3	-	1.0	-	-	-	-	1.0	.6	.2	-	.3	1.1	.2	-	.4	-	-	-	.8
Not part of the EU/ different from our market	1	-	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1
	.1	-	1.0	-	-	-	-	-	.6	-	-	.2	1.1	-	-	.2	-	-	-	.4
Risk level	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	.2	-	-	-	.4
NET: Corporate desire to invest	1	-	-	-	-	-	-	1	-	1	-	1	-	1	1	-	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	1.3	-	-	.6	-	-
Prefer to invest elsewhere	1	-	-	-	-	-	-	1	-	1	-	1	-	1	1	-	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	1.3	-	-	.6	-	-
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	43	5	8	9	13	2	4	2	8	35	5	38	3	40	6	30	7	8	13	18
	6.1	5.0	7.7	9.0	13.0	2.0	4.0	2.0	5.1	6.4	4.5	6.5	3.4	6.5	7.8	6.4	7.1	4.8	6.1	7.2
Growth of market	32	4	6	7	9	1	3	2	7	25	4	28	3	29	6	21	5	5	9	16
	4.5	4.0	5.8	7.0	9.0	1.0	3.0	2.0	4.5	4.6	3.6	4.8	3.4	4.7	7.8	4.5	5.1	3.0	4.2	6.4
Quality of life	11	1	2	2	4	1	1	-	1	10	1	10	-	11	-	9	2	3	4	2
	1.6	1.0	1.9	2.0	4.0	1.0	1.0	-	.6	1.8	.9	1.7	-	1.8	-	1.9	2.0	1.8	1.9	.8

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REPORT 17 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
NET: Technology	29 4.1	2 2.0	4 3.8	4 4.0	14 14.0	2 2.0	2 2.0	1 1.0	7 4.5	22 4.1	6 5.4	23 3.9	5 5.7	24 3.9	2 2.6	21 4.5	6 6.1	1 .6	8 3.8	14 5.6
Telecommunications	1 .1	-	-	1 1.0	-	-	-	-	1 .6	-	1 .9	-	1 1.1	-	-	1 .2	-	-	-	1 .4
Level of technology	28 4.0	2 2.0	4 3.8	3 3.0	14 14.0	2 2.0	2 2.0	1 1.0	6 3.8	22 4.1	5 4.5	23 3.9	4 4.6	24 3.9	2 2.6	20 4.3	6 6.1	1 .6	8 3.8	13 5.2
NET: Location	40 5.7	6 6.0	15 14.4	4 4.0	1 1.0	1 1.0	7 7.0	6 6.0	10 6.4	28 5.2	10 9.0	29 5.0	5 5.7	34 5.5	1 1.3	38 8.2	1 1.0	7 4.2	8 3.8	17 6.8
Proximity to markets	18 2.6	4 4.0	8 7.7	1 1.0	1 1.0	-	4 4.0	-	2 1.3	14 2.6	7 6.3	11 1.9	2 2.3	15 2.4	-	17 3.6	1 1.0	2 1.2	4 1.9	11 4.4
Transportation	12 1.7	2 2.0	3 2.9	1 1.0	-	1 1.0	-	5 5.0	5 3.2	7 1.3	1 .9	10 1.7	1 1.1	11 1.8	1 1.3	11 2.4	-	3 1.8	3 1.4	3 1.2
Cost of transportation	9 1.3	-	4 3.8	2 2.0	-	-	2 2.0	1 1.0	3 1.9	6 1.1	2 1.8	7 1.2	1 1.1	8 1.3	-	9 1.9	-	2 1.2	1 .5	3 1.2
Location (general mention)	1 .1	-	-	-	-	-	1 1.0	-	-	1 .2	-	1 .2	1 1.1	-	-	1 .2	-	-	-	-
NET: Local Economic Conditions	7 1.0	1 1.0	3 2.9	-	2 2.0	-	1 1.0	-	1 .6	6 1.1	2 1.8	5 .9	1 1.1	6 1.0	1 1.3	6 1.3	-	1 .6	3 1.4	3 1.2
Cost of capital/interest	7 1.0	1 1.0	3 2.9	-	2 2.0	-	1 1.0	-	1 .6	6 1.1	2 1.8	5 .9	1 1.1	6 1.0	1 1.3	6 1.3	-	1 .6	3 1.4	3 1.2

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REPORT 17 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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	9	2	1	2	-	1	2	1	2	7	4	5	1	8	1	5	2	3	4	2
	1.3	2.0	1.0	2.0	-	1.0	2.0	1.0	1.3	1.3	3.6	.9	1.1	1.3	1.3	1.1	2.0	1.8	1.9	.8
Competition/competitors	6	1	1	1	-	1	1	1	1	5	3	3	-	6	1	3	1	3	2	1
	.9	1.0	1.0	1.0	-	1.0	1.0	1.0	.6	.9	2.7	.5	-	1.0	1.3	.6	1.0	1.8	.9	.4
Demand for our products/services/ability to sell products	3	1	-	1	-	-	1	-	1	2	1	2	1	2	-	2	1	-	2	1
	.4	1.0	-	1.0	-	-	1.0	-	.6	.4	.9	.3	1.1	.3	-	.4	1.0	-	.9	.4
NET: Resources	30	7	5	3	4	2	2	7	6	24	3	27	7	23	3	22	5	7	2	20
	4.3	7.0	4.8	3.0	4.0	2.0	2.0	7.0	3.8	4.4	2.7	4.6	8.0	3.8	3.9	4.7	5.1	4.2	.9	8.0
Labour force skills	21	3	4	3	3	2	2	4	5	16	2	19	5	16	2	15	4	5	1	15
	3.0	3.0	3.8	3.0	3.0	2.0	2.0	4.0	3.2	2.9	1.8	3.3	5.7	2.6	2.6	3.2	4.1	3.0	.5	6.0
Availability of natural resources	6	3	-	-	1	-	-	2	1	5	1	5	2	4	1	4	1	1	1	3
	.9	3.0	-	-	1.0	-	-	2.0	.6	.9	.9	.9	2.3	.7	1.3	.9	1.0	.6	.5	1.2
Availability of facilities	3	1	1	-	-	-	-	1	-	3	-	3	-	3	-	3	-	1	-	2
	.4	1.0	1.0	-	-	-	-	1.0	-	.6	-	.5	-	.5	-	.6	-	.6	-	.8
Other	77	14	10	15	10	8	13	7	21	56	15	60	8	68	9	53	14	20	26	25
	10.9	14.0	9.6	15.0	10.0	8.0	13.0	7.0	13.5	10.3	13.5	10.3	9.2	11.1	11.7	11.4	14.3	12.0	12.3	10.0
D.N.S.	341	43	34	41	24	82	52	65	65	274	44	294	37	302	40	204	38	102	99	104
	48.4	43.0	32.7	41.0	24.0	82.0	52.0	65.0	41.7	50.5	39.6	50.3	42.5	49.3	51.9	43.8	38.8	61.4	46.7	41.8

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68
	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: Politics	68	27	7	4	3	13	7	6	18	6	12	17	6	11	2	-	2	9	4	4	2	-	2
	9.7	10.2	7.0	8.0	6.0	12.5	14.9	10.5	18.0	17.6	18.5	17.0	18.2	17.2	2.0	-	3.3	9.0	13.8	5.8	2.0	-	2.9
Currency stability	19	8	1	1	-	5	4	1	1	-	1	8	1	7	1	-	1	3	2	1	-	-	-
	2.7	3.0	1.0	2.0	-	4.8	8.5	1.8	1.0	-	1.5	8.0	3.0	10.9	1.0	-	1.6	3.0	6.9	1.4	-	-	-
Inflation	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	.1	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Political situation	16	7	-	-	-	1	1	-	5	2	3	4	3	1	-	-	-	4	1	3	2	-	2
	2.3	2.7	-	-	-	1.0	2.1	-	5.0	5.9	4.6	4.0	9.1	1.6	-	-	-	4.0	3.4	4.3	2.0	-	2.9
Government attitude towards business	24	9	3	1	2	5	1	4	9	4	5	5	2	3	-	-	-	2	1	-	-	-	-
	3.4	3.4	3.0	2.0	4.0	4.8	2.1	7.0	9.0	11.8	7.7	5.0	6.1	4.7	-	-	-	2.0	3.4	-	-	-	-
Same language	5	2	3	2	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-
	.7	.8	3.0	4.0	2.0	-	-	-	1.0	-	1.5	-	-	-	1.0	-	1.6	-	-	-	-	-	-
Similarity to own country	3	1	-	-	-	2	1	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	.4	.4	-	-	-	1.9	2.1	1.8	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-
NET: Costs	57	28	13	9	4	10	3	7	4	3	1	15	7	8	-	-	-	8	3	5	7	3	4
	8.1	10.6	13.0	18.0	8.0	9.6	6.4	12.3	4.0	8.8	1.5	15.0	21.2	12.5	-	-	-	8.0	10.3	7.2	7.0	9.4	5.9
Labour costs	37	16	8	6	2	7	2	5	2	1	1	13	6	7	-	-	-	4	-	4	3	1	2
	5.3	6.1	8.0	12.0	4.0	6.7	4.3	8.8	2.0	2.9	1.5	13.0	18.2	10.9	-	-	-	4.0	-	5.8	3.0	3.1	2.9
Costs of plant construction	8	5	1	1	-	-	-	-	2	2	-	2	1	1	-	-	-	1	1	-	2	-	2
	1.1	1.9	1.0	2.0	-	-	-	-	2.0	5.9	-	2.0	3.0	1.6	-	-	-	1.0	3.4	-	2.0	-	2.9
Energy costs	3	2	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	.4	.8	1.0	2.0	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	1.0	3.4	-	-	-	-
Costs (general mention)	9	5	3	1	2	2	1	1	-	-	-	-	-	-	-	-	-	2	1	1	2	2	-
	1.3	1.9	3.0	2.0	4.0	1.9	2.1	1.8	-	-	-	-	-	-	-	-	-	2.0	3.4	1.4	2.0	6.3	-

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REPORT 17 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Risk	2	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.3	.4	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.1	-	
Not part of the EU/ different from our market	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Risk level	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.1	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.1	-	
NET: Corporate desire to invest	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5	
Prefer to invest elsewhere	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5	
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Market growth	43	16	5	2	3	8	5	3	9	2	7	13	2	11	2	-	2	4	3	1	2	2	-	
	6.1	6.1	5.0	4.0	6.0	7.7	10.6	5.3	9.0	5.9	10.8	13.0	6.1	17.2	2.0	-	3.3	4.0	10.3	1.4	2.0	6.3	-	
Growth of market	32	14	4	1	3	6	4	2	7	2	5	9	2	7	1	-	1	3	3	-	2	2	-	
	4.5	5.3	4.0	2.0	6.0	5.8	8.5	3.5	7.0	5.9	7.7	9.0	6.1	10.9	1.0	-	1.6	3.0	10.3	-	2.0	6.3	-	
Quality of life	11	2	1	1	-	2	1	1	2	-	2	4	-	4	1	-	1	1	-	1	-	-	-	
	1.6	.8	1.0	2.0	-	1.9	2.1	1.8	2.0	-	3.1	4.0	-	6.3	1.0	-	1.6	1.0	-	1.4	-	-	-	
NET: Technology	29	11	2	-	2	4	1	3	4	3	1	14	4	10	2	2	-	2	-	2	1	1	-	
	4.1	4.2	2.0	-	4.0	3.8	2.1	5.3	4.0	8.8	1.5	14.0	12.1	15.6	2.0	5.1	-	2.0	-	2.9	1.0	3.1	-	
Telecommunications	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Level of technology	28	11	2	-	2	4	1	3	3	3	-	14	4	10	2	2	-	2	-	2	1	1	-	
	4.0	4.2	2.0	-	4.0	3.8	2.1	5.3	3.0	8.8	-	14.0	12.1	15.6	2.0	5.1	-	2.0	-	2.9	1.0	3.1	-	

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	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Location	40	19	6	4	2	15	11	4	4	-	4	1	-	1	1	1	-	7	1	6	6	2	4	
	5.7	7.2	6.0	8.0	4.0	14.4	23.4	7.0	4.0	-	6.2	1.0	-	1.6	1.0	2.6	-	7.0	3.4	8.7	6.0	6.3	5.9	
Proximity to markets	18	10	4	3	1	8	7	1	1	-	1	1	-	1	-	-	-	4	-	4	-	-	-	
	2.6	3.8	4.0	6.0	2.0	7.7	14.9	1.8	1.0	-	1.5	1.0	-	1.6	-	-	-	4.0	-	5.8	-	-	-	
Transportation	12	5	2	1	1	3	2	1	1	-	1	-	-	-	1	1	-	-	-	-	5	1	4	
	1.7	1.9	2.0	2.0	2.0	2.9	4.3	1.8	1.0	-	1.5	-	-	-	1.0	2.6	-	-	-	-	5.0	3.1	5.9	
Cost of transportation	9	3	-	-	-	4	2	2	2	-	2	-	-	-	-	-	-	2	-	2	1	1	-	
	1.3	1.1	-	-	-	3.8	4.3	3.5	2.0	-	3.1	-	-	-	-	-	-	2.0	-	2.9	1.0	3.1	-	
Location (general mention)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	
	.1	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.4	-	-	-	-	
NET: Local Economic Conditions	7	3	1	-	1	3	2	1	-	-	-	2	1	1	-	-	-	1	-	1	-	-	-	
	1.0	1.1	1.0	-	2.0	2.9	4.3	1.8	-	-	-	2.0	3.0	1.6	-	-	-	1.0	-	1.4	-	-	-	
Cost of capital/interest	7	3	1	-	1	3	2	1	-	-	-	2	1	1	-	-	-	1	-	1	-	-	-	
	1.0	1.1	1.0	-	2.0	2.9	4.3	1.8	-	-	-	2.0	3.0	1.6	-	-	-	1.0	-	1.4	-	-	-	
NET: Competition	9	6	2	2	-	1	1	-	2	1	1	-	-	-	1	1	-	2	1	1	1	-	1	
	1.3	2.3	2.0	4.0	-	1.0	2.1	-	2.0	2.9	1.5	-	-	-	1.0	2.6	-	2.0	3.4	1.4	1.0	-	1.5	
Competition/competitors	6	4	1	1	-	1	1	-	1	1	-	-	-	-	1	1	-	1	-	1	1	-	1	
	.9	1.5	1.0	2.0	-	1.0	2.1	-	1.0	2.9	-	-	-	-	1.0	2.6	-	1.0	-	1.4	1.0	-	1.5	
Demand for our products/services/ability to sell products	3	2	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	1	-	-	-	-	
	.4	.8	1.0	2.0	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	3.4	-	-	-	-	
NET: Resources	30	15	7	3	4	5	3	2	3	1	2	4	4	-	2	-	2	2	2	-	7	2	5	
	4.3	5.7	7.0	6.0	8.0	4.8	6.4	3.5	3.0	2.9	3.1	4.0	12.1	-	2.0	-	3.3	2.0	6.9	-	7.0	6.3	7.4	

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	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Int.	Tech Other	
TOTAL INTERVIEWS	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Labour force skills	21	10	3	1	2	4	2	2	3	1	2	3	3	-	2	-	2	2	2	-	4	1	3	
	3.0	3.8	3.0	2.0	4.0	3.8	4.3	3.5	3.0	2.9	3.1	3.0	9.1	-	2.0	-	3.3	2.0	6.9	-	4.0	3.1	4.4	
Availability of natural resources	6	2	3	1	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	2	-	2	
	.9	.8	3.0	2.0	4.0	-	-	-	-	-	-	1.0	3.0	-	-	-	-	-	-	-	2.0	-	2.9	
Availability of facilities	3	3	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.4	1.1	1.0	2.0	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.1	-	
Other	77	30	14	6	8	10	3	7	15	6	9	10	4	5	8	5	3	13	3	10	7	3	4	
	10.9	11.4	14.0	12.0	16.0	9.6	6.4	12.3	15.0	17.6	13.8	10.0	12.1	7.8	8.0	12.8	4.9	13.0	10.3	14.5	7.0	9.4	5.9	
D.N.S.	341	108	43	20	23	34	11	23	41	12	28	24	5	17	82	30	52	52	12	39	65	18	47	
	48.4	40.9	43.0	40.0	46.0	32.7	23.4	40.4	41.0	35.3	43.1	24.0	15.2	26.6	82.0	76.9	85.2	52.0	41.4	56.5	65.0	56.3	69.1	



S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TDOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Politics	142	19	26	41	27	10	16	3	34	107	30	109	21	121	18	103	21	21	48	52
	20.2	19.0	25.0	41.0	27.0	10.0	16.0	3.0	21.8	19.7	27.0	18.7	24.1	19.7	23.4	22.1	21.4	12.7	22.6	20.9
Currency stability	46	5	13	4	15	3	6	-	13	33	3	41	5	41	8	32	6	3	16	17
	6.5	5.0	12.5	4.0	15.0	3.0	6.0	-	8.3	6.1	2.7	7.0	5.7	6.7	10.4	6.9	6.1	1.8	7.5	6.8
Inflation	3	-	-	2	1	-	-	-	1	2	2	1	-	3	-	2	1	-	1	1
	.4	-	-	2.0	1.0	-	-	-	.6	.4	1.8	.2	-	.5	-	.4	1.0	-	.5	.4
Political situation	30	3	2	7	8	-	7	3	5	25	5	24	2	28	7	18	5	7	10	7
	4.3	3.0	1.9	7.0	8.0	-	7.0	3.0	3.2	4.6	4.5	4.1	2.3	4.6	9.1	3.9	5.1	4.2	4.7	2.8
Government attitude towards business	58	8	8	24	12	3	3	-	12	45	16	42	10	48	5	43	10	9	21	21
	8.2	8.0	7.7	24.0	12.0	3.0	3.0	-	7.7	8.3	14.4	7.2	11.5	7.8	6.5	9.2	10.2	5.4	9.9	8.4
Same language	16	5	1	5	-	5	-	-	2	14	3	12	5	11	3	11	2	2	4	9
	2.3	5.0	1.0	5.0	-	5.0	-	-	1.3	2.6	2.7	2.1	5.7	1.8	3.9	2.4	2.0	1.2	1.9	3.6
Similarity to own country	7	-	2	2	1	1	1	-	2	5	5	2	2	5	1	6	-	1	3	2
	1.0	-	1.9	2.0	1.0	1.0	1.0	-	1.3	.9	4.5	.3	2.3	.8	1.3	1.3	-	.6	1.4	.8
NET: Costs	139	23	38	11	28	4	19	16	36	102	19	118	21	118	10	88	37	20	46	54
	19.7	23.0	36.5	11.0	28.0	4.0	19.0	16.0	23.1	18.8	17.1	20.2	24.1	19.2	13.0	18.9	37.8	12.0	21.7	21.7
Labour costs	107	15	34	7	27	3	10	11	27	79	15	90	13	94	7	64	33	16	36	41
	15.2	15.0	32.7	7.0	27.0	3.0	10.0	11.0	17.3	14.5	13.5	15.4	14.9	15.3	9.1	13.7	33.7	9.6	17.0	16.5
Costs of plant construction	19	5	1	5	5	-	1	2	2	17	3	16	2	17	2	11	5	4	9	5
	2.7	5.0	1.0	5.0	5.0	-	1.0	2.0	1.3	3.1	2.7	2.7	2.3	2.8	2.6	2.4	5.1	2.4	4.2	2.0
Energy costs	6	1	2	-	-	-	3	-	3	3	3	3	-	6	2	4	-	1	2	2
	.9	1.0	1.9	-	-	-	3.0	-	1.9	.6	2.7	.5	-	1.0	2.6	.9	-	.6	.9	.8

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	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Costs (general mention)	18	5	2	-	-	1	6	4	5	13	-	18	6	12	1	13	4	1	6	8
	2.6	5.0	1.9	-	-	1.0	6.0	4.0	3.2	2.4	-	3.1	6.9	2.0	1.3	2.8	4.1	.6	2.8	3.2
NET: Risk	8	-	4	-	-	2	-	2	2	6	1	7	2	6	1	6	1	2	2	3
	1.1	-	3.8	-	-	2.0	-	2.0	1.3	1.1	.9	1.2	2.3	1.0	1.3	1.3	1.0	1.2	.9	1.2
Not part of the EU/ different from our market	5	-	3	-	-	1	-	1	2	3	1	4	2	3	1	3	1	1	1	2
	.7	-	2.9	-	-	1.0	-	1.0	1.3	.6	.9	.7	2.3	.5	1.3	.6	1.0	.6	.5	.8
Risk level	3	-	1	-	-	1	-	1	-	3	-	3	-	3	-	3	-	1	1	1
	.4	-	1.0	-	-	1.0	-	1.0	-	.6	-	.5	-	.5	-	.6	-	.6	.5	.4
NET: Corporate desire to invest	7	2	1	-	-	2	-	2	3	4	1	6	-	7	1	6	-	2	1	2
	1.0	2.0	1.0	-	-	2.0	-	2.0	1.9	.7	.9	1.0	-	1.1	1.3	1.3	-	1.2	.5	.8
Want to expand	2	-	-	-	-	2	-	-	-	2	-	2	-	2	-	2	-	-	1	-
	.3	-	-	-	-	2.0	-	-	-	.4	-	.3	-	.3	-	.4	-	-	.5	-
Prefer to invest elsewhere	5	2	1	-	-	-	-	2	3	2	1	4	-	5	1	4	-	2	-	2
	.7	2.0	1.0	-	-	-	-	2.0	1.9	.4	.9	.7	-	.8	1.3	.9	-	1.2	-	.8
NET: Need for information	7	4	-	-	-	-	3	-	4	3	1	6	-	7	-	6	-	-	3	2
	1.0	4.0	-	-	-	-	3.0	-	2.6	.6	.9	1.0	-	1.1	-	1.3	-	-	1.4	.8
Market is new/ young	2	2	-	-	-	-	-	-	1	1	1	1	-	2	-	1	-	-	-	1
	.3	2.0	-	-	-	-	-	-	.6	.2	.9	.2	-	.3	-	.2	-	-	-	.4
Do not know enough about the country	5	2	-	-	-	-	3	-	3	2	-	5	-	5	-	5	-	-	3	1
	.7	2.0	-	-	-	-	3.0	-	1.9	.4	-	.9	-	.8	-	1.1	-	-	1.4	.4

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	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Market growth	335	27	45	77	75	40	52	19	83	251	64	266	47	288	34	243	53	58	112	129
	47.6	27.0	43.3	77.0	75.0	40.0	52.0	19.0	53.2	46.2	57.7	45.5	54.0	47.0	44.2	52.1	54.1	34.9	52.8	51.8
Growth of market	324	26	43	73	71	40	52	19	82	241	64	255	47	277	31	236	52	55	108	127
	46.0	26.0	41.3	73.0	71.0	40.0	52.0	19.0	52.6	44.4	57.7	43.7	54.0	45.2	40.3	50.6	53.1	33.1	50.9	51.0
Quality of life	24	1	2	8	10	1	2	-	3	21	1	23	-	24	5	16	3	8	7	6
	3.4	1.0	1.9	8.0	10.0	1.0	2.0	-	1.9	3.9	.9	3.9	-	3.9	6.5	3.4	3.1	4.8	3.3	2.4
NET: Technology	91	8	9	14	39	4	13	4	19	70	13	78	13	77	8	69	14	9	27	39
	12.9	8.0	8.7	14.0	39.0	4.0	13.0	4.0	12.2	12.9	11.7	13.4	14.9	12.6	10.4	14.8	14.3	5.4	12.7	15.7
Telecommunications	7	1	1	2	1	-	1	1	1	5	1	6	1	6	-	7	-	1	2	3
	1.0	1.0	1.0	2.0	1.0	-	1.0	1.0	.6	.9	.9	1.0	1.1	1.0	-	1.5	-	.6	.9	1.2
Level of technology	85	7	8	12	39	4	12	3	18	66	12	73	12	72	8	63	14	9	25	36
	12.1	7.0	7.7	12.0	39.0	4.0	12.0	3.0	11.5	12.2	10.8	12.5	13.8	11.7	10.4	13.5	14.3	5.4	11.8	14.5
NET: Location	219	42	51	15	17	17	37	40	65	151	41	176	40	177	24	168	21	40	57	100
	31.1	42.0	49.0	15.0	17.0	17.0	37.0	40.0	41.7	27.8	36.9	30.1	46.0	28.9	31.2	36.1	21.4	24.1	26.9	40.2
Proximity to markets	160	32	38	9	11	16	30	24	50	107	33	126	32	126	15	127	13	23	41	83
	22.7	32.0	36.5	9.0	11.0	16.0	30.0	24.0	32.1	19.7	29.7	21.6	36.8	20.6	19.5	27.3	13.3	13.9	19.3	33.3
Transportation	52	12	8	3	3	1	6	19	14	38	8	43	5	47	9	36	7	15	15	16
	7.4	12.0	7.7	3.0	3.0	1.0	6.0	19.0	9.0	7.0	7.2	7.4	5.7	7.7	11.7	7.7	7.1	9.0	7.1	6.4
Cost of transportation	27	2	8	4	4	3	3	3	9	18	5	22	4	23	2	21	4	8	3	12
	3.8	2.0	7.7	4.0	4.0	3.0	3.0	3.0	5.8	3.3	4.5	3.8	4.6	3.8	2.6	4.5	4.1	4.8	1.4	4.8
Location (general mention)	5	1	2	-	-	-	1	1	-	5	1	4	1	4	-	3	1	2	2	-
	.7	1.0	1.9	-	-	-	1.0	1.0	-	.9	.9	.7	1.1	.7	-	.6	1.0	1.2	.9	-

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REPORT 18 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Local Economic Conditions	31	5	8	4	9	3	1	1	7	23	3	27	3	27	3	25	2	4	13	12
	4.4	5.0	7.7	4.0	9.0	3.0	1.0	1.0	4.5	4.2	2.7	4.6	3.4	4.4	3.9	5.4	2.0	2.4	6.1	4.8
Cost of capital/ interest	30	5	8	4	8	3	1	1	7	22	3	26	3	26	2	25	2	4	13	12
	4.3	5.0	7.7	4.0	8.0	3.0	1.0	1.0	4.5	4.1	2.7	4.5	3.4	4.2	2.6	5.4	2.0	2.4	6.1	4.8
Government debt	1	-	-	-	1	-	-	-	-	1	-	1	-	1	1	-	-	-	-	-
	.1	-	-	-	1.0	-	-	-	-	.2	-	.2	-	.2	1.3	-	-	-	-	-
NET: Competition	49	9	4	7	1	8	16	4	8	41	14	35	6	43	6	35	5	11	15	20
	7.0	9.0	3.8	7.0	1.0	8.0	16.0	4.0	5.1	7.6	12.6	6.0	6.9	7.0	7.8	7.5	5.1	6.6	7.1	8.0
Competition/ competitors	16	4	1	3	1	4	2	1	1	15	7	9	-	16	2	9	3	6	3	6
	2.3	4.0	1.0	3.0	1.0	4.0	2.0	1.0	.6	2.8	6.3	1.5	-	2.6	2.6	1.9	3.1	3.6	1.4	2.4
Our business is not suited for that market	8	2	1	-	-	-	5	-	1	7	1	7	-	8	2	4	1	2	4	1
	1.1	2.0	1.0	-	-	-	5.0	-	.6	1.3	.9	1.2	-	1.3	2.6	.9	1.0	1.2	1.9	.4
Timing/ waiting for the right opportunity	3	-	-	1	-	-	-	2	-	3	-	3	-	3	-	3	-	1	2	-
	.4	-	-	1.0	-	-	-	2.0	-	.6	-	.5	-	.5	-	.6	-	.6	.9	-
Demand for our products/ services/ ability to sell products	22	3	2	3	-	4	9	1	6	16	6	16	6	16	2	19	1	2	6	13
	3.1	3.0	1.9	3.0	-	4.0	9.0	1.0	3.8	2.9	5.4	2.7	6.9	2.6	2.6	4.1	1.0	1.2	2.8	5.2
NET: Resources	86	17	13	8	17	6	7	18	22	64	12	73	15	71	9	63	12	21	16	42
	12.2	17.0	12.5	8.0	17.0	6.0	7.0	18.0	14.1	11.8	10.8	12.5	17.2	11.6	11.7	13.5	12.2	12.7	7.5	16.9

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REPORT 18 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Labour force skills	56	11	6	7	11	6	4	11	14	42	7	49	11	45	4	43	8	16	9	28
	8.0	11.0	5.8	7.0	11.0	6.0	4.0	11.0	9.0	7.7	6.3	8.4	12.6	7.3	5.2	9.2	8.2	9.6	4.2	11.2
Availability of natural resources	23	4	4	1	6	-	3	5	6	17	3	19	4	19	5	15	3	4	5	10
	3.3	4.0	3.8	1.0	6.0	-	3.0	5.0	3.8	3.1	2.7	3.3	4.6	3.1	6.5	3.2	3.1	2.4	2.4	4.0
Availability of facilities	7	2	3	-	-	-	-	2	2	5	2	5	-	7	-	5	1	1	2	4
	1.0	2.0	2.9	-	-	-	-	2.0	1.3	.9	1.8	.9	-	1.1	-	1.1	1.0	.6	.9	1.6
Availability of labour force	1	1	-	-	-	-	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	.1	1.0	-	-	-	-	-	-	.6	-	.9	-	1.1	-	-	.2	-	-	-	.4
Other	279	47	47	50	29	30	27	49	65	212	40	233	32	244	31	188	37	72	90	91
	39.6	47.0	45.2	50.0	29.0	30.0	27.0	49.0	41.7	39.0	36.0	39.9	36.8	39.8	40.3	40.3	37.8	43.4	42.5	36.5
D.N.S.	53	6	-	-	-	27	10	10	-	53	1	52	-	53	5	14	6	27	18	4
	7.5	6.0	-	-	-	27.0	10.0	10.0	-	9.8	.9	8.9	-	8.6	6.5	3.0	6.1	16.3	8.5	1.6

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REPORT 18 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Politics	142	57	19	11	8	26	13	13	41	14	27	27	8	19	10	4	6	16	7	8	3	-	3	
	20.2	21.6	19.0	22.0	16.0	25.0	27.7	22.8	41.0	41.2	41.5	27.0	24.2	29.7	10.0	10.3	9.8	16.0	24.1	11.6	3.0	-	4.4	
Currency stability	46	16	5	4	1	13	6	7	4	-	4	15	3	12	3	1	2	6	2	4	-	-	-	
	6.5	6.1	5.0	8.0	2.0	12.5	12.8	12.3	4.0	-	6.2	15.0	9.1	18.8	3.0	2.6	3.3	6.0	6.9	5.8	-	-	-	
Inflation	3	-	-	-	-	-	-	-	2	-	2	1	-	1	-	-	-	-	-	-	-	-	-	
	.4	-	-	-	-	-	-	-	2.0	-	3.1	1.0	-	1.6	-	-	-	-	-	-	-	-	-	
Political situation	30	15	3	2	1	2	2	-	7	4	3	8	5	3	-	-	-	7	2	5	3	-	3	
	4.3	5.7	3.0	4.0	2.0	1.9	4.3	-	7.0	11.8	4.6	8.0	15.2	4.7	-	-	-	7.0	6.9	7.2	3.0	-	4.4	
Government attitude towards business	58	24	8	4	4	8	3	5	24	10	14	12	4	8	3	1	2	3	2	-	-	-	-	
	8.2	9.1	8.0	8.0	8.0	7.7	6.4	8.8	24.0	29.4	21.5	12.0	12.1	12.5	3.0	2.6	3.3	3.0	6.9	-	-	-	-	
Same language	16	5	5	2	3	1	1	-	5	-	5	-	-	-	5	2	3	-	-	-	-	-	-	
	2.3	1.9	5.0	4.0	6.0	1.0	2.1	-	5.0	-	7.7	-	-	-	5.0	5.1	4.9	-	-	-	-	-	-	
Similarity to own country	7	2	-	-	-	2	1	1	2	-	2	1	-	1	1	-	1	1	1	-	-	-	-	
	1.0	.8	-	-	-	1.9	2.1	1.8	2.0	-	3.1	1.0	-	1.6	1.0	-	1.6	1.0	3.4	-	-	-	-	
NET: Costs	139	56	23	12	11	38	16	22	11	4	7	28	10	18	4	2	2	19	7	12	16	5	11	
	19.7	21.2	23.0	24.0	22.0	36.5	34.0	38.6	11.0	11.8	10.8	28.0	30.3	28.1	4.0	5.1	3.3	19.0	24.1	17.4	16.0	15.6	16.2	
Labour costs	107	43	15	9	6	34	14	20	7	3	4	27	10	17	3	2	1	10	3	7	11	2	9	
	15.2	16.3	15.0	18.0	12.0	32.7	29.8	35.1	7.0	8.8	6.2	27.0	30.3	26.6	3.0	5.1	1.6	10.0	10.3	10.1	11.0	6.3	13.2	
Costs of plant construction	19	7	5	1	4	1	1	-	5	2	3	5	2	3	-	-	-	1	1	-	2	-	2	
	2.7	2.7	5.0	2.0	8.0	1.0	2.1	-	5.0	5.9	4.6	5.0	6.1	4.7	-	-	-	1.0	3.4	-	2.0	-	2.9	
Energy costs	6	2	1	1	-	2	-	2	-	-	-	-	-	-	-	-	-	3	1	2	-	-	-	
	.9	.8	1.0	2.0	-	1.9	-	3.5	-	-	-	-	-	-	-	-	-	3.0	3.4	2.9	-	-	-	
Costs (general mention)	18	7	5	1	4	2	1	1	-	-	-	-	-	-	1	-	1	6	2	4	4	3	1	
	2.6	2.7	5.0	2.0	8.0	1.9	2.1	1.8	-	-	-	-	-	-	1.0	-	1.6	6.0	6.9	5.8	4.0	9.4	1.5	

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REPORT 18 (continuation)

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	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Risk	8	1	-	-	-	4	-	4	-	-	-	-	-	-	2	-	2	-	-	-	2	1	1	
	1.1	.4	-	-	-	3.8	-	7.0	-	-	-	-	-	-	2.0	-	3.3	-	-	-	2.0	3.1	1.5	
Not part of the EU/ different from our market	5	-	-	-	-	3	-	3	-	-	-	-	-	-	1	-	1	-	-	-	1	-	1	
	.7	-	-	-	-	2.9	-	5.3	-	-	-	-	-	-	1.0	-	1.6	-	-	-	1.0	-	1.5	
Risk level	3	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-	
	.4	.4	-	-	-	1.0	-	1.8	-	-	-	-	-	-	1.0	-	1.6	-	-	-	1.0	3.1	-	
NET: Corporate desire to invest	7	3	2	2	-	1	-	1	-	-	-	-	-	-	2	1	1	-	-	-	2	-	2	
	1.0	1.1	2.0	4.0	-	1.0	-	1.8	-	-	-	-	-	-	2.0	2.6	1.6	-	-	-	2.0	-	2.9	
Want to expand	2	1	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	2.0	2.6	1.6	-	-	-	-	-	-	
Prefer to invest elsewhere	5	2	2	2	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	
	.7	.8	2.0	4.0	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	
NET: Need for information	7	4	4	3	1	-	-	-	-	-	-	-	-	-	-	-	-	3	1	2	-	-	-	
	1.0	1.5	4.0	6.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.4	2.9	-	-	-	
Market is new/ young	2	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.3	.8	2.0	4.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Do not know enough about the country	5	2	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	3	1	2	-	-	-	
	.7	.8	2.0	2.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.4	2.9	-	-	-	
NET: Market growth	335	134	27	15	12	45	26	19	77	26	50	75	27	46	40	18	22	52	15	35	19	7	12	
	47.6	50.8	27.0	30.0	24.0	43.3	55.3	33.3	77.0	76.5	76.9	75.0	81.8	71.9	40.0	46.2	36.1	52.0	51.7	50.7	19.0	21.9	17.6	
Growth of market	324	129	26	14	12	43	25	18	73	25	47	71	25	44	40	18	22	52	15	35	19	7	12	
	46.0	48.9	26.0	28.0	24.0	41.3	53.2	31.6	73.0	73.5	72.3	71.0	75.8	68.8	40.0	46.2	36.1	52.0	51.7	50.7	19.0	21.9	17.6	







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REPORT 18 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

INDUSTRY SECTOR

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	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other		
TOTAL INTERVIEWS	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Other	279	110	47	22	25	47	20	27	50	21	29	29	10	18	30	13	17	27	9	18	49	15	34	
	39.6	41.7	47.0	44.0	50.0	45.2	42.6	47.4	50.0	61.8	44.6	29.0	30.3	28.1	30.0	33.3	27.9	27.0	31.0	26.1	49.0	46.9	50.0	
D.N.S.	53	14	6	2	4	-	-	-	-	-	-	-	-	-	27	8	19	10	1	9	10	3	7	
	7.5	5.3	6.0	4.0	8.0	-	-	-	-	-	-	-	-	-	27.0	20.5	31.1	10.0	3.4	13.0	10.0	9.4	10.3	

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those answering 1st Mention in Q.3

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	647	94	103	99	99	73	90	89	156	486	110	528	87	556	72	449	91	138	194	243
	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
The United States	446	57	67	75	62	64	75	46	132	312	83	355	73	372	23	393	26	66	139	199
	68.9	60.6	65.0	75.8	62.6	87.7	83.3	51.7	84.6	64.2	75.5	67.2	83.9	66.9	31.9	87.5	28.6	47.8	71.6	81.9
Canada	55	10	3	7	13	5	6	11	14	41	18	37	9	46	38	14	2	15	16	19
	8.5	10.6	2.9	7.1	13.1	6.8	6.7	12.4	9.0	8.4	16.4	7.0	10.3	8.3	52.8	3.1	2.2	10.9	8.2	7.8
Mexico	76	13	13	17	21	2	3	7	3	73	5	71	3	73	4	14	55	20	22	19
	11.7	13.8	12.6	17.2	21.2	2.7	3.3	7.9	1.9	15.0	4.5	13.4	3.4	13.1	5.6	3.1	60.4	14.5	11.3	7.8
D.N.S.	70	14	20	-	3	2	6	25	7	60	4	65	2	65	7	28	8	37	17	6
	10.8	14.9	19.4	-	3.0	2.7	6.7	28.1	4.5	12.3	3.6	12.3	2.3	11.7	9.7	6.2	8.8	26.8	8.8	2.5

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REPORT 19 (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those answering 1st Mention in Q.3

	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	647	249	94	48	46	103	47	56	99	34	64	99	33	63	73	31	42	90	28	60	89	28	61	
	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	
The United States	446	181	57	31	26	67	33	34	75	27	47	62	23	38	64	27	37	75	22	51	46	18	28	
	68.9	72.7	60.6	64.6	56.5	65.0	70.2	60.7	75.8	79.4	73.4	62.6	69.7	60.3	87.7	87.1	88.1	83.3	78.6	85.0	51.7	64.3	45.9	
Canada	55	16	10	4	6	3	2	1	7	-	7	13	4	8	5	2	3	6	2	4	11	2	9	
	8.5	6.4	10.6	8.3	13.0	2.9	4.3	1.8	7.1	-	10.9	13.1	12.1	12.7	6.8	6.5	7.1	6.7	7.1	6.7	12.4	7.1	14.8	
Mexico	76	30	13	6	7	13	5	8	17	7	10	21	5	15	2	1	1	3	2	1	7	4	3	
	11.7	12.0	13.8	12.5	15.2	12.6	10.6	14.3	17.2	20.6	15.6	21.2	15.2	23.8	2.7	3.2	2.4	3.3	7.1	1.7	7.9	14.3	4.9	
D.N.S.	70	22	14	7	7	20	7	13	-	-	-	3	1	2	2	1	1	6	2	4	25	4	21	
	10.8	8.8	14.9	14.6	15.2	19.4	14.9	23.2	-	-	-	3.0	3.0	3.2	2.7	3.2	2.4	6.7	7.1	6.7	28.1	14.3	34.4	

S.1 Q.5 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your second mention in S.1 Q.3?

BASE: Those answering 2nd Mention in Q.3

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	498	74	85	85	92	43	70	49	126	369	85	406	73	423	49	369	73	82	159	202
	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
The United States	346	54	55	59	60	36	54	28	98	246	47	295	57	289	20	293	31	47	115	147
	69.5	73.0	64.7	69.4	65.2	83.7	77.1	57.1	77.8	66.7	55.3	72.7	78.1	68.3	40.8	79.4	42.5	57.3	72.3	72.8
Canada	55	5	5	11	11	4	13	6	11	44	24	30	7	47	22	27	6	12	20	18
	11.0	6.8	5.9	12.9	12.0	9.3	18.6	12.2	8.7	11.9	28.2	7.4	9.6	11.1	44.9	7.3	8.2	14.6	12.6	8.9
Mexico	73	11	22	14	19	1	1	5	16	57	9	63	8	65	5	38	29	13	21	30
	14.7	14.9	25.9	16.5	20.7	2.3	1.4	10.2	12.7	15.4	10.6	15.5	11.0	15.4	10.2	10.3	39.7	15.9	13.2	14.9
D.N.S.	24	4	3	1	2	2	2	10	1	22	5	18	1	22	2	11	7	10	3	7
	4.8	5.4	3.5	1.2	2.2	4.7	2.9	20.4	.8	6.0	5.9	4.4	1.4	5.2	4.1	3.0	9.6	12.2	1.9	3.5

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REPORT 20 (continuation)

S.1 Q.5 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your second mention in S.1 Q.3?

BASE: Those answering 2nd Mention in Q.3

	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.	Dther	Total	Tech Int.	Other	Total	Tech Int.	Other	
TOTAL INTERVIEWS	498	199	74	38	36	85	40	45	85	29	55	92	31	58	43	22	21	70	22	47	49	17	32	
	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	
The United States	346	145	54	31	23	55	27	28	59	21	37	60	19	40	36	18	18	54	17	36	28	12	16	
	69.5	72.9	73.0	81.6	63.9	64.7	67.5	62.2	69.4	72.4	67.3	65.2	61.3	69.0	83.7	81.8	85.7	77.1	77.3	76.6	57.1	70.6	50.0	
Canada	55	20	5	1	4	5	1	4	11	2	9	11	7	3	4	3	1	13	4	9	6	2	4	
	11.0	10.1	6.8	2.6	11.1	5.9	2.5	8.9	12.9	6.9	16.4	12.0	22.6	5.2	9.3	13.6	4.8	18.6	18.2	19.1	12.2	11.8	12.5	
Mexico	73	27	11	4	7	22	12	10	14	6	8	19	4	14	1	-	1	1	-	1	5	1	4	
	14.7	13.6	14.9	10.5	19.4	25.9	30.0	22.2	16.5	20.7	14.5	20.7	12.9	24.1	2.3	-	4.8	1.4	-	2.1	10.2	5.9	12.5	
D.N.S.	24	7	4	2	2	3	-	3	1	-	1	2	1	1	2	1	1	2	1	1	10	2	8	
	4.8	3.5	5.4	5.3	5.6	3.5	-	6.7	1.2	-	1.8	2.2	3.2	1.7	4.7	4.5	4.8	2.9	4.5	2.1	20.4	11.8	25.0	

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REPORT 21

S.1 Q.6 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your third mention in S.1 Q.3?  
BASE: Those answering 3rd Mention in Q.3

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	363	57	70	59	76	18	48	35	91	269	67	290	50	311	37	262	60	64	113	145
	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
The United States	237	34	52	42	46	12	37	14	70	165	44	189	35	202	13	197	26	34	70	104
	65.3	59.6	74.3	71.2	60.5	66.7	77.1	40.0	76.9	61.3	65.7	65.2	70.0	65.0	35.1	75.2	43.3	53.1	61.9	71.7
Canada	37	6	3	4	12	4	5	3	5	32	11	26	6	30	16	18	3	8	11	14
	10.2	10.5	4.3	6.8	15.8	22.2	10.4	8.6	5.5	11.9	16.4	9.0	12.0	9.6	43.2	6.9	5.0	12.5	9.7	9.7
Mexico	60	12	11	10	17	-	3	7	13	47	8	50	7	53	3	31	25	11	21	22
	16.5	21.1	15.7	16.9	22.4	-	6.3	20.0	14.3	17.5	11.9	17.2	14.0	17.0	8.1	11.8	41.7	17.2	18.6	15.2
D.N.S.	29	5	4	3	1	2	3	11	3	25	4	25	2	26	5	16	6	11	11	5
	8.0	8.8	5.7	5.1	1.3	11.1	6.3	31.4	3.3	9.3	6.0	8.6	4.0	8.4	13.5	6.1	10.0	17.2	9.7	3.4

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REPORT 21 (continuation)

S.1 Q.6 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your third mention in S.1 Q.3?

BASE: Those answering 3rd Mention in Q.3

	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	363	156	57	30	27	70	36	34	59	22	37	76	28	47	18	9	9	48	17	30	35	14	21	
	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	
The United States	237	104	34	16	18	52	29	23	42	17	25	46	18	27	12	6	6	37	12	24	14	6	8	
	65.3	66.7	59.6	53.3	66.7	74.3	80.6	67.6	71.2	77.3	67.6	60.5	64.3	57.4	66.7	66.7	66.7	77.1	70.6	80.0	40.0	42.9	38.1	
Canada	37	15	6	3	3	3	2	1	4	-	4	12	4	8	4	2	2	5	2	3	3	2	1	
	10.2	9.6	10.5	10.0	11.1	4.3	5.6	2.9	6.8	-	10.8	15.8	14.3	17.0	22.2	22.2	22.2	10.4	11.8	10.0	8.6	14.3	4.8	
Mexico	60	27	12	9	3	11	4	7	10	5	5	17	5	12	-	-	-	3	1	2	7	3	4	
	16.5	17.3	21.1	30.0	11.1	15.7	11.1	20.6	16.9	22.7	13.5	22.4	17.9	25.5	-	-	-	6.3	5.9	6.7	20.0	21.4	19.0	
D.N.S.	29	10	5	2	3	4	1	3	3	-	3	1	1	-	2	1	1	3	2	1	11	3	8	
	8.0	6.4	8.8	6.7	11.1	5.7	2.8	8.8	5.1	-	8.1	1.3	3.6	-	11.1	11.1	11.1	6.3	11.8	3.3	31.4	21.4	38.1	



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REPORT 22

S.1 Q.7 Again, think about the United States, Canada and Mexico. Which one of these three countries do you consider to be the most attractive overall as a place for your company to invest at the present time?

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
The United States	466	63	87	72	54	68	72	50	131	332	80	378	73	391	-	466	-	83	143	194
	66.2	63.0	83.7	72.0	54.0	68.0	72.0	50.0	84.0	61.1	72.1	64.7	83.9	63.8	-	100.0	-	50.0	67.5	77.9
Canada	77	10	4	8	16	11	12	16	11	66	20	56	7	70	77	-	-	25	24	20
	10.9	10.0	3.8	8.0	16.0	11.0	12.0	16.0	7.1	12.2	18.0	9.6	8.0	11.4	100.0	-	-	15.1	11.3	8.0
Mexico	98	15	9	20	29	6	10	9	11	87	6	92	5	93	-	-	98	22	30	29
	13.9	15.0	8.7	20.0	29.0	6.0	10.0	9.0	7.1	16.0	5.4	15.8	5.7	15.2	-	-	100.0	13.3	14.2	11.6
D.N.S.	63	12	4	-	1	15	6	25	3	58	5	58	2	59	-	-	-	36	15	6
	8.9	12.0	3.8	-	1.0	15.0	6.0	25.0	1.9	10.7	4.5	9.9	2.3	9.6	-	-	-	21.7	7.1	2.4

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REPORT 22 (continuation)

S.1 Q.7 Again, think about the United States, Canada and Mexico. Which one of these three countries do you consider to be the most attractive overall as a place for your company to invest at the present time?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
The United States	466	195	63	33	30	87	42	45	72	25	46	54	21	32	68	30	38	72	22	49	50	22	28	
	66.2	73.9	63.0	66.0	60.0	83.7	89.4	78.9	72.0	73.5	70.8	54.0	63.6	50.0	68.0	76.9	62.3	72.0	75.9	71.0	50.0	68.8	41.2	
Canada	77	20	10	5	5	4	1	3	8	-	8	16	5	10	11	4	7	12	3	9	16	2	14	
	10.9	7.6	10.0	10.0	10.0	3.8	2.1	5.3	8.0	-	12.3	16.0	15.2	15.6	11.0	10.3	11.5	12.0	10.3	13.0	16.0	6.3	20.6	
Mexico	98	33	15	6	9	9	3	6	20	9	11	29	7	21	6	2	4	10	2	7	9	4	5	
	13.9	12.5	15.0	12.0	18.0	8.7	6.4	10.5	20.0	26.5	16.9	29.0	21.2	32.8	6.0	5.1	6.6	10.0	6.9	10.1	9.0	12.5	7.4	
D.N.S.	63	16	12	6	6	4	1	3	-	-	-	1	-	1	15	3	12	6	2	4	25	4	21	
	8.9	6.1	12.0	12.0	12.0	3.8	2.1	5.3	-	-	-	1.0	-	1.6	15.0	7.7	19.7	6.0	6.9	5.8	25.0	12.5	30.9	

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Politics	50	8	5	13	4	9	6	5	9	41	8	40	5	45	19	29	2	19	11	18
	7.1	8.0	4.8	13.0	4.0	9.0	6.0	5.0	5.8	7.6	7.2	6.8	5.7	7.3	24.7	6.2	2.0	11.4	5.2	7.2
Currency stability	8	2	2	2	1	-	1	-	3	5	1	6	-	8	4	4	-	2	3	3
	1.1	2.0	1.9	2.0	1.0	-	1.0	-	1.9	.9	.9	1.0	-	1.3	5.2	.9	-	1.2	1.4	1.2
Inflation	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	1	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	.2	-	-	.5	-
Political situation	10	2	1	1	1	-	3	2	4	6	2	7	1	9	3	7	-	3	2	3
	1.4	2.0	1.0	1.0	1.0	-	3.0	2.0	2.6	1.1	1.8	1.2	1.1	1.5	3.9	1.5	-	1.8	.9	1.2
Government attitude towards business	12	1	1	6	2	2	-	-	2	10	2	10	2	10	-	11	1	4	2	6
	1.7	1.0	1.0	6.0	2.0	2.0	-	-	1.3	1.8	1.8	1.7	2.3	1.6	-	2.4	1.0	2.4	.9	2.4
Same language	5	1	-	2	-	-	2	-	-	5	1	4	1	4	4	1	-	1	2	2
	.7	1.0	-	2.0	-	-	2.0	-	-	.9	.9	.7	1.1	.7	5.2	.2	-	.6	.9	.8
Similarity to own country	14	2	1	2	-	7	-	2	-	14	2	12	1	13	8	5	1	9	1	4
	2.0	2.0	1.0	2.0	-	7.0	-	2.0	-	2.6	1.8	2.1	1.1	2.1	10.4	1.1	1.0	5.4	.5	1.6
NET: Costs	46	10	12	1	11	-	5	7	8	38	4	42	2	44	2	13	31	10	10	16
	6.5	10.0	11.5	1.0	11.0	-	5.0	7.0	5.1	7.0	3.6	7.2	2.3	7.2	2.6	2.8	31.6	6.0	4.7	6.4
Labour costs	38	9	11	-	11	-	1	6	6	32	3	35	1	37	1	11	26	9	8	11
	5.4	9.0	10.6	-	11.0	-	1.0	6.0	3.8	5.9	2.7	6.0	1.1	6.0	1.3	2.4	26.5	5.4	3.8	4.4
Costs of plant construction	2	1	1	-	-	-	-	-	1	1	-	2	1	1	-	2	-	-	1	1
	.3	1.0	1.0	-	-	-	-	-	.6	.2	-	.3	1.1	.2	-	.4	-	-	.5	.4
Costs (general mention)	6	-	-	1	-	-	4	1	1	5	1	5	-	6	1	-	5	1	1	4
	.9	-	-	1.0	-	-	4.0	1.0	.6	.9	.9	.9	-	1.0	1.3	-	5.1	.6	.5	1.6

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REPORT 23 (continuation)

S.1 Q.8 Why did you say that? --- First Mention

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION		% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Risk	.3	-	1	-	-	-	-	2	-	3	-	3	-	3	1	2	-	2	1	-
	.4	-	1.0	-	-	-	-	2.0	-	.6	-	.5	-	.5	1.3	.4	-	1.2	.5	-
Not part of the EU/ different from our market	2	-	1	-	-	-	-	1	-	2	-	2	-	2	1	1	-	1	1	-
	.3	-	1.0	-	-	-	-	1.0	-	.4	-	.3	-	.3	1.3	.2	-	.6	.5	-
Risk level	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	.2	-	.6	-	-
NET: Corporate desire to invest	3	-	-	-	-	2	-	1	-	3	-	3	-	3	-	3	-	-	2	-
	.4	-	-	-	-	2.0	-	1.0	-	.6	-	.5	-	.5	-	.6	-	-	.9	-
Want to expand	2	-	-	-	-	2	-	-	-	2	-	2	-	2	-	2	-	-	1	-
	.3	-	-	-	-	2.0	-	-	-	.4	-	.3	-	.3	-	.4	-	-	.5	-
Prefer to invest elsewhere	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	1	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	.2	-	-	.5	-
NET: Need for information	6	1	1	1	-	-	-	3	-	6	1	5	-	6	1	2	-	3	2	1
	.9	1.0	1.0	1.0	-	-	-	3.0	-	1.1	.9	.9	-	1.0	1.3	.4	-	1.8	.9	.4
Market is new/ young	1	-	-	1	-	-	-	-	-	1	-	1	-	1	1	-	-	1	-	-
	.1	-	-	1.0	-	-	-	-	-	.2	-	.2	-	.2	1.3	-	-	.6	-	-
Do not know enough about the country	5	1	1	-	-	-	-	3	-	5	1	4	-	5	-	2	-	2	2	1
	.7	1.0	1.0	-	-	-	-	3.0	-	.9	.9	.7	-	.8	-	.4	-	1.2	.9	.4
NET: Market growth	243	22	27	54	52	34	40	14	64	177	46	195	40	203	28	174	40	45	82	86
	34.5	22.0	26.0	54.0	52.0	34.0	40.0	14.0	41.0	32.6	41.4	33.4	46.0	33.1	36.4	37.3	40.8	27.1	38.7	34.5

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REPORT 23 (continuation)

S.1 Q.8 Why did you say that? --- First Mention

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Growth of market	237	19	27	53	51	34	39	14	62	173	45	190	40	197	26	172	38	44	80	84
	33.7	19.0	26.0	53.0	51.0	34.0	39.0	14.0	39.7	31.9	40.5	32.5	46.0	32.1	33.8	36.9	38.8	26.5	37.7	33.7
Quality of life	6	3	-	1	1	-	1	-	2	4	1	5	-	6	2	2	2	1	2	2
	.9	3.0	-	1.0	1.0	-	1.0	-	1.3	.7	.9	.9	-	1.0	2.6	.4	2.0	.6	.9	.8
NET: Technology	25	2	-	3	14	1	3	2	6	19	-	25	3	22	2	18	4	6	5	8
	3.6	2.0	-	3.0	14.0	1.0	3.0	2.0	3.8	3.5	-	4.3	3.4	3.6	2.6	3.9	4.1	3.6	2.4	3.2
Level of technology	25	2	-	3	14	1	3	2	6	19	-	25	3	22	2	18	4	6	5	8
	3.6	2.0	-	3.0	14.0	1.0	3.0	2.0	3.8	3.5	-	4.3	3.4	3.6	2.6	3.9	4.1	3.6	2.4	3.2
NET: Location	103	16	32	2	9	13	10	21	34	68	14	86	17	85	5	90	7	18	26	50
	14.6	16.0	30.8	2.0	9.0	13.0	10.0	21.0	21.8	12.5	12.6	14.7	19.5	13.9	6.5	19.3	7.1	10.8	12.3	20.1
Proximity to markets	94	14	29	2	8	13	9	19	33	60	13	79	17	76	2	85	6	17	25	45
	13.4	14.0	27.9	2.0	8.0	13.0	9.0	19.0	21.2	11.0	11.7	13.5	19.5	12.4	2.6	18.2	6.1	10.2	11.8	18.1
Transportation	7	1	2	-	1	-	1	2	1	6	1	5	-	7	3	4	-	-	1	4
	1.0	1.0	1.9	-	1.0	-	1.0	2.0	.6	1.1	.9	.9	-	1.1	3.9	.9	-	-	.5	1.6
Cost of transportation	2	1	1	-	-	-	-	-	-	2	-	2	-	2	-	1	1	1	-	1
	.3	1.0	1.0	-	-	-	-	-	-	.4	-	.3	-	.3	-	.2	1.0	.6	-	.4
NET: Local Economic Conditions	4	1	1	-	-	1	-	1	1	3	-	4	1	3	1	2	1	2	1	-
	.6	1.0	1.0	-	-	1.0	-	1.0	.6	.6	-	.7	1.1	.5	1.3	.4	1.0	1.2	.5	-
Cost of capital/interest	4	1	1	-	-	1	-	1	1	3	-	4	1	3	1	2	1	2	1	-
	.6	1.0	1.0	-	-	1.0	-	1.0	.6	.6	-	.7	1.1	.5	1.3	.4	1.0	1.2	.5	-
NET: Competition	14	-	1	2	-	4	5	2	1	13	5	9	3	11	2	10	2	3	4	4
	2.0	-	1.0	2.0	-	4.0	5.0	2.0	.6	2.4	4.5	1.5	3.4	1.8	2.6	2.1	2.0	1.8	1.9	1.6

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S.1 Q.8 Why did you say that? --- First Mention

REPORT 23 (continuation)

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Competition/competitors	.3	-	1	1	-	1	-	-	-	3	1	2	1	2	-	2	1	-	2	1
	.4	-	1.0	1.0	-	1.0	-	-	-	.6	.9	.3	1.1	.3	-	.4	1.0	-	.9	.4
Our business is not suited for that market	1	-	-	-	-	-	-	1	-	1	-	1	-	1	1	-	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	1.3	-	-	.6	-	-
Timing/ waiting for the right opportunity	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	.2	-	.6	-	-
Demand for our products/ services/ ability to sell products	9	-	-	1	-	3	5	-	1	8	4	5	2	7	1	7	1	1	2	3
	1.3	-	-	1.0	-	3.0	5.0	-	.6	1.5	3.6	.9	2.3	1.1	1.3	1.5	1.0	.6	.9	1.2
NET: Resources	25	4	3	3	7	2	2	4	5	20	6	19	4	21	6	16	3	4	5	14
	3.6	4.0	2.9	3.0	7.0	2.0	2.0	4.0	3.2	3.7	5.4	3.3	4.6	3.4	7.8	3.4	3.1	2.4	2.4	5.6
Labour force skills	12	3	2	-	2	2	-	3	3	9	2	10	3	9	1	10	1	2	2	8
	1.7	3.0	1.9	-	2.0	2.0	-	3.0	1.9	1.7	1.8	1.7	3.4	1.5	1.3	2.1	1.0	1.2	.9	3.2
Availability of natural resources	11	1	1	3	5	-	1	-	2	9	4	7	1	10	5	5	1	1	2	6
	1.6	1.0	1.0	3.0	5.0	-	1.0	-	1.3	1.7	3.6	1.2	1.1	1.6	6.5	1.1	1.0	.6	.9	2.4
Availability of facilities	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	.2	-	.6	-	-
Availability of labour force	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	1	-
	.1	-	-	-	-	-	1.0	-	-	.2	-	.2	-	.2	-	-	1.0	-	.5	-

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S.1 Q.8 Why did you say that? --- First Mention

REPORT 23 (continuation)

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Other	116	27	15	20	3	15	16	20	24	91	25	89	11	103	9	95	6	19	42	48
	16.5	27.0	14.4	20.0	3.0	15.0	16.0	20.0	15.4	16.8	22.5	15.2	12.6	16.8	11.7	20.4	6.1	11.4	19.8	19.3
D.N.S.	66	9	6	1	-	19	13	18	4	61	2	64	1	64	1	12	2	35	21	4
	9.4	9.0	5.8	1.0	-	19.0	13.0	18.0	2.6	11.2	1.8	11.0	1.1	10.4	1.3	2.6	2.0	21.1	9.9	1.6

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other		
TOTAL INTERVIEWS	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Politics	50	14	8	5	3	5	1	4	13	1	12	4	-	4	9	5	4	6	1	5	5	1	4	
	7.1	5.3	8.0	10.0	6.0	4.8	2.1	7.0	13.0	2.9	18.5	4.0	-	6.3	9.0	12.8	6.6	6.0	3.4	7.2	5.0	3.1	5.9	
Currency stability	8	1	2	1	1	2	-	2	2	-	2	1	-	1	-	-	-	-	1	-	1	-	-	
	1.1	.4	2.0	2.0	2.0	1.9	-	3.5	2.0	-	3.1	1.0	-	1.6	-	-	-	-	1.0	-	1.4	-	-	
Inflation	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	
	.1	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.1	
Political situation	10	3	2	2	-	1	-	1	1	-	1	1	-	1	-	-	-	-	3	1	2	2	-	2
	1.4	1.1	2.0	4.0	-	1.0	-	1.8	1.0	-	1.5	1.0	-	1.6	-	-	-	-	3.0	3.4	2.9	2.0	-	2.9
Government attitude towards business	12	3	1	-	1	1	1	-	6	1	5	2	-	2	2	1	1	-	-	-	-	-	-	-
	1.7	1.1	1.0	-	2.0	1.0	2.1	-	6.0	2.9	7.7	2.0	-	3.1	2.0	2.6	1.6	-	-	-	-	-	-	-
Same language	5	1	1	1	-	-	-	-	2	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-
	.7	.4	1.0	2.0	-	-	-	-	2.0	-	3.1	-	-	-	-	-	-	-	2.0	-	2.9	-	-	-
Similarity to own country	14	5	2	1	1	1	-	1	2	-	2	-	-	-	7	4	3	-	-	-	2	-	2	
	2.0	1.9	2.0	2.0	2.0	1.0	-	1.8	2.0	-	3.1	-	-	-	7.0	10.3	4.9	-	-	-	2.0	-	2.9	
NET: Costs	46	14	10	6	4	12	3	9	1	-	1	11	2	8	-	-	-	5	-	4	7	3	4	
	6.5	5.3	10.0	12.0	8.0	11.5	6.4	15.8	1.0	-	1.5	11.0	6.1	12.5	-	-	-	5.0	-	5.8	7.0	9.4	5.9	
Labour costs	38	13	9	6	3	11	3	8	-	-	-	11	2	8	-	-	-	1	-	1	6	2	4	
	5.4	4.9	9.0	12.0	6.0	10.6	6.4	14.0	-	-	-	11.0	6.1	12.5	-	-	-	1.0	-	1.4	6.0	6.3	5.9	
Costs of plant construction	2	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.3	-	1.0	-	2.0	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Costs (general mention)	6	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	4	-	3	1	1	-	
	.9	.4	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	4.0	-	4.3	1.0	3.1	-	
NET: Risk	3	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	
	.4	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	



	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Not part of the EU/ different from our market	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	.3	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5
Risk level	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5
NET: Corporate desire to invest	3	1	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	-	1	-	1
	.4	.4	-	-	-	-	-	-	-	-	-	-	-	-	2.0	2.6	1.6	-	-	-	-	1.0	-	1.5
Want to expand	2	1	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	-
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	2.0	2.6	1.6	-	-	-	-	-	-	-
Prefer to invest elsewhere	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5
NET: Need for information	6	1	1	1	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	3	-	3
	.9	.4	1.0	2.0	-	1.0	-	1.8	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	3.0	-	4.4
Market is new/ young	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not know enough about the country	5	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3
	.7	.4	1.0	2.0	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	-	4.4
NET: Market growth	243	102	22	10	12	27	16	11	54	20	33	52	23	29	34	14	20	40	12	28	14	7	7	
	34.5	38.6	22.0	20.0	24.0	26.0	34.0	19.3	54.0	58.8	50.8	52.0	69.7	45.3	34.0	35.9	32.8	40.0	41.4	40.6	14.0	21.9	10.3	
Growth of market	237	99	19	8	11	27	16	11	53	19	33	51	23	28	34	14	20	39	12	27	14	7	7	
	33.7	37.5	19.0	16.0	22.0	26.0	34.0	19.3	53.0	55.9	50.8	51.0	69.7	43.8	34.0	35.9	32.8	39.0	41.4	39.1	14.0	21.9	10.3	
quality of life	6	3	3	2	1	-	-	-	1	1	-	1	-	1	-	-	-	1	-	1	-	-	-	
	.9	1.1	3.0	4.0	2.0	-	-	-	1.0	2.9	-	1.0	-	1.6	-	-	-	1.0	-	1.4	-	-	-	
NET: Technology	25	13	2	2	-	-	-	-	3	2	1	14	7	6	1	1	-	3	1	2	2	-	2	
	3.6	4.9	2.0	4.0	-	-	-	-	3.0	5.9	1.5	14.0	21.2	9.4	1.0	2.6	-	3.0	3.4	2.9	2.0	-	2.9	

DATE 07/16/97

774005

S.1 Q.8 Why did you say that? --- First Mention

REPORT 23 (continuation)

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Level of technology	25	13	2	2	-	-	-	-	3	2	1	14	7	6	1	1	-	3	1	2	2	-	2	
	3.6	4.9	2.0	4.0	-	-	-	-	3.0	5.9	1.5	14.0	21.2	9.4	1.0	2.6	-	3.0	3.4	2.9	2.0	-	2.9	
NET: Location	103	41	16	7	9	32	14	18	2	1	1	9	1	8	13	7	6	10	4	6	21	7	14	
	14.6	15.5	16.0	14.0	18.0	30.8	29.8	31.6	2.0	2.9	1.5	9.0	3.0	12.5	13.0	17.9	9.8	10.0	13.8	8.7	21.0	21.9	20.6	
Proximity to markets	94	37	14	6	8	29	13	16	2	1	1	8	-	8	13	7	6	9	4	5	19	6	13	
	13.4	14.0	14.0	12.0	16.0	27.9	27.7	28.1	2.0	2.9	1.5	8.0	-	12.5	13.0	17.9	9.8	9.0	13.8	7.2	19.0	18.8	19.1	
Transportation	7	4	1	1	-	2	1	1	-	-	-	1	1	-	-	-	-	1	-	1	2	1	1	
	1.0	1.5	1.0	2.0	-	1.9	2.1	1.8	-	-	-	1.0	3.0	-	-	-	-	1.0	-	1.4	2.0	3.1	1.5	
Cost of transportation	2	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.3	-	1.0	-	2.0	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Local Economic Conditions	4	1	1	-	1	1	-	1	-	-	-	-	-	-	1	1	-	-	-	-	1	-	1	
	.6	.4	1.0	-	2.0	1.0	-	1.8	-	-	-	-	-	-	1.0	2.6	-	-	-	-	1.0	-	1.5	
Cost of capital/interest	4	1	1	-	1	1	-	1	-	-	-	-	-	-	1	1	-	-	-	-	1	-	1	
	.6	.4	1.0	-	2.0	1.0	-	1.8	-	-	-	-	-	-	1.0	2.6	-	-	-	-	1.0	-	1.5	
NET: Competition	14	5	-	-	-	1	1	-	2	2	-	-	-	-	4	1	3	5	1	4	2	-	2	
	2.0	1.9	-	-	-	1.0	2.1	-	2.0	5.9	-	-	-	-	4.0	2.6	4.9	5.0	3.4	5.8	2.0	-	2.9	
Competition/competitors	3	2	-	-	-	1	1	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	
	.4	.8	-	-	-	1.0	2.1	-	1.0	2.9	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	
Our business is not suited for that market	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5	
Timing/ waiting for the right opportunity	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5	

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Demand for our products/ services/ ability to sell products	9	3	-	-	-	-	-	-	1	1	-	-	-	-	3	1	2	5	1	4	-	-	-	
	1.3	1.1	-	-	-	-	-	-	1.0	2.9	-	-	-	-	3.0	2.6	3.3	5.0	3.4	5.8	-	-	-	
NET: Resources	25	8	4	3	1	3	1	2	3	-	3	7	-	6	2	1	1	2	-	2	4	3	1	
	3.6	3.0	4.0	6.0	2.0	2.9	2.1	3.5	3.0	-	4.6	7.0	-	9.4	2.0	2.6	1.6	2.0	-	2.9	4.0	9.4	1.5	
Labour force skills	12	7	3	3	-	2	1	1	-	-	-	2	-	2	2	1	1	-	-	-	3	2	1	
	1.7	2.7	3.0	6.0	-	1.9	2.1	1.8	-	-	-	2.0	-	3.1	2.0	2.6	1.6	-	-	-	3.0	6.3	1.5	
Availability of natural resources	11	-	1	-	1	1	-	1	3	-	3	5	-	4	-	-	-	1	-	1	-	-	-	
	1.6	-	1.0	-	2.0	1.0	-	1.8	3.0	-	4.6	5.0	-	6.3	-	-	-	1.0	-	1.4	-	-	-	
Availability of facilities	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.1	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.1	-	
Availability of labour force	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.4	-	-	-	
Other	116	45	27	13	14	15	8	7	20	8	12	3	-	3	15	3	12	16	5	10	20	8	12	
	16.5	17.0	27.0	26.0	28.0	14.4	17.0	12.3	20.0	23.5	18.5	3.0	-	4.7	15.0	7.7	19.7	16.0	17.2	14.5	20.0	25.0	17.6	
D.N.S.	66	19	9	3	6	6	3	3	1	-	1	-	-	-	19	5	14	13	5	8	18	3	15	
	9.4	7.2	9.0	6.0	12.0	5.8	6.4	5.3	1.0	-	1.5	-	-	-	19.0	12.8	23.0	13.0	17.2	11.6	18.0	9.4	22.1	

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION		% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Politics	111	13	34	29	12	7	11	5	28	82	23	86	17	94	17	83	10	18	32	41
	15.8	13.0	32.7	29.0	12.0	7.0	11.0	5.0	17.9	15.1	20.7	14.7	19.5	15.3	22.1	17.8	10.2	10.8	15.1	16.5
Currency stability	29	2	18	5	2	-	1	1	11	18	4	23	3	26	1	27	-	4	9	11
	4.1	2.0	17.3	5.0	2.0	-	1.0	1.0	7.1	3.3	3.6	3.9	3.4	4.2	1.3	5.8	-	2.4	4.2	4.4
Inflation	5	-	-	2	2	-	-	1	1	4	3	2	-	5	1	3	1	1	2	1
	.7	-	-	2.0	2.0	-	-	1.0	.6	.7	2.7	.3	-	.8	1.3	.6	1.0	.6	.9	.4
Political situation	25	3	6	5	5	-	4	2	4	21	4	21	-	25	5	18	2	2	10	6
	3.6	3.0	5.8	5.0	5.0	-	4.0	2.0	2.6	3.9	3.6	3.6	-	4.1	6.5	3.9	2.0	1.2	4.7	2.4
Government attitude towards business	45	5	15	19	3	1	2	-	9	35	12	33	6	39	7	32	6	8	8	23
	6.4	5.0	14.4	19.0	3.0	1.0	2.0	-	5.8	6.4	10.8	5.7	6.9	6.4	9.1	6.9	6.1	4.8	3.8	9.2
Same language	17	5	1	3	-	5	2	1	6	11	4	13	8	9	6	11	-	3	4	8
	2.4	5.0	1.0	3.0	-	5.0	2.0	1.0	3.8	2.0	3.6	2.2	9.2	1.5	7.8	2.4	-	1.8	1.9	3.2
Similarity to own country	13	1	5	2	1	2	2	-	4	9	4	9	1	12	3	9	1	2	6	4
	1.8	1.0	4.8	2.0	1.0	2.0	2.0	-	2.6	1.7	3.6	1.5	1.1	2.0	3.9	1.9	1.0	1.2	2.8	1.6
NET: Costs	63	9	24	8	11	2	6	3	13	49	8	54	12	51	5	29	28	5	21	28
	8.9	9.0	23.1	8.0	11.0	2.0	6.0	3.0	8.3	9.0	7.2	9.2	13.8	8.3	6.5	6.2	28.6	3.0	9.9	11.2
Labour costs	48	7	17	8	8	1	5	2	9	38	5	42	9	39	4	24	20	3	16	22
	6.8	7.0	16.3	8.0	8.0	1.0	5.0	2.0	5.8	7.0	4.5	7.2	10.3	6.4	5.2	5.2	20.4	1.8	7.5	8.8
Costs of plant construction	7	1	3	-	3	-	-	-	2	5	-	7	-	7	-	1	6	2	3	-
	1.0	1.0	2.9	-	3.0	-	-	-	1.3	.9	-	1.2	-	1.1	-	.2	6.1	1.2	1.4	-
Energy costs	12	1	10	-	-	-	1	-	5	7	3	9	1	11	3	8	1	-	4	5
	1.7	1.0	9.6	-	-	-	1.0	-	3.2	1.3	2.7	1.5	1.1	1.8	3.9	1.7	1.0	-	1.9	2.0

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Costs (general mention)	4	1	1	-	-	1	-	1	1	3	1	3	3	1	-	2	1	-	1	3
	.6	1.0	1.0	-	-	1.0	-	1.0	.6	.6	.9	.5	3.4	.2	-	.4	1.0	-	.5	1.2
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	4	-	2	-	-	2	-	-	3	1	-	4	3	1	-	4	-	-	2	2
	.6	-	1.9	-	-	2.0	-	-	1.9	.2	-	.7	3.4	.2	-	.9	-	-	.9	.8
Want to expand	3	-	1	-	-	2	-	-	2	1	-	3	2	1	-	3	-	-	2	1
	.4	-	1.0	-	-	2.0	-	-	1.3	.2	-	.5	2.3	.2	-	.6	-	-	.9	.4
Prefer to invest elsewhere	1	-	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1
	.1	-	1.0	-	-	-	-	-	.6	-	-	.2	1.1	-	-	.2	-	-	-	.4
NET: Need for information	3	1	-	1	-	-	1	-	1	2	1	2	1	2	-	2	1	1	1	1
	.4	1.0	-	1.0	-	-	1.0	-	.6	.4	.9	.3	1.1	.3	-	.4	1.0	.6	.5	.4
Market is new/ young	2	-	-	1	-	-	1	-	-	2	-	2	-	2	-	1	1	1	1	-
	.3	-	-	1.0	-	-	1.0	-	-	.4	-	.3	-	.3	-	.2	1.0	.6	.5	-
Do not know enough about the country	1	1	-	-	-	-	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	.1	1.0	-	-	-	-	-	-	.6	-	.9	-	1.1	-	-	.2	-	-	-	.4
NET: Market growth	100	10	25	25	14	6	12	8	26	74	20	79	13	87	8	81	11	20	26	44
	14.2	10.0	24.0	25.0	14.0	6.0	12.0	8.0	16.7	13.6	18.0	13.5	14.9	14.2	10.4	17.4	11.2	12.0	12.3	17.7
Growth of market	81	9	23	15	10	6	10	8	23	58	16	64	13	68	5	67	9	13	22	39
	11.5	9.0	22.1	15.0	10.0	6.0	10.0	8.0	14.7	10.7	14.4	11.0	14.9	11.1	6.5	14.4	9.2	7.8	10.4	15.7
Quality of life	20	1	2	10	5	-	2	-	3	17	4	16	-	20	3	15	2	7	4	6
	2.8	1.0	1.9	10.0	5.0	-	2.0	-	1.9	3.1	3.6	2.7	-	3.3	3.9	3.2	2.0	4.2	1.9	2.4

S.1 Q.8 Why did you say that? --- Other Mentions

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Technology	50	8	19	7	12	3	-	1	13	36	9	40	12	38	2	45	3	6	16	23
	7.1	8.0	18.3	7.0	12.0	3.0	-	1.0	8.3	6.6	8.1	6.8	13.8	6.2	2.6	9.7	3.1	3.6	7.5	9.2
Telecommunications	8	1	6	1	-	-	-	-	2	5	1	7	1	7	-	8	-	-	-	7
	1.1	1.0	5.8	1.0	-	-	-	-	1.3	.9	.9	1.2	1.1	1.1	-	1.7	-	-	-	2.8
Level of technology	44	7	15	6	12	3	-	1	12	32	8	35	11	33	2	39	3	6	16	18
	6.3	7.0	14.4	6.0	12.0	3.0	-	1.0	7.7	5.9	7.2	6.0	12.6	5.4	2.6	8.4	3.1	3.6	7.5	7.2
NET: Location	114	13	50	14	6	7	15	9	33	80	21	90	16	98	11	96	7	20	31	52
	16.2	13.0	48.1	14.0	6.0	7.0	15.0	9.0	21.2	14.7	18.9	15.4	18.4	16.0	14.3	20.6	7.1	12.0	14.6	20.9
Proximity to markets	65	10	22	13	5	5	7	3	15	49	9	54	8	57	8	52	5	15	18	27
	9.2	10.0	21.2	13.0	5.0	5.0	7.0	3.0	9.6	9.0	8.1	9.2	9.2	9.3	10.4	11.2	5.1	9.0	8.5	10.8
Transportation	31	2	15	-	2	2	5	5	8	23	6	24	3	28	2	28	1	4	7	14
	4.4	2.0	14.4	-	2.0	2.0	5.0	5.0	5.1	4.2	5.4	4.1	3.4	4.6	2.6	6.0	1.0	2.4	3.3	5.6
Cost of transportation	31	2	24	1	-	-	3	1	13	18	7	24	5	26	2	28	1	1	10	16
	4.4	2.0	23.1	1.0	-	-	3.0	1.0	8.3	3.3	6.3	4.1	5.7	4.2	2.6	6.0	1.0	.6	4.7	6.4
Location (general mention)	1	-	-	-	-	-	-	1	-	1	-	1	-	1	1	-	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	1.3	-	-	.6	-	-
NET: Local Economic Conditions	14	1	8	2	2	1	-	-	5	9	1	13	-	14	2	8	4	2	5	5
	2.0	1.0	7.7	2.0	2.0	1.0	-	-	3.2	1.7	.9	2.2	-	2.3	2.6	1.7	4.1	1.2	2.4	2.0
Cost of capital/interest	11	1	6	2	1	1	-	-	5	6	1	10	-	11	1	6	4	2	5	4
	1.6	1.0	5.8	2.0	1.0	1.0	-	-	3.2	1.1	.9	1.7	-	1.8	1.3	1.3	4.1	1.2	2.4	1.6
Government debt	4	-	2	-	2	-	-	-	-	4	1	3	-	4	2	2	-	-	1	1
	.6	-	1.9	-	2.0	-	-	-	-	.7	.9	.5	-	.7	2.6	.4	-	-	.5	.4

S.1 Q.8 Why did you say that? --- Other Mentions

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION		% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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	17	3	1	2	1	5	5	-	3	14	2	14	1	16	3	12	2	6	9	2
	2.4	3.0	1.0	2.0	1.0	5.0	5.0	-	1.9	2.6	1.8	2.4	1.1	2.6	3.9	2.6	2.0	3.6	4.2	.8
Competition/competitors	3	1	1	-	1	-	-	-	-	3	-	3	-	3	2	1	-	2	1	-
	.4	1.0	1.0	-	1.0	-	-	-	-	.6	-	.5	-	.5	2.6	.2	-	1.2	.5	-
Our business is not suited for that market	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	1	1	-	-
	.1	-	-	1.0	-	-	-	-	-	.2	-	.2	-	.2	-	-	1.0	.6	-	-
Timing/ waiting for the right opportunity	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-
	.1	-	-	1.0	-	-	-	-	-	.2	.9	-	-	.2	-	.2	-	-	.5	-
Demand for our products/ services/ ability to sell products	12	2	-	-	-	5	5	-	3	9	1	10	1	11	1	10	1	3	7	2
	1.7	2.0	-	-	-	5.0	5.0	-	1.9	1.7	.9	1.7	1.1	1.8	1.3	2.1	1.0	1.8	3.3	.8
NET: Resources	46	6	13	7	3	4	8	5	10	36	11	35	5	41	4	38	4	4	10	23
	6.5	6.0	12.5	7.0	3.0	4.0	8.0	5.0	6.4	6.6	9.9	6.0	5.7	6.7	5.2	8.2	4.1	2.4	4.7	9.2
Labour force skills	37	5	11	6	1	4	5	5	8	29	8	29	3	34	2	34	1	4	8	20
	5.3	5.0	10.6	6.0	1.0	4.0	5.0	5.0	5.1	5.3	7.2	5.0	3.4	5.5	2.6	7.3	1.0	2.4	3.8	8.0
Availability of natural resources	10	1	3	1	1	-	3	1	3	7	4	6	2	8	2	6	2	1	2	4
	1.4	1.0	2.9	1.0	1.0	-	3.0	1.0	1.9	1.3	3.6	1.0	2.3	1.3	2.6	1.3	2.0	.6	.9	1.6
Availability of labour force	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	-	1	-	-	-
	.1	-	-	-	1.0	-	-	-	-	.2	-	.2	-	.2	-	-	1.0	-	-	-

DATE 07/16/97

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REPORT 24 (continuation)

S.1 Q.8 Why did you say that? --- Other Mentions

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATIDN		DVERALL MDST ATTRACTIVE INVESTMENT LDCATIDN		% NDRTH AMERICAN REVENUE			
	TDTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TDTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Other	133	25	32	28	13	13	11	11	40	91	22	109	16	116	15	97	21	24	37	56
	18.9	25.0	30.8	28.0	13.0	13.0	11.0	11.0	25.6	16.8	19.8	18.7	18.4	18.9	19.5	20.8	21.4	14.5	17.5	22.5
D.N.S.	276	37	18	19	38	61	41	62	41	233	33	241	24	249	31	151	32	87	86	76
	39.2	37.0	17.3	19.0	38.0	61.0	41.0	62.0	26.3	42.9	29.7	41.3	27.6	40.6	40.3	32.4	32.7	52.4	40.6	30.5



	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Politics	111	49	13	7	6	34	19	15	29	10	19	12	3	9	7	2	5	11	6	5	5	2	3	
	15.8	18.6	13.0	14.0	12.0	32.7	40.4	26.3	29.0	29.4	29.2	12.0	9.1	14.1	7.0	5.1	8.2	11.0	20.7	7.2	5.0	6.3	4.4	
Currency stability	29	16	2	2	-	18	11	7	5	-	5	2	1	1	-	-	-	1	1	-	1	1	-	
	4.1	6.1	2.0	4.0	-	17.3	23.4	12.3	5.0	-	7.7	2.0	3.0	1.6	-	-	-	1.0	3.4	-	1.0	3.1	-	
Inflation	5	1	-	-	-	-	-	-	2	-	2	2	-	2	-	-	-	-	-	-	1	1	-	
	.7	.4	-	-	-	-	-	-	2.0	-	3.1	2.0	-	3.1	-	-	-	-	-	-	1.0	3.1	-	
Political situation	25	9	3	1	2	6	5	1	5	1	4	5	1	4	-	-	-	4	1	3	2	-	2	
	3.6	3.4	3.0	2.0	4.0	5.8	10.6	1.8	5.0	2.9	6.2	5.0	3.0	6.3	-	-	-	4.0	3.4	4.3	2.0	-	2.9	
Government attitude towards business	45	24	5	3	2	15	9	6	19	10	9	3	1	2	1	-	1	2	1	1	-	-	-	
	6.4	9.1	5.0	6.0	4.0	14.4	19.1	10.5	19.0	29.4	13.8	3.0	3.0	3.1	1.0	-	1.6	2.0	3.4	1.4	-	-	-	
Same language	17	5	5	1	4	1	1	-	3	-	3	-	-	-	5	2	3	2	1	1	1	-	1	
	2.4	1.9	5.0	2.0	8.0	1.0	2.1	-	3.0	-	4.6	-	-	-	5.0	5.1	4.9	2.0	3.4	1.4	1.0	-	1.5	
Similarity to own country	13	6	1	-	1	5	2	3	2	1	1	1	1	-	2	-	2	2	2	-	-	-	-	
	1.8	2.3	1.0	-	2.0	4.8	4.3	5.3	2.0	2.9	1.5	1.0	3.0	-	2.0	-	3.3	2.0	6.9	-	-	-	-	
NET: Costs	63	24	9	5	4	24	8	16	8	4	4	11	1	9	2	1	1	6	3	3	3	2	1	
	8.9	9.1	9.0	10.0	8.0	23.1	17.0	28.1	8.0	11.8	6.2	11.0	3.0	14.1	2.0	2.6	1.6	6.0	10.3	4.3	3.0	6.3	1.5	
Labour costs	48	20	7	4	3	17	6	11	8	4	4	8	1	7	1	1	-	5	3	2	2	1	1	
	6.8	7.6	7.0	8.0	6.0	16.3	12.8	19.3	8.0	11.8	6.2	8.0	3.0	10.9	1.0	2.6	-	5.0	10.3	2.9	2.0	3.1	1.5	
Costs of plant construction	7	2	1	1	-	3	1	2	-	-	-	3	-	2	-	-	-	-	-	-	-	-	-	
	1.0	.8	1.0	2.0	-	2.9	2.1	3.5	-	-	-	3.0	-	3.1	-	-	-	-	-	-	-	-	-	
Energy costs	12	4	1	1	-	10	3	7	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	1.7	1.5	1.0	2.0	-	9.6	6.4	12.3	-	-	-	-	-	-	-	-	-	1.0	-	1.4	-	-	-	
Costs (general mention)	4	1	1	-	1	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-	
	.6	.4	1.0	-	2.0	1.0	-	1.8	-	-	-	-	-	-	1.0	-	1.6	-	-	-	1.0	3.1	-	





	INDUSTRY SECTOR																						
	TOTAL		UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech 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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68
	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	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Timing/ waiting for the right opportunity	.1	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Demand for our products/ services/ ability to sell products	12	4	2	1	1	-	-	-	-	-	-	-	-	-	5	2	3	5	1	4	-	-	-
	1.7	1.5	2.0	2.0	2.0	-	-	-	-	-	-	-	-	-	5.0	5.1	4.9	5.0	3.4	5.8	-	-	-
NET: Resources	46	22	6	2	4	13	8	5	7	3	4	3	1	2	4	2	2	8	2	5	5	4	1
	6.5	8.3	6.0	4.0	8.0	12.5	17.0	8.8	7.0	8.8	6.2	3.0	3.0	3.1	4.0	5.1	3.3	8.0	6.9	7.2	5.0	12.5	1.5
Labour force skills	37	18	5	2	3	11	6	5	6	2	4	1	1	-	4	2	2	5	1	3	5	4	1
	5.3	6.8	5.0	4.0	6.0	10.6	12.8	8.8	6.0	5.9	6.2	1.0	3.0	-	4.0	5.1	3.3	5.0	3.4	4.3	5.0	12.5	1.5
Availability of natural resources	10	5	1	-	1	3	2	1	1	1	-	1	-	1	-	-	-	3	1	2	1	1	-
	1.4	1.9	1.0	-	2.0	2.9	4.3	1.8	1.0	2.9	-	1.0	-	1.6	-	-	-	3.0	3.4	2.9	1.0	3.1	-
Availability of labour force	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	.1	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	-	-	-
Other	133	59	25	12	13	32	19	13	28	10	18	13	4	8	13	7	6	11	2	9	11	5	6
	18.9	22.3	25.0	24.0	26.0	30.8	40.4	22.8	28.0	29.4	27.7	13.0	12.1	12.5	13.0	17.9	9.8	11.0	6.9	13.0	11.0	15.6	8.8
D.N.S.	276	94	37	19	18	18	7	11	19	8	11	38	15	23	61	19	42	41	11	29	62	15	47
	39.2	35.6	37.0	38.0	36.0	17.3	14.9	19.3	19.0	23.5	16.9	38.0	45.5	35.9	61.0	48.7	68.9	41.0	37.9	42.0	62.0	46.9	69.1

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Politics	150	20	38	38	15	15	14	10	34	115	29	117	21	129	31	107	11	33	39	57
	21.3	20.0	36.5	38.0	15.0	15.0	14.0	10.0	21.8	21.2	26.1	20.0	24.1	21.0	40.3	23.0	11.2	19.9	18.4	22.9
Currency stability	37	4	20	7	3	-	2	1	14	23	5	29	3	34	5	31	-	6	12	14
	5.3	4.0	19.2	7.0	3.0	-	2.0	1.0	9.0	4.2	4.5	5.0	3.4	5.5	6.5	6.7	-	3.6	5.7	5.6
Inflation	6	-	-	2	2	-	-	2	1	5	3	3	-	6	1	4	1	1	3	1
	.9	-	-	2.0	2.0	-	-	2.0	.6	.9	2.7	.5	-	1.0	1.3	.9	1.0	.6	1.4	.4
Political situation	34	5	7	6	5	-	7	4	8	26	6	27	1	33	7	25	2	5	12	9
	4.8	5.0	6.7	6.0	5.0	-	7.0	4.0	5.1	4.8	5.4	4.6	1.1	5.4	9.1	5.4	2.0	3.0	5.7	3.6
Government attitude towards business	57	6	16	25	5	3	2	-	11	45	14	43	8	49	7	43	7	12	10	29
	8.1	6.0	15.4	25.0	5.0	3.0	2.0	-	7.1	8.3	12.6	7.4	9.2	8.0	9.1	9.2	7.1	7.2	4.7	11.6
Same language	22	6	1	5	-	5	4	1	6	16	5	17	9	13	10	12	-	4	6	10
	3.1	6.0	1.0	5.0	-	5.0	4.0	1.0	3.8	2.9	4.5	2.9	10.3	2.1	13.0	2.6	-	2.4	2.8	4.0
Similarity to own country	27	3	6	4	1	9	2	2	4	23	6	21	2	25	11	14	2	11	7	8
	3.8	3.0	5.8	4.0	1.0	9.0	2.0	2.0	2.6	4.2	5.4	3.6	2.3	4.1	14.3	3.0	2.0	6.6	3.3	3.2
NET: Costs	101	19	31	8	20	2	11	10	20	80	12	88	14	87	7	40	53	14	28	42
	14.3	19.0	29.8	8.0	20.0	2.0	11.0	10.0	12.8	14.7	10.8	15.1	16.1	14.2	9.1	8.6	54.1	8.4	13.2	16.9
Labour costs	86	16	28	8	19	1	6	8	15	70	8	77	10	76	5	35	46	12	24	33
	12.2	16.0	26.9	8.0	19.0	1.0	6.0	8.0	9.6	12.9	7.2	13.2	11.5	12.4	6.5	7.5	46.9	7.2	11.3	13.3
Costs of plant construction	9	2	4	-	3	-	-	-	3	6	-	9	1	8	-	3	6	2	4	1
	1.3	2.0	3.8	-	3.0	-	-	-	1.9	1.1	-	1.5	1.1	1.3	-	.6	6.1	1.2	1.9	.4
Energy costs	12	1	10	-	-	-	1	-	5	7	3	9	1	11	3	8	1	-	4	5
	1.7	1.0	9.6	-	-	-	1.0	-	3.2	1.3	2.7	1.5	1.1	1.8	3.9	1.7	1.0	-	1.9	2.0

DATE 07/16/97

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S.1 Q.8 Why did you say that? --- Total Mentions

REPORT 25 (continuation)

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION		% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Costs (general mention)	10	1	1	1	-	1	4	2	2	8	2	8	3	7	1	2	6	1	2	7
	1.4	1.0	1.0	1.0	-	1.0	4.0	2.0	1.3	1.5	1.8	1.4	3.4	1.1	1.3	.4	6.1	.6	.9	2.8
NET: Risk	3	-	1	-	-	-	-	2	-	3	-	3	-	3	1	2	-	2	1	-
	.4	-	1.0	-	-	-	-	2.0	-	.6	-	.5	-	.5	1.3	.4	-	1.2	.5	-
Not part of the EU/ different from our market	2	-	1	-	-	-	-	1	-	2	-	2	-	2	1	1	-	1	1	-
	.3	-	1.0	-	-	-	-	1.0	-	.4	-	.3	-	.3	1.3	.2	-	.6	.5	-
Risk level	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	.2	-	.6	-	-
NET: Corporate desire to invest	7	-	2	-	-	4	-	1	3	4	-	7	3	4	-	7	-	-	4	2
	1.0	-	1.9	-	-	4.0	-	1.0	1.9	.7	-	1.2	3.4	.7	-	1.5	-	-	1.9	.8
Want to expand	5	-	1	-	-	4	-	-	2	3	-	5	2	3	-	5	-	-	3	1
	.7	-	1.0	-	-	4.0	-	-	1.3	.6	-	.9	2.3	.5	-	1.1	-	-	1.4	.4
Prefer to invest elsewhere	2	-	1	-	-	-	-	1	1	1	-	2	1	1	-	2	-	-	1	1
	.3	-	1.0	-	-	-	-	1.0	.6	.2	-	.3	1.1	.2	-	.4	-	-	.5	.4
NET: Need for information	9	2	1	2	-	-	1	3	1	8	2	7	1	8	1	4	1	4	3	2
	1.3	2.0	1.0	2.0	-	-	1.0	3.0	.6	1.5	1.8	1.2	1.1	1.3	1.3	.9	1.0	2.4	1.4	.8
Market is new/ young	3	-	-	2	-	-	1	-	-	3	-	3	-	3	1	1	1	2	1	-
	.4	-	-	2.0	-	-	1.0	-	-	.6	-	.5	-	.5	1.3	.2	1.0	1.2	.5	-
Do not know enough about the country	6	2	1	-	-	-	-	3	1	5	2	4	1	5	-	3	-	2	2	2
	.9	2.0	1.0	-	-	-	-	3.0	.6	.9	1.8	.7	1.1	.8	-	.6	-	1.2	.9	.8

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Market growth	325	32	51	71	63	40	47	21	85	238	61	261	51	274	34	242	48	60	101	127
	46.2	32.0	49.0	71.0	63.0	40.0	47.0	21.0	54.5	43.8	55.0	44.7	58.6	44.7	44.2	51.9	49.0	36.1	47.6	51.0
Growth of market	311	28	50	66	60	40	46	21	83	226	59	249	51	260	30	235	45	56	99	121
	44.2	28.0	48.1	66.0	60.0	40.0	46.0	21.0	53.2	41.6	53.2	42.6	58.6	42.4	39.0	50.4	45.9	33.7	46.7	48.6
Quality of life	26	4	2	11	6	-	3	-	5	21	5	21	-	26	5	17	4	8	6	8
	3.7	4.0	1.9	11.0	6.0	-	3.0	-	3.2	3.9	4.5	3.6	-	4.2	6.5	3.6	4.1	4.8	2.8	3.2
NET: Technology	75	10	19	10	26	4	3	3	19	55	9	65	15	60	4	63	7	12	21	31
	10.7	10.0	18.3	10.0	26.0	4.0	3.0	3.0	12.2	10.1	8.1	11.1	17.2	9.8	5.2	13.5	7.1	7.2	9.9	12.4
Telecommunications	8	1	6	1	-	-	-	-	2	5	1	7	1	7	-	8	-	-	-	7
	1.1	1.0	5.8	1.0	-	-	-	-	1.3	.9	.9	1.2	1.1	1.1	-	1.7	-	-	-	2.8
Level of technology	69	9	15	9	26	4	3	3	18	51	8	60	14	55	4	57	7	12	21	26
	9.8	9.0	14.4	9.0	26.0	4.0	3.0	3.0	11.5	9.4	7.2	10.3	16.1	9.0	5.2	12.2	7.1	7.2	9.9	10.4
NET: Location	187	28	62	16	13	20	22	26	55	130	31	151	29	157	15	158	13	34	50	87
	26.6	28.0	59.6	16.0	13.0	20.0	22.0	26.0	35.3	23.9	27.9	25.9	33.3	25.6	19.5	33.9	13.3	20.5	23.6	34.9
Proximity to markets	157	23	51	15	13	18	15	22	46	109	22	131	25	131	10	135	11	32	42	71
	22.3	23.0	49.0	15.0	13.0	18.0	15.0	22.0	29.5	20.1	19.8	22.4	28.7	21.4	13.0	29.0	11.2	19.3	19.8	28.5
Transportation	38	3	17	-	3	2	6	7	9	29	7	29	3	35	5	32	1	4	8	18
	5.4	3.0	16.3	-	3.0	2.0	6.0	7.0	5.8	5.3	6.3	5.0	3.4	5.7	6.5	6.9	1.0	2.4	3.8	7.2
Cost of transportation	33	3	25	1	-	-	3	1	13	20	7	26	5	28	2	29	2	2	10	17
	4.7	3.0	24.0	1.0	-	-	3.0	1.0	8.3	3.7	6.3	4.5	5.7	4.6	2.6	6.2	2.0	1.2	4.7	6.8
Location (general mention)	1	-	-	-	-	-	-	1	-	1	-	1	-	1	1	-	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	1.3	-	-	.6	-	-

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S.1 Q.8 Why did you say that? --- Total Mentions

REPORT 25 (continuation)

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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: Local																				
Economic Conditions	18	2	9	2	2	2	-	1	6	12	1	17	1	17	3	10	5	4	6	5
	2.6	2.0	8.7	2.0	2.0	2.0	-	1.0	3.8	2.2	.9	2.9	1.1	2.8	3.9	2.1	5.1	2.4	2.8	2.0
Cost of capital/ interest	15	2	7	2	1	2	-	1	6	9	1	14	1	14	2	8	5	4	6	4
	2.1	2.0	6.7	2.0	1.0	2.0	-	1.0	3.8	1.7	.9	2.4	1.1	2.3	2.6	1.7	5.1	2.4	2.8	1.6
Government debt	4	-	2	-	2	-	-	-	-	4	1	3	-	4	2	2	-	-	1	1
	.6	-	1.9	-	2.0	-	-	-	-	.7	.9	.5	-	.7	2.6	.4	-	-	.5	.4
NET: Competition	31	3	2	4	1	9	10	2	4	27	7	23	4	27	5	22	4	9	13	6
	4.4	3.0	1.9	4.0	1.0	9.0	10.0	2.0	2.6	5.0	6.3	3.9	4.6	4.4	6.5	4.7	4.1	5.4	6.1	2.4
Competition/ competitors	6	1	2	1	1	1	-	-	-	6	1	5	1	5	2	3	1	2	3	1
	.9	1.0	1.9	1.0	1.0	1.0	-	-	-	1.1	.9	.9	1.1	.8	2.6	.6	1.0	1.2	1.4	.4
Our business is not suited for that market	2	-	-	1	-	-	-	1	-	2	-	2	-	2	1	-	1	2	-	-
	.3	-	-	1.0	-	-	-	1.0	-	.4	-	.3	-	.3	1.3	-	1.0	1.2	-	-
Timing/ waiting for the right opportunity	2	-	-	1	-	-	-	1	-	2	1	1	-	2	-	2	-	1	1	-
	.3	-	-	1.0	-	-	-	1.0	-	.4	.9	.2	-	.3	-	.4	-	.6	.5	-
Demand for our products/ services/ ability to sell products	21	2	-	1	-	8	10	-	4	17	5	15	3	18	2	17	2	4	9	5
	3.0	2.0	-	1.0	-	8.0	10.0	-	2.6	3.1	4.5	2.6	3.4	2.9	2.6	3.6	2.0	2.4	4.2	2.0
NET: Resources	69	10	16	10	9	6	10	8	14	55	16	53	9	60	9	53	7	7	15	36
	9.8	10.0	15.4	10.0	9.0	6.0	10.0	8.0	9.0	10.1	14.4	9.1	10.3	9.8	11.7	11.4	7.1	4.2	7.1	14.5



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S.1 Q.8 Why did you say that? --- Total Mentions

REPORT 25 (continuation)

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Labour force skills	49	8	13	6	3	6	5	8	11	38	10	39	6	43	3	44	2	6	10	28
	7.0	8.0	12.5	6.0	3.0	6.0	5.0	8.0	7.1	7.0	9.0	6.7	6.9	7.0	3.9	9.4	2.0	3.6	4.7	11.2
Availability of natural resources	20	2	4	4	5	-	4	1	4	16	7	13	3	17	6	11	3	2	4	9
	2.8	2.0	3.8	4.0	5.0	-	4.0	1.0	2.6	2.9	6.3	2.2	3.4	2.8	7.8	2.4	3.1	1.2	1.9	3.6
Availability of facilities	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	.2	-	.6	-	-
Availability of labour force	2	-	-	-	1	-	1	-	-	2	-	2	-	2	-	-	2	-	1	-
	.3	-	-	-	1.0	-	1.0	-	-	.4	-	.3	-	.3	-	-	2.0	-	.5	-
Other	232	47	43	46	15	28	25	28	61	169	44	184	27	203	24	176	26	39	72	98
	33.0	47.0	41.3	46.0	15.0	28.0	25.0	28.0	39.1	31.1	39.6	31.5	31.0	33.1	31.2	37.8	26.5	23.5	34.0	39.4
D.N.S.	63	9	5	-	-	19	12	18	3	59	2	61	1	61	1	10	1	35	18	4
	8.9	9.0	4.8	-	-	19.0	12.0	18.0	1.9	10.9	1.8	10.4	1.1	10.0	1.3	2.1	1.0	21.1	8.5	1.6

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S.1 Q.8 Why did you say that? --- Total Mentions

REPORT 25 (continuation)

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Politics	150	61	20	11	9	38	20	18	38	11	27	15	3	12	15	7	8	14	6	8	10	3	7	
	21.3	23.1	20.0	22.0	18.0	36.5	42.6	31.6	38.0	32.4	41.5	15.0	9.1	18.8	15.0	17.9	13.1	14.0	20.7	11.6	10.0	9.4	10.3	
Currency stability	37	17	4	3	1	20	11	9	7	-	7	3	1	2	-	-	-	2	1	1	1	1	-	
	5.3	6.4	4.0	6.0	2.0	19.2	23.4	15.8	7.0	-	10.8	3.0	3.0	3.1	-	-	-	2.0	3.4	1.4	1.0	3.1	-	
Inflation	6	2	-	-	-	-	-	-	2	-	2	2	-	2	-	-	-	-	-	-	2	2	-	
	.9	.8	-	-	-	-	-	-	2.0	-	3.1	2.0	-	3.1	-	-	-	-	-	-	2.0	6.3	-	
Political situation	34	12	5	3	2	7	5	2	6	1	5	5	1	4	-	-	-	7	2	5	4	-	4	
	4.8	4.5	5.0	6.0	4.0	6.7	10.6	3.5	6.0	2.9	7.7	5.0	3.0	6.3	-	-	-	7.0	6.9	7.2	4.0	-	5.9	
Government attitude towards business	57	27	6	3	3	16	10	6	25	11	14	5	1	4	3	1	2	2	1	1	-	-	-	
	8.1	10.2	6.0	6.0	6.0	15.4	21.3	10.5	25.0	32.4	21.5	5.0	3.0	6.3	3.0	2.6	3.3	2.0	3.4	1.4	-	-	-	
Same language	22	6	6	2	4	1	1	-	5	-	5	-	-	-	5	2	3	4	1	3	1	-	1	
	3.1	2.3	6.0	4.0	8.0	1.0	2.1	-	5.0	-	7.7	-	-	-	5.0	5.1	4.9	4.0	3.4	4.3	1.0	-	1.5	
Similarity to own country	27	11	3	1	2	6	2	4	4	1	3	1	1	-	9	4	5	2	2	-	2	-	2	
	3.8	4.2	3.0	2.0	4.0	5.8	4.3	7.0	4.0	2.9	4.6	1.0	3.0	-	9.0	10.3	8.2	2.0	6.9	-	2.0	-	2.9	
NET: Costs	101	36	19	11	8	31	9	22	8	4	4	20	3	16	2	1	1	11	3	7	10	5	5	
	14.3	13.6	19.0	22.0	16.0	29.8	19.1	38.6	8.0	11.8	6.2	20.0	9.1	25.0	2.0	2.6	1.6	11.0	10.3	10.1	10.0	15.6	7.4	
Labour costs	86	33	16	10	6	28	9	19	8	4	4	19	3	15	1	1	-	6	3	3	8	3	5	
	12.2	12.5	16.0	20.0	12.0	26.9	19.1	33.3	8.0	11.8	6.2	19.0	9.1	23.4	1.0	2.6	-	6.0	10.3	4.3	8.0	9.4	7.4	
Costs of plant construction	9	2	2	1	1	4	1	3	-	-	-	3	-	2	-	-	-	-	-	-	-	-	-	
	1.3	.8	2.0	2.0	2.0	3.8	2.1	5.3	-	-	-	3.0	-	3.1	-	-	-	-	-	-	-	-	-	
Energy costs	12	4	1	1	-	10	3	7	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	1.7	1.5	1.0	2.0	-	9.6	6.4	12.3	-	-	-	-	-	-	-	-	-	1.0	-	1.4	-	-	-	
Costs (general mention)	10	2	1	-	1	1	-	1	1	-	1	-	-	-	1	-	1	4	-	3	2	2	-	
	1.4	.8	1.0	-	2.0	1.0	-	1.8	1.0	-	1.5	-	-	-	1.0	-	1.6	4.0	-	4.3	2.0	6.3	-	

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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: Risk	3	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2
	.4	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9
Not part of the EU/ different from our market	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	.3	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5
Risk level	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5
NET: Corporate desire to invest	7	3	-	-	-	2	1	1	-	-	-	-	-	-	4	2	2	-	-	-	-	1	-	1
	1.0	1.1	-	-	-	1.9	2.1	1.8	-	-	-	-	-	-	4.0	5.1	3.3	-	-	-	-	1.0	-	1.5
Want to expand	5	3	-	-	-	1	1	-	-	-	-	-	-	-	4	2	2	-	-	-	-	-	-	-
	.7	1.1	-	-	-	1.0	2.1	-	-	-	-	-	-	-	4.0	5.1	3.3	-	-	-	-	-	-	-
Prefer to invest elsewhere	2	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	.3	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5
NET: Need for information	9	1	2	1	1	1	-	1	2	-	2	-	-	-	-	-	-	1	-	1	3	-	3	
	1.3	.4	2.0	2.0	2.0	1.0	-	1.8	2.0	-	3.1	-	-	-	-	-	-	1.0	-	1.4	3.0	-	4.4	
Market is new/ young	3	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	1	-	1	-	-	-	
	.4	-	-	-	-	-	-	-	2.0	-	3.1	-	-	-	-	-	-	1.0	-	1.4	-	-	-	
Do not know enough about the country	6	1	2	1	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3
	.9	.4	2.0	2.0	2.0	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	-	4.4
NET: Market growth	325	132	32	15	17	51	26	25	71	27	43	63	23	39	40	17	23	47	13	34	21	11	10	
	46.2	50.0	32.0	30.0	34.0	49.0	55.3	43.9	71.0	79.4	66.2	63.0	69.7	60.9	40.0	43.6	37.7	47.0	44.8	49.3	21.0	34.4	14.7	
Growth of market	311	127	28	12	16	50	25	25	66	26	39	60	23	36	40	17	23	46	13	33	21	11	10	
	44.2	48.1	28.0	24.0	32.0	48.1	53.2	43.9	66.0	76.5	60.0	60.0	69.7	56.3	40.0	43.6	37.7	46.0	44.8	47.8	21.0	34.4	14.7	
Quality of life	26	9	4	3	1	2	2	-	11	2	9	6	2	4	-	-	-	3	-	3	-	-	-	
	3.7	3.4	4.0	6.0	2.0	1.9	4.3	-	11.0	5.9	13.8	6.0	6.1	6.3	-	-	-	3.0	-	4.3	-	-	-	

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S.1 Q.8 Why did you say that? --- Total Mentions

REPORT 25 (continuation)

	INDUSTRY SECTOR																						
	TOTAL		UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Other	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68
	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: Technology	75	45	10	9	1	19	12	7	10	8	2	26	12	13	4	3	1	3	1	2	3	-	3
	10.7	17.0	10.0	18.0	2.0	18.3	25.5	12.3	10.0	23.5	3.1	26.0	36.4	20.3	4.0	7.7	1.6	3.0	3.4	2.9	3.0	-	4.4
Telecommunications	8	7	1	1	-	6	5	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.1	2.7	1.0	2.0	-	5.8	10.6	1.8	1.0	2.9	-	-	-	-	-	-	-	-	-	-	-	-	-
Level of technology	69	40	9	8	1	15	9	6	9	7	2	26	12	13	4	3	1	3	1	2	3	-	3
	9.8	15.2	9.0	16.0	2.0	14.4	19.1	10.5	9.0	20.6	3.1	26.0	36.4	20.3	4.0	7.7	1.6	3.0	3.4	2.9	3.0	-	4.4
NET: Location	187	73	28	13	15	62	29	33	16	3	12	13	3	10	20	10	10	22	8	14	26	7	19
	26.6	27.7	28.0	26.0	30.0	59.6	61.7	57.9	16.0	8.8	18.5	13.0	9.1	15.6	20.0	25.6	16.4	22.0	27.6	20.3	26.0	21.9	27.9
Proximity to markets	157	62	23	10	13	51	25	26	15	3	11	13	3	10	18	9	9	15	6	9	22	6	16
	22.3	23.5	23.0	20.0	26.0	49.0	53.2	45.6	15.0	8.8	16.9	13.0	9.1	15.6	18.0	23.1	14.8	15.0	20.7	13.0	22.0	18.8	23.5
Transportation	38	18	3	3	-	17	8	9	-	-	-	3	1	2	2	1	1	6	2	4	7	3	4
	5.4	6.8	3.0	6.0	-	16.3	17.0	15.8	-	-	-	3.0	3.0	3.1	2.0	2.6	1.6	6.0	6.9	5.8	7.0	9.4	5.9
Cost of transportation	33	15	3	1	2	25	13	12	1	-	1	-	-	-	-	-	-	3	1	2	1	-	1
	4.7	5.7	3.0	2.0	4.0	24.0	27.7	21.1	1.0	-	1.5	-	-	-	-	-	-	3.0	3.4	2.9	1.0	-	1.5
Location (general mention)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5
NET: Local Economic Conditions	18	9	2	1	1	9	5	4	2	1	1	2	-	2	2	2	-	-	-	-	1	-	1
	2.6	3.4	2.0	2.0	2.0	8.7	10.6	7.0	2.0	2.9	1.5	2.0	-	3.1	2.0	5.1	-	-	-	-	1.0	-	1.5
Cost of capital/interest	15	7	2	1	1	7	3	4	2	1	1	1	-	1	2	2	-	-	-	-	1	-	1
	2.1	2.7	2.0	2.0	2.0	6.7	6.4	7.0	2.0	2.9	1.5	1.0	-	1.6	2.0	5.1	-	-	-	-	1.0	-	1.5
Government debt	4	2	-	-	-	2	2	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-
	.6	.8	-	-	-	1.9	4.3	-	-	-	-	2.0	-	3.1	-	-	-	-	-	-	-	-	-
NET: Competition	31	11	3	2	1	2	1	1	4	2	2	1	1	-	9	3	6	10	2	8	2	-	2
	4.4	4.2	3.0	4.0	2.0	1.9	2.1	1.8	4.0	5.9	3.1	1.0	3.0	-	9.0	7.7	9.8	10.0	6.9	11.6	2.0	-	2.9

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Competition/ competitors	.6	.4	1.0	1.0	-	2.0	1.0	1.0	1.0	1.0	-	1.0	1.0	-	1.0	-	1.0	-	-	-	-	-	-	
	.9	1.5	1.0	2.0	-	1.9	2.1	1.8	1.0	2.9	-	1.0	3.0	-	1.0	-	1.6	-	-	-	-	-	-	
Our business is not suited for that market	.2	-	-	-	-	-	-	-	1.0	-	1.0	-	-	-	-	-	-	-	-	-	1.0	-	1.0	
	.3	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	1.0	-	1.5	
Timing/ waiting for the right opportunity	.2	-	-	-	-	-	-	-	1.0	-	1.0	-	-	-	-	-	-	-	-	-	1.0	-	1.0	
	.3	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	1.0	-	1.5	
Demand for our products/ services/ ability to sell products	21	7	2	1	1	-	-	-	1	1	-	-	-	-	8	3	5	10	2	8	-	-	-	
	3.0	2.7	2.0	2.0	2.0	-	-	-	1.0	2.9	-	-	-	-	8.0	7.7	8.2	10.0	6.9	11.6	-	-	-	
NET: Resources	69	29	10	5	5	16	9	7	10	3	7	9	1	7	6	3	3	10	2	7	8	6	2	
	9.8	11.0	10.0	10.0	10.0	15.4	19.1	12.3	10.0	8.8	10.8	9.0	3.0	10.9	6.0	7.7	4.9	10.0	6.9	10.1	8.0	18.8	2.9	
Labour force skills	49	25	8	5	3	13	7	6	6	2	4	3	1	2	6	3	3	5	1	3	8	6	2	
	7.0	9.5	8.0	10.0	6.0	12.5	14.9	10.5	6.0	5.9	6.2	3.0	3.0	3.1	6.0	7.7	4.9	5.0	3.4	4.3	8.0	18.8	2.9	
Availability of natural resources	20	5	2	-	2	4	2	2	4	1	3	5	-	4	-	-	-	4	1	3	1	1	-	
	2.8	1.9	2.0	-	4.0	3.8	4.3	3.5	4.0	2.9	4.6	5.0	-	6.3	-	-	-	4.0	3.4	4.3	1.0	3.1	-	
Availability of facilities	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.1	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.1	-	
Availability of labour force	.2	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	
	.3	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	1.0	-	1.4	-	-	-	
Other	232	99	47	25	22	43	25	18	46	18	28	15	4	10	28	10	18	25	6	18	28	11	17	
	33.0	37.5	47.0	50.0	44.0	41.3	53.2	31.6	46.0	52.9	43.1	15.0	12.1	15.6	28.0	25.6	29.5	25.0	20.7	26.1	28.0	34.4	25.0	

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S.1 Q.8 Why did you say that? --- Total Mentions

REPORT 25 (continuation)

INDUSTRY SECTOR

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Tech Total	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other		
TOTAL INTERVIEWS	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
D.N.S.	63	18	9	3	6	5	2	3	-	-	-	-	-	-	19	5	14	12	5	7	18	3	15	
	8.9	6.8	9.0	6.0	12.0	4.8	4.3	5.3	-	-	-	-	-	-	19.0	12.8	23.0	12.0	17.2	10.1	18.0	9.4	22.1	

S.1 Q.9 Are you currently considering new investments in North America in order to service the U.S. and neighbouring markets?

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Yes	156	31	31	16	24	19	23	12	156	-	47	104	54	102	11	131	11	11	47	85
	22.2	31.0	29.8	16.0	24.0	19.0	23.0	12.0	100.0	-	42.3	17.8	62.1	16.6	14.3	28.1	11.2	6.6	22.2	34.1
No	543	67	72	84	76	81	77	86	-	543	62	477	33	508	66	332	87	155	164	160
	77.1	67.0	69.2	84.0	76.0	81.0	77.0	86.0	-	100.0	55.9	81.7	37.9	82.9	85.7	71.2	88.8	93.4	77.4	64.3
D.N.S.	5	2	1	-	-	-	-	2	-	-	2	3	-	3	-	3	-	-	1	4
	.7	2.0	1.0	-	-	-	-	2.0	-	-	1.8	.5	-	.5	-	.6	-	-	.5	1.6

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S.1 Q.9 Are you currently considering new investments in North America in order to service the U.S. and neighbouring markets?

REPORT 26 (continuation)

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Yes	156	69	31	18	13	31	16	15	16	3	13	24	8	15	19	11	8	23	9	14	12	4	8	
	22.2	26.1	31.0	36.0	26.0	29.8	34.0	26.3	16.0	8.8	20.0	24.0	24.2	23.4	19.0	28.2	13.1	23.0	31.0	20.3	12.0	12.5	11.8	
No	543	193	67	31	36	72	30	42	84	31	52	76	25	49	81	28	53	77	20	55	86	28	58	
	77.1	73.1	67.0	62.0	72.0	69.2	63.8	73.7	84.0	91.2	80.0	76.0	75.8	76.6	81.0	71.8	86.9	77.0	69.0	79.7	86.0	87.5	85.3	
D.N.S.	5	2	2	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	
	.7	.8	2.0	2.0	2.0	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	



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S.1 Q.10 In which form would the investment be most likely to take?

BASE: Currently considering new investments

REPORT 27

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	156	31	31	16	24	19	23	12	156	-	47	104	54	102	11	131	11	11	47	85
	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
Greenfield (new plant)	32	7	11	1	2	6	3	2	32	-	8	24	16	16	2	24	5	2	8	21
	20.5	22.6	35.5	6.3	8.3	31.6	13.0	16.7	20.5	-	17.0	23.1	29.6	15.7	18.2	18.3	45.5	18.2	17.0	24.7
Purchase of firm/ facilities	41	8	6	4	4	7	7	5	41	-	13	25	14	27	-	37	3	4	13	20
	26.3	25.8	19.4	25.0	16.7	36.8	30.4	41.7	26.3	-	27.7	24.0	25.9	26.5	-	28.2	27.3	36.4	27.7	23.5
Joint venture	38	5	8	2	5	5	10	3	38	-	14	24	10	28	3	28	4	5	14	15
	24.4	16.1	25.8	12.5	20.8	26.3	43.5	25.0	24.4	-	29.8	23.1	18.5	27.5	27.3	21.4	36.4	45.5	29.8	17.6
Strategic alliance (eg. distribution, marketing, etc..)	30	5	7	4	7	1	5	1	30	-	12	17	10	20	1	26	3	3	12	11
	19.2	16.1	22.6	25.0	29.2	5.3	21.7	8.3	19.2	-	25.5	16.3	18.5	19.6	9.1	19.8	27.3	27.3	25.5	12.9
Other	38	7	7	5	7	7	3	2	38	-	9	28	11	27	4	34	-	1	5	30
	24.4	22.6	22.6	31.3	29.2	36.8	13.0	16.7	24.4	-	19.1	26.9	20.4	26.5	36.4	26.0	-	9.1	10.6	35.3
D.N.S.	3	1	-	-	-	-	1	1	3	-	1	2	1	2	1	2	-	-	1	2
	1.9	3.2	-	-	-	-	4.3	8.3	1.9	-	2.1	1.9	1.9	2.0	9.1	1.5	-	-	2.1	2.4

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S.1 Q.10 In which form would the investment be most likely to take?

BASE: Currently considering new investments

REPORT 27 (continuation)

	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	156	69	31	18	13	31	16	15	16	3	13	24	8	15	19	11	8	23	9	14	12	4	8	
	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	
Greenfield (new plant)	32	15	7	3	4	11	7	4	1	-	1	2	-	2	6	3	3	3	1	2	2	1	1	
	20.5	21.7	22.6	16.7	30.8	35.5	43.8	26.7	6.3	-	7.7	8.3	-	13.3	31.6	27.3	37.5	13.0	11.1	14.3	16.7	25.0	12.5	
Purchase of firm/ facilities	41	19	8	4	4	6	2	4	4	2	2	4	3	1	7	3	4	7	3	4	5	2	3	
	26.3	27.5	25.8	22.2	30.8	19.4	12.5	26.7	25.0	66.7	15.4	16.7	37.5	6.7	36.8	27.3	50.0	30.4	33.3	28.6	41.7	50.0	37.5	
Joint venture	38	15	5	5	-	8	2	6	2	1	1	5	2	2	5	2	3	10	3	7	3	-	3	
	24.4	21.7	16.1	27.8	-	25.8	12.5	40.0	12.5	33.3	7.7	20.8	25.0	13.3	26.3	18.2	37.5	43.5	33.3	50.0	25.0	-	37.5	
Strategic alliance (eg. distribution, marketing, etc..)	30	11	5	3	2	7	3	4	4	-	4	7	1	6	1	1	-	5	3	2	1	-	1	
	19.2	15.9	16.1	16.7	15.4	22.6	18.8	26.7	25.0	-	30.8	29.2	12.5	40.0	5.3	9.1	-	21.7	33.3	14.3	8.3	-	12.5	
Other	38	17	7	5	2	7	3	4	5	-	5	7	2	5	7	5	2	3	1	2	2	1	1	
	24.4	24.6	22.6	27.8	15.4	22.6	18.8	26.7	31.3	-	38.5	29.2	25.0	33.3	36.8	45.5	25.0	13.0	11.1	14.3	16.7	25.0	12.5	
D.N.S.	3	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-	1	
	1.9	-	3.2	-	7.7	-	-	-	-	-	-	-	-	-	-	-	-	4.3	-	7.1	8.3	-	12.5	

S.1 Q.11a Which country do you believe is the world's largest exporter to ... the United States

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
Japan	447 63.5	55 55.0	67 64.4	65 65.0	70 70.0	70 70.0	68 68.0	52 52.0	104 66.7	342 63.0	67 60.4	373 63.9	63 72.4	384 62.6	50 64.9	302 64.8	62 63.3	101 60.8	140 66.0	155 62.2
Canada	69 9.8	5 5.0	13 12.5	19 19.0	8 8.0	10 10.0	9 9.0	5 5.0	15 9.6	54 9.9	20 18.0	49 8.4	7 8.0	62 10.1	8 10.4	50 10.7	9 9.2	12 7.2	19 9.0	28 11.2
Mexico	18 2.6	3 3.0	2 1.9	1 1.0	5 5.0	4 4.0	2 2.0	1 1.0	4 2.6	14 2.6	3 2.7	15 2.6	1 1.1	17 2.8	1 1.3	10 2.1	6 6.1	6 3.6	4 1.9	5 2.0
Other	132 18.8	29 29.0	19 18.3	13 13.0	15 15.0	7 7.0	10 10.0	39 39.0	24 15.4	104 19.2	19 17.1	111 19.0	13 14.9	116 18.9	15 19.5	82 17.6	18 18.4	36 21.7	39 18.4	48 19.3
D.N.S.	38 5.4	8 8.0	3 2.9	2 2.0	2 2.0	9 9.0	11 11.0	3 3.0	9 5.8	29 5.3	2 1.8	36 6.2	3 3.4	34 5.5	3 3.9	22 4.7	3 3.1	11 6.6	10 4.7	13 5.2

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S.1 Q.11a Which country do you believe is the world's largest exporter to ... the United States

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Japan	447	174	55	29	26	67	31	36	65	21	43	70	22	47	70	31	39	68	21	46	52	19	33	
	63.5	65.9	55.0	58.0	52.0	64.4	66.0	63.2	65.0	61.8	66.2	70.0	66.7	73.4	70.0	79.5	63.9	68.0	72.4	66.7	52.0	59.4	48.5	
Canada	69	28	5	3	2	13	7	6	19	8	11	8	2	5	10	3	7	9	2	6	5	3	2	
	9.8	10.6	5.0	6.0	4.0	12.5	14.9	10.5	19.0	23.5	16.9	8.0	6.1	7.8	10.0	7.7	11.5	9.0	6.9	8.7	5.0	9.4	2.9	
Mexico	18	6	3	2	1	2	-	2	1	-	1	5	3	1	4	1	3	2	-	2	1	-	1	
	2.6	2.3	3.0	4.0	2.0	1.9	-	3.5	1.0	-	1.5	5.0	9.1	1.6	4.0	2.6	4.9	2.0	-	2.9	1.0	-	1.5	
Other	132	46	29	13	16	19	7	12	13	5	8	15	6	9	7	2	5	10	3	7	39	10	29	
	18.8	17.4	29.0	26.0	32.0	18.3	14.9	21.1	13.0	14.7	12.3	15.0	18.2	14.1	7.0	5.1	8.2	10.0	10.3	10.1	39.0	31.3	42.6	
D.N.S.	38	10	8	3	5	3	2	1	2	-	2	2	-	2	9	2	7	11	3	8	3	-	3	
	5.4	3.8	8.0	6.0	10.0	2.9	4.3	1.8	2.0	-	3.1	2.0	-	3.1	9.0	5.1	11.5	11.0	10.3	11.6	3.0	-	4.4	

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S.1 Q.11b Which country do you believe is the world's largest exporter to ... Canada

REPORT 29

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
United States	474	74	53	91	71	79	59	47	108	363	82	387	66	406	44	329	69	96	152	179
	67.3	74.0	51.0	91.0	71.0	79.0	59.0	47.0	69.2	66.9	73.9	66.3	75.9	66.2	57.1	70.6	70.4	57.8	71.7	71.9
Japan	75	6	23	8	11	4	16	7	13	61	9	65	7	68	13	45	13	19	19	23
	10.7	6.0	22.1	8.0	11.0	4.0	16.0	7.0	8.3	11.2	8.1	11.1	8.0	11.1	16.9	9.7	13.3	11.4	9.0	9.2
Mexico	6	-	2	-	-	-	4	-	3	3	3	3	-	6	2	3	1	1	5	-
	.9	-	1.9	-	-	-	4.0	-	1.9	.6	2.7	.5	-	1.0	2.6	.6	1.0	.6	2.4	-
Other	87	14	14	1	14	2	5	37	18	68	13	72	7	79	13	51	10	29	21	28
	12.4	14.0	13.5	1.0	14.0	2.0	5.0	37.0	11.5	12.5	11.7	12.3	8.0	12.9	16.9	10.9	10.2	17.5	9.9	11.2
O.N.S.	62	6	12	-	4	15	16	9	14	48	4	57	7	54	5	38	5	21	15	19
	8.8	6.0	11.5	-	4.0	15.0	16.0	9.0	9.0	8.8	3.6	9.8	8.0	8.8	6.5	8.2	5.1	12.7	7.1	7.6

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S.1 Q.11b Which country do you believe is the world's largest exporter to ... Canada

REPORT 29 (continuation)

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68
	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
United States	474	187	74	39	35	53	24	29	91	32	58	71	22	47	79	31	48	59	20	38	47	19	28
	67.3	70.8	74.0	78.0	70.0	51.0	51.1	50.9	91.0	94.1	89.2	71.0	66.7	73.4	79.0	79.5	78.7	59.0	69.0	55.1	47.0	59.4	41.2
Japan	75	28	6	3	3	23	13	10	8	1	7	11	4	6	4	1	3	16	3	12	7	3	4
	10.7	10.6	6.0	6.0	6.0	22.1	27.7	17.5	8.0	2.9	10.8	11.0	12.1	9.4	4.0	2.6	4.9	16.0	10.3	17.4	7.0	9.4	5.9
Mexico	6	3	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	4	1	3	-	-	-
	.9	1.1	-	-	-	1.9	4.3	-	-	-	-	-	-	-	-	-	-	4.0	3.4	4.3	-	-	-
Other	87	26	14	5	9	14	4	10	1	1	-	14	6	8	2	1	1	5	2	3	37	7	30
	12.4	9.8	14.0	10.0	18.0	13.5	8.5	17.5	1.0	2.9	-	14.0	18.2	12.5	2.0	2.6	1.6	5.0	6.9	4.3	37.0	21.9	44.1
D.N.S.	62	20	6	3	3	12	4	8	-	-	-	4	1	3	15	6	9	16	3	13	9	3	6
	8.8	7.6	6.0	6.0	6.0	11.5	8.5	14.0	-	-	-	4.0	3.0	4.7	15.0	15.4	14.8	16.0	10.3	18.8	9.0	9.4	8.8

S.1 Q.11c Which country do you believe is the world's largest exporter to ... Mexico

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
United States	537 76.3	76 76.0	75 72.1	99 99.0	84 84.0	82 82.0	66 66.0	55 55.0	122 78.2	411 75.7	87 78.4	442 75.7	71 81.6	464 75.7	58 75.3	363 77.9	82 83.7	114 68.7	172 81.1	190 76.3
Japan	24 3.4	2 2.0	6 5.8	1 1.0	4 4.0	4 4.0	5 5.0	2 2.0	4 2.6	20 3.7	5 4.5	19 3.3	1 1.1	23 3.8	5 6.5	14 3.0	4 4.1	3 1.8	6 2.8	12 4.8
Canada	9 1.3	-	-	-	1 1.0	1 1.0	7 7.0	-	1 .6	8 1.5	3 2.7	6 1.0	-	9 1.5	2 2.6	6 1.3	1 1.0	-	4 1.9	4 1.6
Other	65 9.2	14 14.0	9 8.7	-	6 6.0	1 1.0	3 3.0	32 32.0	16 10.3	48 8.8	9 8.1	55 9.4	6 6.9	58 9.5	6 7.8	40 8.6	4 4.1	25 15.1	12 5.7	21 8.4
D.N.S.	69 9.8	8 8.0	14 13.5	-	5 5.0	12 12.0	19 19.0	11 11.0	13 8.3	56 10.3	7 6.3	62 10.6	9 10.3	59 9.6	6 7.8	43 9.2	7 7.1	24 14.5	18 8.5	22 8.8

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REPORT 30 (continuation)

S.1 Q.11c Which country do you believe is the world's largest exporter to ... Mexico

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
United States	537	215	76	43	33	75	33	42	99	33	65	84	30	51	82	33	49	66	21	44	55	22	33	
	76.3	81.4	76.0	86.0	66.0	72.1	70.2	73.7	99.0	97.1	100.0	84.0	90.9	79.7	82.0	84.6	80.3	66.0	72.4	63.8	55.0	68.8	48.5	
Japan	24	9	2	1	1	6	4	2	1	1	-	4	1	3	4	1	3	5	1	4	2	-	2	
	3.4	3.4	2.0	2.0	2.0	5.8	8.5	3.5	1.0	2.9	-	4.0	3.0	4.7	4.0	2.6	4.9	5.0	3.4	5.8	2.0	-	2.9	
Canada	9	3	-	-	-	-	-	-	-	-	-	1	-	1	1	1	-	7	2	4	-	-	-	
	1.3	1.1	-	-	-	-	-	-	-	-	-	1.0	-	1.6	1.0	2.6	-	7.0	6.9	5.8	-	-	-	
Other	65	19	14	4	10	9	5	4	-	-	-	6	2	4	1	-	1	3	1	2	32	7	25	
	9.2	7.2	14.0	8.0	20.0	8.7	10.6	7.0	-	-	-	6.0	6.1	6.3	1.0	-	1.6	3.0	3.4	2.9	32.0	21.9	36.8	
O.N.S.	69	18	8	2	6	14	5	9	-	-	-	5	-	5	12	4	8	19	4	15	11	3	8	
	9.8	6.8	8.0	4.0	12.0	13.5	10.6	15.8	-	-	-	5.0	-	7.8	12.0	10.3	13.1	19.0	13.8	21.7	11.0	9.4	11.8	



S.1 Q.12 Over the past three years, has your company considered specific investment sites in the following countries?

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION		% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
The United States	254 36.1	45 45.0	38 36.5	42 42.0	32 32.0	29 29.0	54 54.0	14 14.0	110 70.5	140 25.8	98 88.3	154 26.4	58 66.7	194 31.6	19 24.7	209 44.8	18 18.4	16 9.6	69 32.5	148 59.4
Canada	111 15.8	20 20.0	14 13.5	23 23.0	9 9.0	12 12.0	28 28.0	5 5.0	47 30.1	62 11.4	111 100.0	-	23 26.4	86 14.0	20 26.0	80 17.2	6 6.1	6 3.6	28 13.2	65 26.1
Mexico	105 14.9	19 19.0	24 23.1	27 27.0	8 8.0	6 6.0	15 15.0	6 6.0	33 21.2	70 12.9	51 45.9	52 8.9	15 17.2	89 14.5	8 10.4	70 15.0	23 23.5	9 5.4	27 12.7	58 23.3
D.N.S.	417 59.2	46 46.0	59 56.7	54 54.0	63 63.0	68 68.0	43 43.0	84 84.0	38 24.4	378 69.6	-	411 70.4	22 25.3	393 64.1	50 64.9	243 52.1	70 71.4	143 86.1	131 61.8	90 36.1

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REPORT 31 (continuation)

S.1 Q.12 Over the past three years, has your company considered specific investment sites in the following countries?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
The United States	254	108	45	23	22	38	17	21	42	18	24	32	9	23	29	18	11	54	16	38	14	7	7	
	36.1	40.9	45.0	46.0	44.0	36.5	36.2	36.8	42.0	52.9	36.9	32.0	27.3	35.9	29.0	46.2	18.0	54.0	55.2	55.1	14.0	21.9	10.3	
Canada	111	40	20	10	10	14	4	10	23	12	11	9	2	6	12	5	7	28	5	23	5	2	3	
	15.8	15.2	20.0	20.0	20.0	13.5	8.5	17.5	23.0	35.3	16.9	9.0	6.1	9.4	12.0	12.8	11.5	28.0	17.2	33.3	5.0	6.3	4.4	
Mexico	105	42	19	11	8	24	9	15	27	14	13	8	3	5	6	2	4	15	1	13	6	2	4	
	14.9	15.9	19.0	22.0	16.0	23.1	19.1	26.3	27.0	41.2	20.0	8.0	9.1	7.8	6.0	5.1	6.6	15.0	3.4	18.8	6.0	6.3	5.9	
D.N.S.	417	142	46	23	23	59	25	34	54	14	39	63	22	39	68	20	48	43	13	29	84	25	59	
	59.2	53.8	46.0	46.0	46.0	56.7	53.2	59.6	54.0	41.2	60.0	63.0	66.7	60.9	68.0	51.3	78.7	43.0	44.8	42.0	84.0	78.1	86.8	

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REPORT 32

S.1 Q.13 What do you consider to be the main advantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	111	20	14	23	9	12	28	5	47	62	111	-	23	86	20	80	6	6	28	65
	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: Politics	27	3	2	15	1	2	3	1	10	17	27	-	6	21	6	20	-	-	12	12
	24.3	15.0	14.3	65.2	11.1	16.7	10.7	20.0	21.3	27.4	24.3	-	26.1	24.4	30.0	25.0	-	-	42.9	18.5
Currency stability	2	1	1	-	-	-	-	-	1	1	2	-	-	2	1	1	-	-	1	1
	1.8	5.0	7.1	-	-	-	-	-	2.1	1.6	1.8	-	-	2.3	5.0	1.3	-	-	3.6	1.5
Inflation	2	-	-	2	-	-	-	-	1	1	2	-	-	2	-	2	-	-	1	1
	1.8	-	-	8.7	-	-	-	-	2.1	1.6	1.8	-	-	2.3	-	2.5	-	-	3.6	1.5
Political situation	9	1	1	4	-	1	2	-	2	7	9	-	-	9	3	6	-	-	5	4
	8.1	5.0	7.1	17.4	-	8.3	7.1	-	4.3	11.3	8.1	-	-	10.5	15.0	7.5	-	-	17.9	6.2
Government attitude towards business	10	1	1	5	1	1	-	1	3	7	10	-	1	9	3	7	-	-	4	6
	9.0	5.0	7.1	21.7	11.1	8.3	-	20.0	6.4	11.3	9.0	-	4.3	10.5	15.0	8.8	-	-	14.3	9.2
Same language	8	2	1	4	-	-	1	-	3	5	8	-	3	5	2	5	-	-	4	2
	7.2	10.0	7.1	17.4	-	-	3.6	-	6.4	8.1	7.2	-	13.0	5.8	10.0	6.3	-	-	14.3	3.1
Similarity to own country	11	1	-	7	-	1	2	-	5	6	11	-	3	8	3	8	-	-	4	6
	9.9	5.0	-	30.4	-	8.3	7.1	-	10.6	9.7	9.9	-	13.0	9.3	15.0	10.0	-	-	14.3	9.2
NET: Costs	10	-	5	-	1	1	3	-	6	4	10	-	2	8	1	9	-	-	4	4
	9.0	-	35.7	-	11.1	8.3	10.7	-	12.8	6.5	9.0	-	8.7	9.3	5.0	11.3	-	-	14.3	6.2
Labour costs	9	-	5	-	1	1	2	-	6	3	9	-	2	7	1	8	-	-	4	4
	8.1	-	35.7	-	11.1	8.3	7.1	-	12.8	4.8	8.1	-	8.7	8.1	5.0	10.0	-	-	14.3	6.2
Costs of plant construction	1	-	-	-	-	-	1	-	1	-	1	-	-	1	-	1	-	-	-	1
	.9	-	-	-	-	-	3.6	-	2.1	-	.9	-	-	1.2	-	1.3	-	-	-	1.5
Energy costs	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	1	-	-	-	-
	.9	-	-	-	-	-	3.6	-	-	1.6	.9	-	-	1.2	-	1.3	-	-	-	-

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REPORT 32 (continuation)

S.1 Q.13 What do you consider to be the main advantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
	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
TOTAL INTERVIEWS	111	20	14	23	9	12	28	5	47	62	111	-	23	86	20	80	6	6	28	65
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	3	1	-	1	-	1	-	-	1	2	3	-	1	2	-	3	-	-	1	2
	2.7	5.0	-	4.3	-	8.3	-	-	2.1	3.2	2.7	-	4.3	2.3	-	3.8	-	-	3.6	3.1
Want to expand	2	1	-	-	-	1	-	-	1	1	2	-	1	1	-	2	-	-	-	2
	1.8	5.0	-	-	-	8.3	-	-	2.1	1.6	1.8	-	4.3	1.2	-	2.5	-	-	-	3.1
Prefer to invest elsewhere	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-
	.9	-	-	4.3	-	-	-	-	-	1.6	.9	-	-	1.2	-	1.3	-	-	3.6	-
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	41	3	3	10	4	5	13	3	15	25	41	-	7	33	7	29	3	3	11	20
	36.9	15.0	21.4	43.5	44.4	41.7	46.4	60.0	31.9	40.3	36.9	-	30.4	38.4	35.0	36.3	50.0	50.0	39.3	30.8
Growth of market	39	2	3	9	4	5	13	3	14	24	39	-	7	31	7	27	3	3	10	19
	35.1	10.0	21.4	39.1	44.4	41.7	46.4	60.0	29.8	38.7	35.1	-	30.4	36.0	35.0	33.8	50.0	50.0	35.7	29.2
Quality of life	3	1	-	2	-	-	-	-	1	2	3	-	-	3	-	3	-	-	1	2
	2.7	5.0	-	8.7	-	-	-	-	2.1	3.2	2.7	-	-	3.5	-	3.8	-	-	3.6	3.1
NET: Technology	4	-	-	1	-	1	1	1	3	1	4	-	1	3	1	3	-	1	1	2
	3.6	-	-	4.3	-	8.3	3.6	20.0	6.4	1.6	3.6	-	4.3	3.5	5.0	3.8	-	16.7	3.6	3.1
Telecommunications	1	-	-	-	-	-	-	1	1	-	1	-	-	1	-	1	-	-	-	1
	.9	-	-	-	-	-	-	20.0	2.1	-	.9	-	-	1.2	-	1.3	-	-	-	1.5
Level of technology	3	-	-	1	-	1	1	-	2	1	3	-	1	2	1	2	-	1	1	1
	2.7	-	-	4.3	-	8.3	3.6	-	4.3	1.6	2.7	-	4.3	2.3	5.0	2.5	-	16.7	3.6	1.5

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REPORT 32 (continuation)

S.1 Q.13 What do you consider to be the main advantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	111	20	14	23	9	12	28	5	47	62	111	-	23	86	20	80	6	6	28	65
	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: Location	29	5	9	3	2	4	3	3	18	11	29	-	10	19	3	24	-	2	7	16
	26.1	25.0	64.3	13.0	22.2	33.3	10.7	60.0	38.3	17.7	26.1	-	43.5	22.1	15.0	30.0	-	33.3	25.0	24.6
Proximity to markets	25	4	9	3	2	4	1	2	17	8	25	-	9	16	2	22	-	2	5	15
	22.5	20.0	64.3	13.0	22.2	33.3	3.6	40.0	36.2	12.9	22.5	-	39.1	18.6	10.0	27.5	-	33.3	17.9	23.1
Transportation	2	1	-	-	-	-	-	1	1	1	2	-	-	2	1	-	-	-	-	1
	1.8	5.0	-	-	-	-	-	20.0	2.1	1.6	1.8	-	-	2.3	5.0	-	-	-	-	1.5
Cost of transportation	6	-	3	-	-	1	2	-	4	2	6	-	3	3	1	5	-	-	2	2
	5.4	-	21.4	-	-	8.3	7.1	-	8.5	3.2	5.4	-	13.0	3.5	5.0	6.3	-	-	7.1	3.1
NET: Local Economic Conditions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Competition	8	-	-	-	-	-	8	-	-	8	8	-	-	8	3	5	-	-	1	6
	7.2	-	-	-	-	-	28.6	-	-	12.9	7.2	-	-	9.3	15.0	6.3	-	-	3.6	9.2
Demand for our products/ services/ ability to sell products	8	-	-	-	-	-	8	-	-	8	8	-	-	8	3	5	-	-	1	6
	7.2	-	-	-	-	-	28.6	-	-	12.9	7.2	-	-	9.3	15.0	6.3	-	-	3.6	9.2
NET: Resources	10	2	1	2	3	1	1	-	4	6	10	-	2	8	5	4	1	-	3	6
	9.0	10.0	7.1	8.7	33.3	8.3	3.6	-	8.5	9.7	9.0	-	8.7	9.3	25.0	5.0	16.7	-	10.7	9.2
Labour force skills	4	-	-	2	-	1	1	-	1	3	4	-	-	4	1	3	-	-	1	3
	3.6	-	-	8.7	-	8.3	3.6	-	2.1	4.8	3.6	-	-	4.7	5.0	3.8	-	-	3.6	4.6
Availability of natural resources	5	2	-	-	3	-	-	-	2	3	5	-	2	3	4	-	1	-	1	3
	4.5	10.0	-	-	33.3	-	-	-	4.3	4.8	4.5	-	8.7	3.5	20.0	-	16.7	-	3.6	4.6

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REPORT 32 (continuation)

S.1 Q.13 What do you consider to be the main advantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	111	20	14	23	9	12	28	5	47	62	111	-	23	86	20	80	6	6	28	65
	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
Availability of facilities	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.9	-	7.1	-	-	-	-	-	2.1	-	.9	-	-	1.2	-	1.3	-	-	3.6	-
Other	28	9	5	10	-	2	1	1	14	13	28	-	6	21	5	20	2	-	8	17
	25.2	45.0	35.7	43.5	-	16.7	3.6	20.0	29.8	21.0	25.2	-	26.1	24.4	25.0	25.0	33.3	-	28.6	26.2
D.N.S.	7	2	1	-	-	-	4	-	2	5	7	-	1	6	1	4	1	1	1	4
	6.3	10.0	7.1	-	-	-	14.3	-	4.3	8.1	6.3	-	4.3	7.0	5.0	5.0	16.7	16.7	3.6	6.2



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REPORT 32 (continuation)

S.1 Q.13 What do you consider to be the main advantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	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	111	40	20	10	10	14	4	10	23	12	11	9	2	6	12	5	7	28	5	23	5	2	3	
	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: Corporate desire to invest	3	2	1	1	-	-	-	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	
	2.7	5.0	5.0	10.0	-	-	-	-	4.3	8.3	-	-	-	-	8.3	-	14.3	-	-	-	-	-	-	
Want to expand	2	1	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	
	1.8	2.5	5.0	10.0	-	-	-	-	-	-	-	-	-	-	8.3	-	14.3	-	-	-	-	-	-	
Prefer to invest elsewhere	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	2.5	-	-	-	-	-	-	4.3	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Market growth	41	10	3	1	2	3	-	3	10	4	6	4	1	3	5	2	3	13	2	11	3	-	3	
	36.9	25.0	15.0	10.0	20.0	21.4	-	30.0	43.5	33.3	54.5	44.4	50.0	50.0	41.7	40.0	42.9	46.4	40.0	47.8	60.0	-	100.0	
Growth of market	39	9	2	-	2	3	-	3	9	4	5	4	1	3	5	2	3	13	2	11	3	-	3	
	35.1	22.5	10.0	-	20.0	21.4	-	30.0	39.1	33.3	45.5	44.4	50.0	50.0	41.7	40.0	42.9	46.4	40.0	47.8	60.0	-	100.0	
Quality of life	3	2	1	1	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	
	2.7	5.0	5.0	10.0	-	-	-	-	8.7	8.3	9.1	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Technology	4	3	-	-	-	-	-	-	1	1	-	-	-	-	1	-	1	1	1	1	-	1	1	
	3.6	7.5	-	-	-	-	-	-	4.3	8.3	-	-	-	-	8.3	-	14.3	3.6	20.0	-	20.0	50.0	-	
Telecommunications	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.9	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20.0	50.0	-	
Level of technology	3	2	-	-	-	-	-	-	1	1	-	-	-	-	1	-	1	1	1	1	-	-	-	
	2.7	5.0	-	-	-	-	-	-	4.3	8.3	-	-	-	-	8.3	-	14.3	3.6	20.0	-	-	-	-	
NET: Location	29	15	5	3	2	9	4	5	3	3	-	2	1	1	4	2	2	3	1	2	3	1	2	
	26.1	37.5	25.0	30.0	20.0	64.3	100.0	50.0	13.0	25.0	-	22.2	50.0	16.7	33.3	40.0	28.6	10.7	20.0	8.7	60.0	50.0	66.7	
Proximity to markets	25	14	4	3	1	9	4	5	3	3	-	2	1	1	4	2	2	1	-	1	2	1	1	
	22.5	35.0	20.0	30.0	10.0	64.3	100.0	50.0	13.0	25.0	-	22.2	50.0	16.7	33.3	40.0	28.6	3.6	-	4.3	40.0	50.0	33.3	



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REPORT 32 (continuation)

S.1 Q.13 What do you consider to be the main advantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	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	111	40	20	10	10	14	4	10	23	12	11	9	2	6	12	5	7	28	5	23	5	2	3	
	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	
Transportation	2	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	1.8	-	5.0	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20.0	-	33.3
Cost of transportation	6	3	-	-	-	3	1	2	-	-	-	-	-	-	1	1	-	2	1	1	-	-	-	-
	5.4	7.5	-	-	-	21.4	25.0	20.0	-	-	-	-	-	-	8.3	20.0	-	7.1	20.0	4.3	-	-	-	-
NET: Local Economic Conditions	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Competition	8	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	2	6	-	-	-	-
	7.2	5.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28.6	40.0	26.1	-	-	-	-
Demand for our products/ services/ ability to sell products	8	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8	2	6	-	-	-	-
	7.2	5.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28.6	40.0	26.1	-	-	-	-
NET: Resources	10	1	2	-	2	1	1	-	2	-	2	3	-	2	1	-	1	1	-	1	-	-	-	-
	9.0	2.5	10.0	-	20.0	7.1	25.0	-	8.7	-	18.2	33.3	-	33.3	8.3	-	14.3	3.6	-	4.3	-	-	-	-
Labour force skills	4	-	-	-	-	-	-	-	2	-	2	-	-	-	1	-	1	1	-	1	-	-	-	-
	3.6	-	-	-	-	-	-	-	8.7	-	18.2	-	-	-	8.3	-	14.3	3.6	-	4.3	-	-	-	-
Availability of natural resources	5	-	2	-	2	-	-	-	-	-	-	3	-	2	-	-	-	-	-	-	-	-	-	-
	4.5	-	10.0	-	20.0	-	-	-	-	-	-	33.3	-	33.3	-	-	-	-	-	-	-	-	-	-
Availability of facilities	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.9	2.5	-	-	-	7.1	25.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	28	13	9	3	6	5	2	3	10	6	4	-	-	-	2	2	-	1	-	1	1	-	1	
	25.2	32.5	45.0	30.0	60.0	35.7	50.0	30.0	43.5	50.0	36.4	-	-	-	16.7	40.0	-	3.6	-	4.3	20.0	-	33.3	
D.N.S.	7	1	2	1	1	1	-	1	-	-	-	-	-	-	-	-	-	4	-	4	-	-	-	-
	6.3	2.5	10.0	10.0	10.0	7.1	-	10.0	-	-	-	-	-	-	-	-	-	14.3	-	17.4	-	-	-	-

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REPORT 33

S.1 Q.14 What do you consider to be the main disadvantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
	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
TOTAL INTERVIEWS	111	20	14	23	9	12	28	5	47	62	111	-	23	86	20	80	6	6	28	65
NET: Politics	17	2	2	-	-	-	11	2	3	13	17	-	2	14	4	10	2	2	7	7
	15.3	10.0	14.3	-	-	-	39.3	40.0	6.4	21.0	15.3	-	8.7	16.3	20.0	12.5	33.3	33.3	25.0	10.8
Currency stability	11	-	1	-	-	-	9	1	2	8	11	-	2	8	4	4	2	2	5	3
	9.9	-	7.1	-	-	-	32.1	20.0	4.3	12.9	9.9	-	8.7	9.3	20.0	5.0	33.3	33.3	17.9	4.6
Government attitude towards business	7	1	1	-	-	-	5	-	1	6	7	-	1	6	1	6	-	1	4	2
	6.3	5.0	7.1	-	-	-	17.9	-	2.1	9.7	6.3	-	4.3	7.0	5.0	7.5	-	16.7	14.3	3.1
Same language	2	1	-	-	-	-	-	1	-	2	2	-	-	2	-	2	-	-	-	2
	1.8	5.0	-	-	-	-	-	20.0	-	3.2	1.8	-	-	2.3	-	2.5	-	-	-	3.1
NET: Costs	10	2	1	4	1	1	1	-	7	2	10	-	2	7	1	8	1	-	2	8
	9.0	10.0	7.1	17.4	11.1	8.3	3.6	-	14.9	3.2	9.0	-	8.7	8.1	5.0	10.0	16.7	-	7.1	12.3
Labour costs	6	-	1	4	-	1	-	-	4	2	6	-	1	5	-	6	-	-	2	4
	5.4	-	7.1	17.4	-	8.3	-	-	8.5	3.2	5.4	-	4.3	5.8	-	7.5	-	-	7.1	6.2
Costs of plant construction	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-	-	-	-	1
	.9	-	-	-	11.1	-	-	-	2.1	-	.9	-	4.3	-	5.0	-	-	-	-	1.5
Costs (general mention)	3	2	-	-	-	-	1	-	2	-	3	-	-	2	-	2	1	-	-	3
	2.7	10.0	-	-	-	-	3.6	-	4.3	-	2.7	-	-	2.3	-	2.5	16.7	-	-	4.6
NET: Risk	2	-	-	1	-	-	-	1	-	1	2	-	-	1	-	1	-	-	-	2
	1.8	-	-	4.3	-	-	-	20.0	-	1.6	1.8	-	-	1.2	-	1.3	-	-	-	3.1
Not part of the EU/ different from our market	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-	-	-	1
	.9	-	-	4.3	-	-	-	-	-	1.6	.9	-	-	1.2	-	1.3	-	-	-	1.5

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REPORT 33 (continuation)

S.1 Q.14 What do you consider to be the main disadvantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	111	20	14	23	9	12	28	5	47	62	111	-	23	86	20	80	6	6	28	65
	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
Risk level	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1
	.9	-	-	-	-	-	-	20.0	-	-	.9	-	-	-	-	-	-	-	-	1.5
NET: Corporate desire to invest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	5	1	1	1	-	2	-	-	-	5	5	-	-	5	2	1	1	2	2	1
	4.5	5.0	7.1	4.3	-	16.7	-	-	-	8.1	4.5	-	-	5.8	10.0	1.3	16.7	33.3	7.1	1.5
Growth of market	4	1	1	-	-	2	-	-	-	4	4	-	-	4	2	-	1	2	1	1
	3.6	5.0	7.1	-	-	16.7	-	-	-	6.5	3.6	-	-	4.7	10.0	-	16.7	33.3	3.6	1.5
Quality of life	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-	-	1	-
	.9	-	-	4.3	-	-	-	-	-	1.6	.9	-	-	1.2	-	1.3	-	-	3.6	-
NET: Technology	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	-
	.9	-	7.1	-	-	-	-	-	2.1	-	.9	-	-	1.2	-	1.3	-	-	-	-
Level of technology	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	-
	.9	-	7.1	-	-	-	-	-	2.1	-	.9	-	-	1.2	-	1.3	-	-	-	-
NET: Location	21	2	6	1	2	6	2	2	10	11	21	-	4	17	6	14	-	1	6	13
	18.9	10.0	42.9	4.3	22.2	50.0	7.1	40.0	21.3	17.7	18.9	-	17.4	19.8	30.0	17.5	-	16.7	21.4	20.0
Proximity to markets	11	-	2	1	1	4	1	2	5	6	11	-	3	8	3	7	-	1	4	6
	9.9	-	14.3	4.3	11.1	33.3	3.6	40.0	10.6	9.7	9.9	-	13.0	9.3	15.0	8.8	-	16.7	14.3	9.2
Transportation	6	1	3	-	1	-	1	-	2	4	6	-	-	6	3	3	-	-	2	4
	5.4	5.0	21.4	-	11.1	-	3.6	-	4.3	6.5	5.4	-	-	7.0	15.0	3.8	-	-	7.1	6.2

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REPORT 33 (continuation)

S.1 Q.14 What do you consider to be the main disadvantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	111	20	14	23	9	12	28	5	47	62	111	-	23	86	20	80	6	6	28	65
	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
Cost of transportation	3	-	2	-	-	1	-	-	1	2	3	-	-	3	-	3	-	-	1	1
	2.7	-	14.3	-	-	8.3	-	-	2.1	3.2	2.7	-	-	3.5	-	3.8	-	-	3.6	1.5
Location (general mention)	3	1	-	-	-	1	1	-	2	1	3	-	1	2	1	2	-	-	-	3
	2.7	5.0	-	-	-	8.3	3.6	-	4.3	1.6	2.7	-	4.3	2.3	5.0	2.5	-	-	-	4.6
NET: Local Economic Conditions	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	-	1	-	-	1
	.9	-	-	4.3	-	-	-	-	-	1.6	.9	-	-	1.2	-	-	16.7	-	-	1.5
Cost of capital/interest	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	-	1	-	-	1
	.9	-	-	4.3	-	-	-	-	-	1.6	.9	-	-	1.2	-	-	16.7	-	-	1.5
NET: Competition	4	2	-	-	-	-	1	1	1	3	4	-	1	3	-	2	-	1	1	1
	3.6	10.0	-	-	-	-	3.6	20.0	2.1	4.8	3.6	-	4.3	3.5	-	2.5	-	16.7	3.6	1.5
Competition/competitors	1	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	-	1
	.9	5.0	-	-	-	-	-	-	-	1.6	.9	-	-	1.2	-	-	-	-	-	1.5
Our business is not suited for that market	1	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-
	.9	-	-	-	-	-	-	20.0	-	1.6	.9	-	-	1.2	-	-	-	-	-	-
Demand for our products/services/ability to sell products	2	1	-	-	-	-	1	-	1	1	2	-	1	1	-	2	-	1	1	-
	1.8	5.0	-	-	-	-	3.6	-	2.1	1.6	1.8	-	4.3	1.2	-	2.5	-	16.7	3.6	-
NET: Resources	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.9	-	7.1	-	-	-	-	-	2.1	-	.9	-	-	1.2	-	1.3	-	-	3.6	-

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REPORT 33 (continuation)

S.1 Q.14 What do you consider to be the main disadvantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	111	20	14	23	9	12	28	5	47	62	111	-	23	86	20	80	6	6	28	65
	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
Labour force skills	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.9	-	7.1	-	-	-	-	-	2.1	-	.9	-	-	1.2	-	1.3	-	-	3.6	-
Other	31	9	5	7	6	3	1	-	17	13	31	-	7	23	4	26	1	1	10	16
	27.9	45.0	35.7	30.4	66.7	25.0	3.6	-	36.2	21.0	27.9	-	30.4	26.7	20.0	32.5	16.7	16.7	35.7	24.6
D.N.S.	31	4	1	8	-	4	13	1	13	18	31	-	7	24	5	26	-	1	3	22
	27.9	20.0	7.1	34.8	-	33.3	46.4	20.0	27.7	29.0	27.9	-	30.4	27.9	25.0	32.5	-	16.7	10.7	33.8

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REPORT 33 (continuation)

S.1 Q.14 What do you consider to be the main disadvantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	111	40	20	10	10	14	4	10	23	12	11	9	2	6	12	5	7	28	5	23	5	2	3	
	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: Politics	17	3	2	-	2	2	1	1	-	-	-	-	-	-	-	-	-	11	2	9	2	-	2	
	15.3	7.5	10.0	-	20.0	14.3	25.0	10.0	-	-	-	-	-	-	-	-	-	39.3	40.0	39.1	40.0	-	66.7	
Currency stability	11	3	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	9	2	7	1	-	1	
	9.9	7.5	-	-	-	7.1	25.0	-	-	-	-	-	-	-	-	-	-	32.1	40.0	30.4	20.0	-	33.3	
Government attitude towards business	7	1	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	5	1	4	-	-	-	
	6.3	2.5	5.0	-	10.0	7.1	-	10.0	-	-	-	-	-	-	-	-	-	17.9	20.0	17.4	-	-	-	
Same language	2	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	1.8	-	5.0	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20.0	-	33.3	
NET: Costs	10	2	2	1	1	1	-	1	4	1	3	1	-	1	1	-	1	1	-	1	-	-	-	
	9.0	5.0	10.0	10.0	10.0	7.1	-	10.0	17.4	8.3	27.3	11.1	-	16.7	8.3	-	14.3	3.6	-	4.3	-	-	-	
Labour costs	6	1	-	-	-	1	-	1	4	1	3	-	-	-	1	-	1	-	-	-	-	-	-	
	5.4	2.5	-	-	-	7.1	-	10.0	17.4	8.3	27.3	-	-	-	8.3	-	14.3	-	-	-	-	-	-	
Costs of plant construction	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	.9	-	-	-	-	-	-	-	-	-	-	11.1	-	16.7	-	-	-	-	-	-	-	-	-	
Costs (general mention)	3	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	2.7	2.5	10.0	10.0	10.0	-	-	-	-	-	-	-	-	-	-	-	-	3.6	-	4.3	-	-	-	
NET: Risk	2	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1	
	1.8	2.5	-	-	-	-	-	-	4.3	8.3	-	-	-	-	-	-	-	-	-	-	20.0	-	33.3	
Not part of the EU/ different from our market	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	2.5	-	-	-	-	-	-	4.3	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Risk level	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20.0	-	33.3	

S.1 Q.14 What do you consider to be the main disadvantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	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	111	40	20	10	10	14	4	10	23	12	11	9	2	6	12	5	7	28	5	23	5	2	3	
	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: Corporate desire to invest	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Market growth	5	3	1	1	-	1	-	1	1	1	-	-	-	-	2	1	1	-	-	-	-	-	-	
	4.5	7.5	5.0	10.0	-	7.1	-	10.0	4.3	8.3	-	-	-	-	16.7	20.0	14.3	-	-	-	-	-	-	
Growth of market	4	2	1	1	-	1	-	1	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	
	3.6	5.0	5.0	10.0	-	7.1	-	10.0	-	-	-	-	-	-	16.7	20.0	14.3	-	-	-	-	-	-	
Quality of life	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	2.5	-	-	-	-	-	-	4.3	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Technology	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	-	-	-	-	7.1	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Level of technology	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	-	-	-	-	7.1	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Location	21	8	2	1	1	6	-	6	1	1	-	2	-	2	6	4	2	2	1	1	2	1	1	
	18.9	20.0	10.0	10.0	10.0	42.9	-	60.0	4.3	8.3	-	22.2	-	33.3	50.0	80.0	28.6	7.1	20.0	4.3	40.0	50.0	33.3	
Proximity to markets	11	5	-	-	-	2	-	2	1	1	-	1	-	1	4	2	2	1	1	-	2	1	1	
	9.9	12.5	-	-	-	14.3	-	20.0	4.3	8.3	-	11.1	-	16.7	33.3	40.0	28.6	3.6	20.0	-	40.0	50.0	33.3	
Transportation	6	-	1	-	1	3	-	3	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	
	5.4	-	5.0	-	10.0	21.4	-	30.0	-	-	-	11.1	-	16.7	-	-	-	3.6	-	4.3	-	-	-	
Cost of transportation	3	1	-	-	-	2	-	2	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	
	2.7	2.5	-	-	-	14.3	-	20.0	-	-	-	-	-	-	8.3	20.0	-	-	-	-	-	-	-	
Location (general mention)	3	2	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	1	-	1	-	-	-	
	2.7	5.0	5.0	10.0	-	-	-	-	-	-	-	-	-	-	8.3	20.0	-	3.6	-	4.3	-	-	-	

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REPORT 33 (continuation)

S.1 Q.14 What do you consider to be the main disadvantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	111	40	20	10	10	14	4	10	23	12	11	9	2	6	12	5	7	28	5	23	5	2	3	
	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: Local Economic Conditions	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	2.5	-	-	-	-	-	-	4.3	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Cost of capital/ interest	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	2.5	-	-	-	-	-	-	4.3	8.3	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Competition	4	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-	1	
	3.6	2.5	10.0	10.0	10.0	-	-	-	-	-	-	-	-	-	-	-	-	3.6	-	4.3	20.0	-	33.3	
Competition/ competitors	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	2.5	5.0	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Our business is not suited for that market	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20.0	-	33.3	
Demand for our products/ services/ ability to sell products	2	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	1.8	-	5.0	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	3.6	-	4.3	-	-	-	
NET: Resources	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	-	-	-	-	7.1	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Labour force skills	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.9	-	-	-	-	7.1	-	10.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	31	11	9	2	7	5	3	2	7	2	5	6	2	3	3	2	1	1	-	1	-	-	-	
	27.9	27.5	45.0	20.0	70.0	35.7	75.0	20.0	30.4	16.7	45.5	66.7	100.0	50.0	25.0	40.0	14.3	3.6	-	4.3	-	-	-	
D.N.S.	31	13	4	4	-	1	-	1	8	5	3	-	-	-	4	1	3	13	2	11	1	1	-	
	27.9	32.5	20.0	40.0	-	7.1	-	10.0	34.8	41.7	27.3	-	-	-	33.3	20.0	42.9	46.4	40.0	47.8	20.0	50.0	-	



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S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?

BASE: Have not considered any specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	584	76	89	77	90	88	72	92	104	477	-	584	63	519	56	378	92	159	184	179
	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: Politics	30	7	7	2	2	4	4	4	8	21	-	30	2	28	1	20	3	8	13	7
	5.1	9.2	7.9	2.6	2.2	4.5	5.6	4.3	7.7	4.4	-	5.1	3.2	5.4	1.8	5.3	3.3	5.0	7.1	3.9
Currency stability	3	-	-	-	-	-	-	3	-	3	-	3	-	3	1	1	-	2	1	-
	.5	-	-	-	-	-	-	3.3	-	.6	-	.5	-	.6	1.8	.3	-	1.3	.5	-
Political situation	4	1	1	1	-	-	-	1	1	3	-	4	-	4	-	3	1	1	1	1
	.7	1.3	1.1	1.3	-	-	-	1.1	1.0	.6	-	.7	-	.8	-	.8	1.1	.6	.5	.6
Government attitude towards business	20	5	6	2	2	2	3	-	7	12	-	20	2	18	-	15	2	5	8	6
	3.4	6.6	6.7	2.6	2.2	2.3	4.2	-	6.7	2.5	-	3.4	3.2	3.5	-	4.0	2.2	3.1	4.3	3.4
Same language	2	1	-	-	-	-	1	-	-	2	-	2	-	2	-	1	-	-	2	-
	.3	1.3	-	-	-	-	1.4	-	-	.4	-	.3	-	.4	-	.3	-	-	1.1	-
Similarity to own country	2	-	-	-	-	2	-	-	-	2	-	2	-	2	-	-	1	1	1	-
	.3	-	-	-	-	2.3	-	-	-	.4	-	.3	-	.4	-	-	1.1	.6	.5	-
NET: Costs	41	9	10	3	9	3	5	2	5	36	-	41	3	38	4	24	11	7	13	14
	7.0	11.8	11.2	3.9	10.0	3.4	6.9	2.2	4.8	7.5	-	7.0	4.8	7.3	7.1	6.3	12.0	4.4	7.1	7.8
Labour costs	30	6	9	1	9	1	3	1	4	26	-	30	1	29	1	18	10	5	6	13
	5.1	7.9	10.1	1.3	10.0	1.1	4.2	1.1	3.8	5.5	-	5.1	1.6	5.6	1.8	4.8	10.9	3.1	3.3	7.3
Costs of plant construction	7	2	-	2	1	2	-	-	1	6	-	7	1	6	2	4	-	1	4	1
	1.2	2.6	-	2.6	1.1	2.3	-	-	1.0	1.3	-	1.2	1.6	1.2	3.6	1.1	-	.6	2.2	.6
Costs (general mention)	5	1	1	-	-	-	2	1	-	5	-	5	1	4	1	3	1	1	3	-
	.9	1.3	1.1	-	-	-	2.8	1.1	-	1.0	-	.9	1.6	.8	1.8	.8	1.1	.6	1.6	-

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REPORT 34 (continuation)

S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?  
BASE: Have not considered any specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	584	76	89	77	90	88	72	92	104	477	-	584	63	519	56	378	92	159	184	179
	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: Risk	7	-	2	1	-	1	3	-	2	5	-	7	1	6	-	6	1	2	3	2
	1.2	-	2.2	1.3	-	1.1	4.2	-	1.9	1.0	-	1.2	1.6	1.2	-	1.6	1.1	1.3	1.6	1.1
Not part of the EU/ different from our market	3	-	1	-	-	-	2	-	-	3	-	3	-	3	-	2	1	1	2	-
	.5	-	1.1	-	-	-	2.8	-	-	.6	-	.5	-	.6	-	.5	1.1	.6	1.1	-
Risk level	4	-	1	1	-	1	1	-	2	2	-	4	1	3	-	4	-	1	1	2
	.7	-	1.1	1.3	-	1.1	1.4	-	1.9	.4	-	.7	1.6	.6	-	1.1	-	.6	.5	1.1
NET: Corporate desire to invest	32	-	5	2	1	4	4	16	2	30	-	32	2	28	8	16	4	14	13	4
	5.5	-	5.6	2.6	1.1	4.5	5.6	17.4	1.9	6.3	-	5.5	3.2	5.4	14.3	4.2	4.3	8.8	7.1	2.2
Prefer to invest elsewhere	32	-	5	2	1	4	4	16	2	30	-	32	2	28	8	16	4	14	13	4
	5.5	-	5.6	2.6	1.1	4.5	5.6	17.4	1.9	6.3	-	5.5	3.2	5.4	14.3	4.2	4.3	8.8	7.1	2.2
NET: Need for information	10	2	2	-	1	2	-	3	-	10	-	10	2	8	-	8	2	1	2	5
	1.7	2.6	2.2	-	1.1	2.3	-	3.3	-	2.1	-	1.7	3.2	1.5	-	2.1	2.2	.6	1.1	2.8
Market is new/ young	2	-	1	-	1	-	-	-	-	2	-	2	1	1	-	2	-	-	-	1
	.3	-	1.1	-	1.1	-	-	-	-	.4	-	.3	1.6	.2	-	.5	-	-	-	.6
Do not know enough about the country	8	2	1	-	-	2	-	3	-	8	-	8	1	7	-	6	2	1	2	4
	1.4	2.6	1.1	-	-	2.3	-	3.3	-	1.7	-	1.4	1.6	1.3	-	1.6	2.2	.6	1.1	2.2
NET: Market growth	91	3	12	23	21	15	12	5	19	72	-	91	12	79	4	69	13	16	35	34
	15.6	3.9	13.5	29.9	23.3	17.0	16.7	5.4	18.3	15.1	-	15.6	19.0	15.2	7.1	18.3	14.1	10.1	19.0	19.0
Growth of market	90	3	11	23	21	15	12	5	19	71	-	90	12	78	4	69	13	15	35	34
	15.4	3.9	12.4	29.9	23.3	17.0	16.7	5.4	18.3	14.9	-	15.4	19.0	15.0	7.1	18.3	14.1	9.4	19.0	19.0

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REPORT 34 (continuation)

S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?

BASE: Have not considered any specific investment sites in Canada over the past 3 years

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
	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
TOTAL INTERVIEWS	584	76	89	77	90	88	72	92	104	477	-	584	63	519	56	378	92	159	184	179
Quality of life	1 .2	-	1 1.1	-	-	-	-	-	-	1 .2	-	1 .2	-	1 .2	-	-	-	1 .6	-	-
NET: Technology	15 2.6	-	3 3.4	-	7 7.8	4 4.5	1 1.4	-	3 2.9	12 2.5	-	15 2.6	1 1.6	14 2.7	1 1.8	7 1.9	6 6.5	6 3.8	4 2.2	4 2.2
Level of technology	15 2.6	-	3 3.4	-	7 7.8	4 4.5	1 1.4	-	3 2.9	12 2.5	-	15 2.6	1 1.6	14 2.7	1 1.8	7 1.9	6 6.5	6 3.8	4 2.2	4 2.2
NET: Location	102 17.5	12 15.8	20 22.5	10 13.0	8 8.9	23 26.1	5 6.9	24 26.1	19 18.3	83 17.4	-	102 17.5	16 25.4	85 16.4	6 10.7	68 18.0	12 13.0	36 22.6	30 16.3	24 13.4
Proximity to markets	71 12.2	7 9.2	14 15.7	8 10.4	3 3.3	18 20.5	3 4.2	18 19.6	16 15.4	55 11.5	-	71 12.2	12 19.0	58 11.2	3 5.4	51 13.5	6 6.5	24 15.1	21 11.4	17 9.5
Transportation	21 3.6	2 2.6	9 10.1	1 1.3	3 3.3	-	1 1.4	5 5.4	3 2.9	18 3.8	-	21 3.6	1 1.6	20 3.9	2 3.6	14 3.7	3 3.3	7 4.4	5 2.7	6 3.4
Cost of transportation	21 3.6	3 3.9	5 5.6	4 5.2	3 3.3	5 5.7	-	1 1.1	2 1.9	19 4.0	-	21 3.6	2 3.2	19 3.7	3 5.4	9 2.4	4 4.3	11 6.9	5 2.7	3 1.7
Location (general mention)	5 .9	-	1 1.1	-	-	1 1.1	1 1.4	2 2.2	-	5 1.0	-	5 .9	1 1.6	4 .8	-	4 1.1	-	3 1.9	-	-
NET: Local Economic Conditions	12 2.1	2 2.6	6 6.7	1 1.3	-	2 2.3	1 1.4	-	1 1.0	11 2.3	-	12 2.1	-	12 2.3	-	9 2.4	1 1.1	4 2.5	2 1.1	5 2.8
Cost of capital/ interest	12 2.1	2 2.6	6 6.7	1 1.3	-	2 2.3	1 1.4	-	1 1.0	11 2.3	-	12 2.1	-	12 2.3	-	9 2.4	1 1.1	4 2.5	2 1.1	5 2.8

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	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	584	76	89	77	90	88	72	92	104	477	-	584	63	519	56	378	92	159	184	179
	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	82	8	7	14	17	8	12	16	16	66	-	82	9	73	7	46	20	26	25	20
	14.0	10.5	7.9	18.2	18.9	9.1	16.7	17.4	15.4	13.8	-	14.0	14.3	14.1	12.5	12.2	21.7	16.4	13.6	11.2
Competition/ competitors	22	3	1	6	8	1	-	3	4	18	-	22	1	21	-	13	7	8	6	3
	3.8	3.9	1.1	7.8	8.9	1.1	-	3.3	3.8	3.8	-	3.8	1.6	4.0	-	3.4	7.6	5.0	3.3	1.7
Our business is not suited for that market	32	-	3	8	8	2	-	11	5	27	-	32	5	27	4	12	11	11	9	9
	5.5	-	3.4	10.4	8.9	2.3	-	12.0	4.8	5.7	-	5.5	7.9	5.2	7.1	3.2	12.0	6.9	4.9	5.0
Timing/ waiting for the right opportunity	4	-	1	-	1	1	-	1	-	4	-	4	-	4	-	3	1	1	2	1
	.7	-	1.1	-	1.1	1.1	-	1.1	-	.8	-	.7	-	.8	-	.8	1.1	.6	1.1	.6
Demand for our products/ services/ ability to sell products	26	7	2	-	-	4	12	1	7	19	-	26	3	23	3	18	2	7	9	7
	4.5	9.2	2.2	-	-	4.5	16.7	1.1	6.7	4.0	-	4.5	4.8	4.4	5.4	4.8	2.2	4.4	4.9	3.9
NET: Resources	11	1	1	3	5	-	1	-	2	9	-	11	2	9	1	7	3	-	4	5
	1.9	1.3	1.1	3.9	5.6	-	1.4	-	1.9	1.9	-	1.9	3.2	1.7	1.8	1.9	3.3	-	2.2	2.8
Labour force skills	2	-	-	-	2	-	-	-	1	1	-	2	1	1	-	2	-	-	2	-
	.3	-	-	-	2.2	-	-	-	1.0	.2	-	.3	1.6	.2	-	.5	-	-	1.1	-
Availability of natural resources	8	-	1	3	3	-	1	-	1	7	-	8	-	8	1	4	3	-	2	4
	1.4	-	1.1	3.9	3.3	-	1.4	-	1.0	1.5	-	1.4	-	1.5	1.8	1.1	3.3	-	1.1	2.2
Availability of facilities	1	1	-	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	-	1
	.2	1.3	-	-	-	-	-	-	-	.2	-	.2	1.6	-	-	.3	-	-	-	.6

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	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	584	76	89	77	90	88	72	92	104	477	-	584	63	519	56	378	92	159	184	179
	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
Other	267	48	49	29	37	36	29	39	57	208	-	267	32	235	24	176	42	64	75	99
	45.7	63.2	55.1	37.7	41.1	40.9	40.3	42.4	54.8	43.6	-	45.7	50.8	45.3	42.9	46.6	45.7	40.3	40.8	55.3
D.N.S.	30	2	2	6	-	7	12	1	-	30	-	30	-	30	6	20	-	8	11	6
	5.1	2.6	2.2	7.8	-	8.0	16.7	1.1	-	6.3	-	5.1	-	5.8	10.7	5.3	-	5.0	6.0	3.4

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BASE: Have not considered any specific investment sites in Canada over the past 3 years

	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	584	218	76	36	40	89	43	46	77	22	54	90	30	58	88	34	54	72	24	46	92	29	63	
	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: Politics	30	14	7	5	2	7	6	1	2	1	1	2	-	2	4	1	3	4	1	3	4	-	4	
	5.1	6.4	9.2	13.9	5.0	7.9	14.0	2.2	2.6	4.5	1.9	2.2	-	3.4	4.5	2.9	5.6	5.6	4.2	6.5	4.3	-	6.3	
Currency stability	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3	
	.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.3	-	4.8	
Political situation	4	3	1	1	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.7	1.4	1.3	2.8	-	1.1	2.3	-	1.3	4.5	-	-	-	-	-	-	-	-	-	-	1.1	-	1.6	
Government attitude towards business	20	11	5	4	1	6	5	1	2	1	1	2	-	2	2	-	2	3	1	2	-	-	-	
	3.4	5.0	6.6	11.1	2.5	6.7	11.6	2.2	2.6	4.5	1.9	2.2	-	3.4	2.3	-	3.7	4.2	4.2	4.3	-	-	-	
Same language	2	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	.3	-	1.3	-	2.5	-	-	-	-	-	-	-	-	-	-	-	-	1.4	-	2.2	-	-	-	
Similarity to own country	2	1	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	
	.3	.5	-	-	-	-	-	-	-	-	-	-	-	-	2.3	2.9	1.9	-	-	-	-	-	-	
NET: Costs	41	20	9	3	6	10	7	3	3	1	2	9	5	4	3	2	1	5	1	4	2	1	1	
	7.0	9.2	11.8	8.3	15.0	11.2	16.3	6.5	3.9	4.5	3.7	10.0	16.7	6.9	3.4	5.9	1.9	6.9	4.2	8.7	2.2	3.4	1.6	
Labour costs	30	18	6	3	3	9	7	2	1	1	-	9	5	4	1	1	-	3	-	3	1	1	-	
	5.1	8.3	7.9	8.3	7.5	10.1	16.3	4.3	1.3	4.5	-	10.0	16.7	6.9	1.1	2.9	-	4.2	-	6.5	1.1	3.4	-	
Costs of plant construction	7	1	2	-	2	-	-	-	2	-	2	1	-	1	2	1	1	-	-	-	-	-	-	
	1.2	.5	2.6	-	5.0	-	-	-	2.6	-	3.7	1.1	-	1.7	2.3	2.9	1.9	-	-	-	-	-	-	
Costs (general mention)	5	1	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	2	1	1	1	-	1	
	.9	.5	1.3	-	2.5	1.1	-	2.2	-	-	-	-	-	-	-	-	-	2.8	4.2	2.2	1.1	-	1.6	
NET: Risk	7	4	-	-	-	2	2	-	1	-	1	-	-	-	1	-	1	3	2	1	-	-	-	
	1.2	1.8	-	-	-	2.2	4.7	-	1.3	-	1.9	-	-	-	1.1	-	1.9	4.2	8.3	2.2	-	-	-	

S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?

BASE: Have not considered any specific investment sites in Canada over the past 3 years

	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	584	218	76	36	40	89	43	46	77	22	54	90	30	58	88	34	54	72	24	46	92	29	63	
	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	
Not part of the EU/ different from our market	3	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	
	.5	.9	-	-	-	1.1	2.3	-	-	-	-	-	-	-	-	-	-	2.8	4.2	2.2	-	-	-	
Risk level	4	2	-	-	-	1	1	-	1	-	1	-	-	-	1	-	1	1	1	-	-	-	-	
	.7	.9	-	-	-	1.1	2.3	-	1.3	-	1.9	-	-	-	1.1	-	1.9	1.4	4.2	-	-	-	-	
NET: Corporate desire to invest	32	9	-	-	-	5	1	4	2	-	2	1	-	1	4	1	3	4	1	3	16	6	10	
	5.5	4.1	-	-	-	5.6	2.3	8.7	2.6	-	3.7	1.1	-	1.7	4.5	2.9	5.6	5.6	4.2	6.5	17.4	20.7	15.9	
Prefer to invest elsewhere	32	9	-	-	-	5	1	4	2	-	2	1	-	1	4	1	3	4	1	3	16	6	10	
	5.5	4.1	-	-	-	5.6	2.3	8.7	2.6	-	3.7	1.1	-	1.7	4.5	2.9	5.6	5.6	4.2	6.5	17.4	20.7	15.9	
NET: Need for information	10	4	2	1	1	2	1	1	-	-	-	1	1	-	2	1	1	-	-	-	3	-	3	
	1.7	1.8	2.6	2.8	2.5	2.2	2.3	2.2	-	-	-	1.1	3.3	-	2.3	2.9	1.9	-	-	-	3.3	-	4.8	
Market is new/ young	2	2	-	-	-	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	
	.3	.9	-	-	-	1.1	2.3	-	-	-	-	1.1	3.3	-	-	-	-	-	-	-	-	-	-	
Do not know enough about the country	8	2	2	1	1	1	-	1	-	-	-	-	-	-	2	1	1	-	-	-	3	-	3	
	1.4	.9	2.6	2.8	2.5	1.1	-	2.2	-	-	-	-	-	-	2.3	2.9	1.9	-	-	-	3.3	-	4.8	
NET: Market growth	91	38	3	2	1	12	8	4	23	5	17	21	8	13	15	8	7	12	5	6	5	2	3	
	15.6	17.4	3.9	5.6	2.5	13.5	18.6	8.7	29.9	22.7	31.5	23.3	26.7	22.4	17.0	23.5	13.0	16.7	20.8	13.0	5.4	6.9	4.8	
Growth of market	90	38	3	2	1	11	8	3	23	5	17	21	8	13	15	8	7	12	5	6	5	2	3	
	15.4	17.4	3.9	5.6	2.5	12.4	18.6	6.5	29.9	22.7	31.5	23.3	26.7	22.4	17.0	23.5	13.0	16.7	20.8	13.0	5.4	6.9	4.8	
Quality of life	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.2	-	-	-	-	1.1	-	2.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Technology	15	8	-	-	-	3	2	1	-	-	-	7	2	5	4	3	1	1	1	-	-	-	-	
	2.6	3.7	-	-	-	3.4	4.7	2.2	-	-	-	7.8	6.7	8.6	4.5	8.8	1.9	1.4	4.2	-	-	-	-	

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REPORT 34 (continuation)

S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?

BASE: Have not considered any specific investment sites in Canada over the past 3 years

	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	584	218	76	36	40	89	43	46	77	22	54	90	30	58	88	34	54	72	24	46	92	29	63	
	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	
Level of technology	15	8	-	-	-	3	2	1	-	-	-	7	2	5	4	3	1	1	1	-	-	-	-	
	2.6	3.7	-	-	-	3.4	4.7	2.2	-	-	-	7.8	6.7	8.6	4.5	8.8	1.9	1.4	4.2	-	-	-	-	
NET: Location	102	39	12	6	6	20	7	13	10	2	8	8	2	6	23	8	15	5	3	2	24	11	13	
	17.5	17.9	15.8	16.7	15.0	22.5	16.3	28.3	13.0	9.1	14.8	8.9	6.7	10.3	26.1	23.5	27.8	6.9	12.5	4.3	26.1	37.9	20.6	
Proximity to markets	71	27	7	4	3	14	5	9	8	2	6	3	-	3	18	6	12	3	2	1	18	8	10	
	12.2	12.4	9.2	11.1	7.5	15.7	11.6	19.6	10.4	9.1	11.1	3.3	-	5.2	20.5	17.6	22.2	4.2	8.3	2.2	19.6	27.6	15.9	
Transportation	21	9	2	2	-	9	4	5	1	-	1	3	1	2	-	-	-	1	-	1	5	2	3	
	3.6	4.1	2.6	5.6	-	10.1	9.3	10.9	1.3	-	1.9	3.3	3.3	3.4	-	-	-	1.4	-	2.2	5.4	6.9	4.8	
Cost of transportation	21	6	3	-	3	5	1	4	4	1	3	3	1	2	5	3	2	-	-	-	1	-	1	
	3.6	2.8	3.9	-	7.5	5.6	2.3	8.7	5.2	4.5	5.6	3.3	3.3	3.4	5.7	8.8	3.7	-	-	-	1.1	-	1.6	
Location (general mention)	5	3	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	1	1	-	2	1	1	
	.9	1.4	-	-	-	1.1	2.3	-	-	-	-	-	-	-	1.1	-	1.9	1.4	4.2	-	2.2	3.4	1.6	
NET: Local Economic Conditions	12	7	2	1	1	6	4	2	1	-	1	-	-	-	2	2	-	1	-	1	-	-	-	
	2.1	3.2	2.6	2.8	2.5	6.7	9.3	4.3	1.3	-	1.9	-	-	-	2.3	5.9	-	1.4	-	2.2	-	-	-	
Cost of capital/interest	12	7	2	1	1	6	4	2	1	-	1	-	-	-	2	2	-	1	-	1	-	-	-	
	2.1	3.2	2.6	2.8	2.5	6.7	9.3	4.3	1.3	-	1.9	-	-	-	2.3	5.9	-	1.4	-	2.2	-	-	-	
NET: Competition	82	19	8	3	5	7	1	6	14	-	13	17	4	11	8	2	6	12	4	7	16	5	11	
	14.0	8.7	10.5	8.3	12.5	7.9	2.3	13.0	18.2	-	24.1	18.9	13.3	19.0	9.1	5.9	11.1	16.7	16.7	15.2	17.4	17.2	17.5	
Competition/competitors	22	4	3	2	1	1	-	1	6	-	5	8	1	6	1	1	-	-	-	-	3	-	3	
	3.8	1.8	3.9	5.6	2.5	1.1	-	2.2	7.8	-	9.3	8.9	3.3	10.3	1.1	2.9	-	-	-	-	3.3	-	4.8	
Our business is not suited for that market	32	8	-	-	-	3	-	3	8	-	8	8	3	4	2	-	2	-	-	-	11	5	6	
	5.5	3.7	-	-	-	3.4	-	6.5	10.4	-	14.8	8.9	10.0	6.9	2.3	-	3.7	-	-	-	12.0	17.2	9.5	



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REPORT 34 (continuation)

S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?  
BASE: Have not considered any specific investment sites in Canada over the past 3 years

	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	584	218	76	36	40	89	43	46	77	22	54	90	30	58	88	34	54	72	24	46	92	29	63	
	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	
Timing/ waiting for the right opportunity	4	-	-	-	-	1	-	1	-	-	-	1	-	1	1	-	1	-	-	-	1	-	1	
	.7	-	-	-	-	1.1	-	2.2	-	-	-	1.1	-	1.7	1.1	-	1.9	-	-	-	1.1	-	1.6	
Demand for our products/ services/ ability to sell products	26	8	7	2	5	2	1	1	-	-	-	-	-	-	4	1	3	12	4	7	1	-	1	
	4.5	3.7	9.2	5.6	12.5	2.2	2.3	2.2	-	-	-	-	-	-	4.5	2.9	5.6	16.7	16.7	15.2	1.1	-	1.6	
NET: Resources	11	2	1	-	1	1	1	-	3	-	3	5	1	4	-	-	-	1	-	1	-	-	-	
	1.9	.9	1.3	-	2.5	1.1	2.3	-	3.9	-	5.6	5.6	3.3	6.9	-	-	-	1.4	-	2.2	-	-	-	
Labour force skills	2	1	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	
	.3	.5	-	-	-	-	-	-	-	-	-	2.2	3.3	1.7	-	-	-	-	-	-	-	-	-	
Availability of natural resources	8	1	-	-	-	1	1	-	3	-	3	3	-	3	-	-	-	1	-	1	-	-	-	
	1.4	.5	-	-	-	1.1	2.3	-	3.9	-	5.6	3.3	-	5.2	-	-	-	1.4	-	2.2	-	-	-	
Availability of facilities	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.2	-	1.3	-	2.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	267	114	48	21	27	49	25	24	29	14	15	37	12	25	36	15	21	29	13	15	39	14	25	
	45.7	52.3	63.2	58.3	67.5	55.1	58.1	52.2	37.7	63.6	27.8	41.1	40.0	43.1	40.9	44.1	38.9	40.3	54.2	32.6	42.4	48.3	39.7	
D.N.S.	30	10	2	1	1	2	2	-	6	2	4	-	-	-	7	3	4	12	2	10	1	-	1	
	5.1	4.6	2.6	2.8	2.5	2.2	4.7	-	7.8	9.1	7.4	-	-	-	8.0	8.8	7.4	16.7	8.3	21.7	1.1	-	1.6	

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REPORT 35

S.1 Q.16 In 1996, Canada exported more to the United States than any other country did. What do you think is Canada's most important export to the United States?

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Forest products	302	34	34	49	56	69	34	26	67	234	47	250	36	264	27	210	40	68	98	99
	42.9	34.0	32.7	49.0	56.0	69.0	34.0	26.0	42.9	43.1	42.3	42.8	41.4	43.1	35.1	45.1	40.8	41.0	46.2	39.8
Automobiles, trucks, and parts	29	4	8	2	5	3	5	2	6	23	7	22	6	23	3	20	5	7	5	11
	4.1	4.0	7.7	2.0	5.0	3.0	5.0	2.0	3.8	4.2	6.3	3.8	6.9	3.8	3.9	4.3	5.1	4.2	2.4	4.4
Manufactured goods	26	2	4	11	5	-	3	1	10	16	6	20	5	21	1	17	7	2	11	6
	3.7	2.0	3.8	11.0	5.0	-	3.0	1.0	6.4	2.9	5.4	3.4	5.7	3.4	1.3	3.6	7.1	1.2	5.2	2.4
Metals and minerals	66	11	27	8	4	9	2	5	17	49	11	55	6	60	4	47	13	10	18	30
	9.4	11.0	26.0	8.0	4.0	9.0	2.0	5.0	10.9	9.0	9.9	9.4	6.9	9.8	5.2	10.1	13.3	6.0	8.5	12.0
Agricultural products and grains	112	15	27	20	6	1	24	19	23	88	17	94	11	101	14	76	13	33	39	34
	15.9	15.0	26.0	20.0	6.0	1.0	24.0	19.0	14.7	16.2	15.3	16.1	12.6	16.5	18.2	16.3	13.3	19.9	18.4	13.7
Other	112	19	2	10	19	4	17	41	23	86	18	92	13	97	19	66	13	32	26	46
	15.9	19.0	1.9	10.0	19.0	4.0	17.0	41.0	14.7	15.8	16.2	15.8	14.9	15.8	24.7	14.2	13.3	19.3	12.3	18.5
D.N.S.	57	15	2	-	5	14	15	6	10	47	5	51	10	47	9	30	7	14	15	23
	8.1	15.0	1.9	-	5.0	14.0	15.0	6.0	6.4	8.7	4.5	8.7	11.5	7.7	11.7	6.4	7.1	8.4	7.1	9.2

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REPORT 35 (continuation)

S.1 Q.16 In 1996, Canada exported more to the United States than any other country did. What do you think is Canada's most important export to the United States?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Forest products	302	117	34	18	16	34	15	19	49	15	34	56	22	32	69	30	39	34	8	25	26	9	17	
	42.9	44.3	34.0	36.0	32.0	32.7	31.9	33.3	49.0	44.1	52.3	56.0	66.7	50.0	69.0	76.9	63.9	34.0	27.6	36.2	26.0	28.1	25.0	
Automobiles, trucks, and parts	29	9	4	1	3	8	2	6	2	1	1	5	1	4	3	2	1	5	2	3	2	-	2	
	4.1	3.4	4.0	2.0	6.0	7.7	4.3	10.5	2.0	2.9	1.5	5.0	3.0	6.3	3.0	5.1	1.6	5.0	6.9	4.3	2.0	-	2.9	
Manufactured goods	26	9	2	1	1	4	2	2	11	3	8	5	-	5	-	-	-	3	2	1	1	1	-	
	3.7	3.4	2.0	2.0	2.0	3.8	4.3	3.5	11.0	8.8	12.3	5.0	-	7.8	-	-	-	3.0	6.9	1.4	1.0	3.1	-	
Metals and minerals	66	30	11	5	6	27	15	12	8	4	4	4	1	2	9	2	7	2	-	2	5	3	2	
	9.4	11.4	11.0	10.0	12.0	26.0	31.9	21.1	8.0	11.8	6.2	4.0	3.0	3.1	9.0	5.1	11.5	2.0	-	2.9	5.0	9.4	2.9	
Agricultural products and grains	112	47	15	9	6	27	12	15	20	9	10	6	2	4	1	-	1	24	9	14	19	6	13	
	15.9	17.8	15.0	18.0	12.0	26.0	25.5	26.3	20.0	26.5	15.4	6.0	6.1	6.3	1.0	-	1.6	24.0	31.0	20.3	19.0	18.8	19.1	
Other	112	32	19	8	11	2	1	1	10	2	8	19	7	12	4	-	4	17	3	14	41	11	30	
	15.9	12.1	19.0	16.0	22.0	1.9	2.1	1.8	10.0	5.9	12.3	19.0	21.2	18.8	4.0	-	6.6	17.0	10.3	20.3	41.0	34.4	44.1	
D.N.S.	57	20	15	8	7	2	-	2	-	-	-	5	-	5	14	5	9	15	5	10	6	2	4	
	8.1	7.6	15.0	16.0	14.0	1.9	-	3.5	-	-	-	5.0	-	7.8	14.0	12.8	14.8	15.0	17.2	14.5	6.0	6.3	5.9	

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REPORT 36

S.1 Q.17 Think about the distance of possible investment locations in Canada to the major U.S. markets, versus U.S. locations to the major U.S. markets. Do you think the Canadian locations are ...

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Sufficiently close to U.S. markets	397	58	44	78	77	55	50	35	80	316	72	321	46	349	46	262	65	89	119	148
	56.4	58.0	42.3	78.0	77.0	55.0	50.0	35.0	51.3	58.2	64.9	55.0	52.9	56.9	59.7	56.2	66.3	53.6	56.1	59.4
Far from U.S. markets, but not a major problem	160	23	30	17	12	21	20	37	40	116	25	134	20	139	19	103	21	36	49	57
	22.7	23.0	28.8	17.0	12.0	21.0	20.0	37.0	25.6	21.4	22.5	22.9	23.0	22.7	24.7	22.1	21.4	21.7	23.1	22.9
Too far from U.S. markets to be considered as a location	68	6	20	5	6	8	17	6	21	47	8	59	11	57	5	54	6	8	25	27
	9.7	6.0	19.2	5.0	6.0	8.0	17.0	6.0	13.5	8.7	7.2	10.1	12.6	9.3	6.5	11.6	6.1	4.8	11.8	10.8
Depends/ Don't know	76	13	9	-	5	15	12	22	15	61	6	67	10	65	7	45	6	32	19	17
	10.8	13.0	8.7	-	5.0	15.0	12.0	22.0	9.6	11.2	5.4	11.5	11.5	10.6	9.1	9.7	6.1	19.3	9.0	6.8
D.N.S.	3	-	1	-	-	1	1	-	-	3	-	3	-	3	-	2	-	1	-	-
	.4	-	1.0	-	-	1.0	1.0	-	-	.6	-	.5	-	.5	-	.4	-	.6	-	-

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REPORT 36 (continuation)

S.1 Q.17 Think about the distance of possible investment locations in Canada to the major U.S. markets, versus U.S. locations to the major U.S. markets. Do you think the Canadian locations are ...

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Sufficiently close to U.S. markets	397	150	58	31	27	44	22	22	78	29	48	77	26	49	55	16	39	50	13	35	35	13	22	
	56.4	56.8	58.0	62.0	54.0	42.3	46.8	38.6	78.0	85.3	73.8	77.0	78.8	76.6	55.0	41.0	63.9	50.0	44.8	50.7	35.0	40.6	32.4	
Far from U.S. markets, but not a major problem	160	59	23	9	14	30	12	18	17	4	13	12	5	7	21	11	10	20	7	13	37	11	26	
	22.7	22.3	23.0	18.0	28.0	28.8	25.5	31.6	17.0	11.8	20.0	12.0	15.2	10.9	21.0	28.2	16.4	20.0	24.1	18.8	37.0	34.4	38.2	
Too far from U.S. markets to be considered as a location	68	30	6	3	3	20	12	8	5	1	4	6	1	4	8	5	3	17	6	11	6	2	4	
	9.7	11.4	6.0	6.0	6.0	19.2	25.5	14.0	5.0	2.9	6.2	6.0	3.0	6.3	8.0	12.8	4.9	17.0	20.7	15.9	6.0	6.3	5.9	
Depends/ Don't know	76	23	13	7	6	9	1	8	-	-	-	5	1	4	15	6	9	12	2	10	22	6	16	
	10.8	8.7	13.0	14.0	12.0	8.7	2.1	14.0	-	-	-	5.0	3.0	6.3	15.0	15.4	14.8	12.0	6.9	14.5	22.0	18.8	23.5	
D.N.S.	3	2	-	-	-	1	-	1	-	-	-	-	-	-	1	1	-	1	1	-	-	-	-	
	.4	.8	-	-	-	1.0	-	1.8	-	-	-	-	-	-	1.0	2.6	-	1.0	3.4	-	-	-	-	

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REPORT 37

S.1 Q.18 How do you perceive Canada in terms of labour costs in comparison to the United States? Do you believe labour costs in Canada are much higher than they are in the United States, somewhat higher, about the same, somewhat lower or much lower than they are in the United States? Labour costs in Canada are ...

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Much higher than in the U.S. (100)	17	2	2	-	1	-	7	5	1	16	7	10	-	17	-	13	2	4	-	8
	2.4	2.0	1.9	-	1.0	-	7.0	5.0	.6	2.9	6.3	1.7	-	2.8	-	2.8	2.0	2.4	-	3.2
Somewhat higher (75)	154	17	26	28	19	24	16	24	38	114	26	127	16	137	16	97	25	42	48	44
	21.9	17.0	25.0	28.0	19.0	24.0	16.0	24.0	24.4	21.0	23.4	21.7	18.4	22.3	20.8	20.8	25.5	25.3	22.6	17.7
About the same (50)	253	30	42	60	39	24	27	31	52	201	36	214	33	219	25	181	32	61	70	93
	35.9	30.0	40.4	60.0	39.0	24.0	27.0	31.0	33.3	37.0	32.4	36.6	37.9	35.7	32.5	38.8	32.7	36.7	33.0	37.3
Somewhat lower (25)	198	33	31	10	34	26	36	28	49	147	29	166	27	171	24	128	33	42	69	73
	28.1	33.0	29.8	10.0	34.0	26.0	36.0	28.0	31.4	27.1	26.1	28.4	31.0	27.9	31.2	27.5	33.7	25.3	32.5	29.3
Much lower (0)	13	2	1	-	1	2	3	4	3	10	4	9	2	11	3	5	2	3	2	7
	1.8	2.0	1.0	-	1.0	2.0	3.0	4.0	1.9	1.8	3.6	1.5	2.3	1.8	3.9	1.1	2.0	1.8	.9	2.8
Don't know	68	16	2	2	6	24	10	8	13	54	9	57	9	57	9	42	4	14	23	24
	9.7	16.0	1.9	2.0	6.0	24.0	10.0	8.0	8.3	9.9	8.1	9.8	10.3	9.3	11.7	9.0	4.1	8.4	10.8	9.6
D.N.S.	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	-
	.1	-	-	-	-	-	1.0	-	-	.2	-	.2	-	.2	-	-	-	-	-	-
Index (Maximum=100)	48.6	45.2	49.3	54.6	46.0	48.0	46.6	49.5	47.4	48.9	50.7	48.2	45.2	49.0	44.9	49.1	47.9	50.3	46.7	47.0

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REPORT 37 (continuation)

S.1 Q.18 How do you perceive Canada in terms of labour costs in comparison to the United States? Do you believe labour costs in Canada are much higher than they are in the United States, somewhat higher, about the same, somewhat lower or much lower than they are in the United States? Labour costs in Canada are ...

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Much higher than in the U.S. (100)	17	4	2	1	1	2	1	1	-	-	-	1	-	-	-	-	-	7	1	5	5	1	4	
	2.4	1.5	2.0	2.0	2.0	1.9	2.1	1.8	-	-	-	1.0	-	-	-	-	-	7.0	3.4	7.2	5.0	3.1	5.9	
Somewhat higher (75)	154	58	17	8	9	26	14	12	28	9	19	19	7	12	24	7	17	16	5	11	24	8	16	
	21.9	22.0	17.0	16.0	18.0	25.0	29.8	21.1	28.0	26.5	29.2	19.0	21.2	18.8	24.0	17.9	27.9	16.0	17.2	15.9	24.0	25.0	23.5	
About the same (50)	253	96	30	18	12	42	18	24	60	19	40	39	13	26	24	6	18	27	8	19	31	14	17	
	35.9	36.4	30.0	36.0	24.0	40.4	38.3	42.1	60.0	55.9	61.5	39.0	39.4	40.6	24.0	15.4	29.5	27.0	27.6	27.5	31.0	43.8	25.0	
Somewhat lower (25)	198	74	33	17	16	31	13	18	10	4	6	34	11	22	26	15	11	36	8	27	28	6	22	
	28.1	28.0	33.0	34.0	32.0	29.8	27.7	31.6	10.0	11.8	9.2	34.0	33.3	34.4	26.0	38.5	18.0	36.0	27.6	39.1	28.0	18.8	32.4	
Much lower (0)	13	3	2	-	2	1	1	-	-	-	-	1	-	-	2	-	2	3	1	2	4	1	3	
	1.8	1.1	2.0	-	4.0	1.0	2.1	-	-	-	-	1.0	-	-	2.0	-	3.3	3.0	3.4	2.9	4.0	3.1	4.4	
Don't know	68	28	16	6	10	2	-	2	2	2	-	6	2	4	24	11	13	10	5	5	8	2	6	
	9.7	10.6	16.0	12.0	20.0	1.9	-	3.5	2.0	5.9	-	6.0	6.1	6.3	24.0	28.2	21.3	10.0	17.2	7.2	8.0	6.3	8.8	
D.N.S.	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	
	.1	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.4	-	-	-	-	
Index (Maximum=100)	48.6	48.5	45.2	46.0	44.4	49.3	50.5	48.2	54.6	53.9	55.0	46.0	46.8	45.8	48.0	42.9	51.0	46.6	46.7	46.1	49.5	51.7	48.4	

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REPORT 38

S.1 Q.19a How do you perceive Canada in terms of production costs in comparison to the United States? Do you believe the costs of production in Canada are much higher than they are in the United States, somewhat higher, about the same, somewhat lower or much lower than they are in the United States? Production costs in Canada are ...

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Much higher than in the U.S. (100)	3	1	-	-	-	-	1	1	-	3	2	1	-	3	-	2	-	1	-	2
	.4	1.0	-	-	-	-	1.0	1.0	-	.6	1.8	.2	-	.5	-	.4	-	.6	-	.8
Somewhat higher (75)	149	20	22	30	16	24	19	18	36	111	23	124	18	131	12	100	22	34	46	53
	21.2	20.0	21.2	30.0	16.0	24.0	19.0	18.0	23.1	20.4	20.7	21.2	20.7	21.4	15.6	21.5	22.4	20.5	21.7	21.3
About the same (50)	276	36	45	57	47	26	30	35	58	217	40	234	34	240	27	191	43	68	73	102
	39.2	36.0	43.3	57.0	47.0	26.0	30.0	35.0	37.2	40.0	36.0	40.1	39.1	39.2	35.1	41.0	43.9	41.0	34.4	41.0
Somewhat lower (25)	176	21	30	10	30	23	29	33	41	134	28	145	25	151	20	117	21	38	63	57
	25.0	21.0	28.8	10.0	30.0	23.0	29.0	33.0	26.3	24.7	25.2	24.8	28.7	24.6	26.0	25.1	21.4	22.9	29.7	22.9
Much lower (0)	16	2	1	-	1	2	8	2	5	11	5	11	-	16	4	7	4	3	6	6
	2.3	2.0	1.0	-	1.0	2.0	8.0	2.0	3.2	2.0	4.5	1.9	-	2.6	5.2	1.5	4.1	1.8	2.8	2.4
Don't know	82	20	6	3	6	25	11	11	16	65	13	67	10	70	14	48	8	22	23	29
	11.6	20.0	5.8	3.0	6.0	25.0	11.0	11.0	10.3	12.0	11.7	11.5	11.5	11.4	18.2	10.3	8.2	13.3	10.8	11.6
D.N.S.	2	-	-	-	-	-	2	-	-	2	-	2	-	2	-	1	-	-	1	-
	.3	-	-	-	-	-	2.0	-	-	.4	-	.3	-	.3	-	.2	-	-	.5	-
Index (Maximum=100)	47.9	49.1	47.4	55.2	45.7	49.0	43.1	45.2	47.3	48.0	47.2	48.0	47.7	47.9	43.7	48.4	48.1	48.6	46.1	48.6



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REPORT 38 (continuation)

S.1 Q.19a How do you perceive Canada in terms of production costs in comparison to the United States? Do you believe the costs of production in Canada are much higher than they are in the United States, somewhat higher, about the same, somewhat lower or much lower than they are in the United States? Production costs in Canada are ...

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Much higher than in the U.S. (100)	3	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	1	-	
	.4	.8	1.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.4	1.0	3.1	-	
Somewhat higher (75)	149	57	20	9	11	22	11	11	30	11	19	16	8	8	24	8	16	19	7	11	18	3	15	
	21.2	21.6	20.0	18.0	22.0	21.2	23.4	19.3	30.0	32.4	29.2	16.0	24.2	12.5	24.0	20.5	26.2	19.0	24.1	15.9	18.0	9.4	22.1	
About the same (50)	276	104	36	22	14	45	20	25	57	15	41	47	14	33	26	8	18	30	9	21	35	16	19	
	39.2	39.4	36.0	44.0	28.0	43.3	42.6	43.9	57.0	44.1	63.1	47.0	42.4	51.6	26.0	20.5	29.5	30.0	31.0	30.4	35.0	50.0	27.9	
Somewhat lower (25)	176	66	21	10	11	30	12	18	10	6	4	30	9	19	23	13	10	29	6	22	33	10	23	
	25.0	25.0	21.0	20.0	22.0	28.8	25.5	31.6	10.0	17.6	6.2	30.0	27.3	29.7	23.0	33.3	16.4	29.0	20.7	31.9	33.0	31.3	33.8	
Much lower (0)	16	3	2	-	2	1	1	-	-	-	-	1	-	1	2	-	2	8	2	6	2	-	2	
	2.3	1.1	2.0	-	4.0	1.0	2.1	-	-	-	-	1.0	-	1.6	2.0	-	3.3	8.0	6.9	8.7	2.0	-	2.9	
Don't know	82	31	20	8	12	6	3	3	3	2	1	6	2	3	25	10	15	11	4	7	11	2	9	
	11.6	11.7	20.0	16.0	24.0	5.8	6.4	5.3	3.0	5.9	1.5	6.0	6.1	4.7	25.0	25.6	24.6	11.0	13.8	10.1	11.0	6.3	13.2	
D.N.S.	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	3.4	1.4	-	-	-	
Index (Maximum=100)	47.9	48.8	49.1	50.6	47.4	47.4	48.3	46.8	55.2	53.9	55.9	45.7	49.2	44.7	49.0	45.7	51.1	43.1	46.9	41.4	45.2	45.8	44.9	

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REPORT 39

S.1 Q.19b And how do you perceive Canada in terms of the business climate and economic conditions in comparison to the United States? Do you believe the business climate and economic conditions in Canada are much more competitive than the United States, somewhat more competitive, about the same, somewhat less competitive, or much less competitive than the United States? Business climate and economic conditions in Canada are ...

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Much more competitive than in the U.S. (100)	15	3	1	3	4	-	3	1	4	11	2	13	1	14	4	8	3	6	4	4
	2.1	3.0	1.0	3.0	4.0	-	3.0	1.0	2.6	2.0	1.8	2.2	1.1	2.3	5.2	1.7	3.1	3.6	1.9	1.6
Somewhat competitive (75)	114	5	19	12	25	17	13	23	29	85	24	88	15	99	21	59	19	28	39	32
	16.2	5.0	18.3	12.0	25.0	17.0	13.0	23.0	18.6	15.7	21.6	15.1	17.2	16.2	27.3	12.7	19.4	16.9	18.4	12.9
About the same (50)	284	33	50	56	37	32	39	37	62	221	50	231	37	247	25	205	38	59	89	108
	40.3	33.0	48.1	56.0	37.0	32.0	39.0	37.0	39.7	40.7	45.0	39.6	42.5	40.3	32.5	44.0	38.8	35.5	42.0	43.4
Somewhat less competitive (25)	183	35	28	27	24	17	28	24	42	138	25	156	23	158	15	128	27	43	49	71
	26.0	35.0	26.9	27.0	24.0	17.0	28.0	24.0	26.9	25.4	22.5	26.7	26.4	25.8	19.5	27.5	27.6	25.9	23.1	28.5
Much less competitive (0)	14	2	2	1	4	-	5	-	2	12	1	13	-	14	2	8	4	4	2	5
	2.0	2.0	1.9	1.0	4.0	-	5.0	-	1.3	2.2	.9	2.2	-	2.3	2.6	1.7	4.1	2.4	.9	2.0
Don't know	85	18	4	1	6	34	7	15	16	68	6	78	11	72	9	52	7	25	26	26
	12.1	18.0	3.8	1.0	6.0	34.0	7.0	15.0	10.3	12.5	5.4	13.4	12.6	11.7	11.7	11.2	7.1	15.1	12.3	10.4
D.N.S.	9	4	-	-	-	-	5	-	1	8	3	5	-	9	1	6	-	1	3	3
	1.3	4.0	-	-	-	-	5.0	-	.6	1.5	2.7	.9	-	1.5	1.3	1.3	-	.6	1.4	1.2
Index (Maximum=100)	47.3	41.0	47.3	47.2	50.3	50.0	44.6	50.3	48.4	47.1	50.2	46.6	48.0	47.2	53.7	45.8	47.3	48.0	49.2	45.3

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REPORT 39 (continuation)

S.1 Q.19b And how do you perceive Canada in terms of the business climate and economic conditions in comparison to the United States? Do you believe the business climate and economic conditions in Canada are much more competitive than the United States, somewhat more competitive, about the same, somewhat less competitive, or much less competitive than the United States? Business climate and economic conditions in Canada are ...

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Much more competitive than in the U.S. (100)	15	3	3	2	1	1	-	1	3	1	2	4	-	4	-	-	-	3	-	3	1	-	1	
	2.1	1.1	3.0	4.0	2.0	1.0	-	1.8	3.0	2.9	3.1	4.0	-	6.3	-	-	-	3.0	-	4.3	1.0	-	1.5	
Somewhat competitive (75)	114	40	5	2	3	19	8	11	12	3	9	25	11	12	17	7	10	13	2	9	23	7	16	
	16.2	15.2	5.0	4.0	6.0	18.3	17.0	19.3	12.0	8.8	13.8	25.0	33.3	18.8	17.0	17.9	16.4	13.0	6.9	13.0	23.0	21.9	23.5	
About the same (50)	284	108	33	18	15	50	20	30	56	20	36	37	10	26	32	12	20	39	17	22	37	11	26	
	40.3	40.9	33.0	36.0	30.0	48.1	42.6	52.6	56.0	58.8	55.4	37.0	30.3	40.6	32.0	30.8	32.8	39.0	58.6	31.9	37.0	34.4	38.2	
Somewhat less competitive (25)	183	76	35	16	19	28	17	11	27	10	16	24	11	13	17	6	11	28	6	22	24	10	14	
	26.0	28.8	35.0	32.0	38.0	26.9	36.2	19.3	27.0	29.4	24.6	24.0	33.3	20.3	17.0	15.4	18.0	28.0	20.7	31.9	24.0	31.3	20.6	
Much less competitive (0)	14	3	2	1	1	2	2	-	1	-	1	4	-	4	-	-	-	5	-	5	-	-	-	
	2.0	1.1	2.0	2.0	2.0	1.9	4.3	-	1.0	-	1.5	4.0	-	6.3	-	-	-	5.0	-	7.2	-	-	-	
Don't know	85	28	18	7	11	4	-	4	1	-	1	6	1	5	34	14	20	7	2	5	15	4	11	
	12.1	10.6	18.0	14.0	22.0	3.8	-	7.0	1.0	-	1.5	6.0	3.0	7.8	34.0	35.9	32.8	7.0	6.9	7.2	15.0	12.5	16.2	
D.N.S.	9	6	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	5	2	3	-	-	-	
	1.3	2.3	4.0	8.0	-	-	-	-	-	-	-	-	-	-	-	-	-	5.0	6.9	4.3	-	-	-	
Index (Maximum=100)	47.3	46.1	41.0	42.3	39.7	47.3	43.1	50.9	47.2	46.3	48.0	50.3	50.0	49.6	50.0	51.0	49.4	44.6	46.0	43.0	50.3	47.3	51.8	

S.1 Q.20 Which sources of information do you prefer to use to assess investment locations in North America?

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
No answer	106	23	2	5	9	20	11	36	12	94	2	100	5	100	14	46	17	40	30	21
	15.1	23.0	1.9	5.0	9.0	20.0	11.0	36.0	7.7	17.3	1.8	17.1	5.7	16.3	18.2	9.9	17.3	24.1	14.2	8.4
Chamber of commerce and industry	111	3	17	26	10	20	18	17	17	94	15	96	7	104	14	72	16	31	43	26
	15.8	3.0	16.3	26.0	10.0	20.0	18.0	17.0	10.9	17.3	13.5	16.4	8.0	17.0	18.2	15.5	16.3	18.7	20.3	10.4
Embassy	35	3	-	11	5	8	-	8	6	29	3	32	2	33	3	20	7	13	11	8
	5.0	3.0	-	11.0	5.0	8.0	-	8.0	3.8	5.3	2.7	5.5	2.3	5.4	3.9	4.3	7.1	7.8	5.2	3.2
External consultants/ audits	41	6	1	16	5	8	1	4	9	32	6	35	6	34	3	34	3	8	14	17
	5.8	6.0	1.0	16.0	5.0	8.0	1.0	4.0	5.8	5.9	5.4	6.0	6.9	5.5	3.9	7.3	3.1	4.8	6.6	6.8
Specialised advisers or institutes	41	4	4	10	-	4	2	17	8	33	1	40	5	35	3	32	6	13	16	11
	5.8	4.0	3.8	10.0	-	4.0	2.0	17.0	5.1	6.1	.9	6.8	5.7	5.7	3.9	6.9	6.1	7.8	7.5	4.4
Banks/ Financial institutions	44	2	6	13	4	6	9	4	10	34	8	36	3	41	5	34	4	13	14	16
	6.3	2.0	5.8	13.0	4.0	6.0	9.0	4.0	6.4	6.3	7.2	6.2	3.4	6.7	6.5	7.3	4.1	7.8	6.6	6.4
Financial press/ papers/ analysis/ Business publication	61	11	18	9	18	1	3	1	15	45	9	52	5	56	9	40	10	9	24	21
	8.7	11.0	17.3	9.0	18.0	1.0	3.0	1.0	9.6	8.3	8.1	8.9	5.7	9.1	11.7	8.6	10.2	5.4	11.3	8.4
Official papers/ publications	34	8	3	8	-	4	8	3	11	23	7	27	4	30	2	21	7	8	12	11
	4.8	8.0	2.9	8.0	-	4.0	8.0	3.0	7.1	4.2	6.3	4.6	4.6	4.9	2.6	4.5	7.1	4.8	5.7	4.4
Statistics/ Data bank (Dun & Bradstreet, etc.)	17	6	4	4	-	2	1	-	8	9	6	11	3	14	1	14	1	1	7	9
	2.4	6.0	3.8	4.0	-	2.0	1.0	-	5.1	1.7	5.4	1.9	3.4	2.3	1.3	3.0	1.0	.6	3.3	3.6

S.1 Q.20 Which sources of information do you prefer to use to assess investment locations in North America?

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Germany	France	Italy	Sweden	Switzerland	Netherlands	Yes	No	Yes	No	Yes	No	Canada	U.S.	Mexico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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 representant/ subsidiary in North America	84	21	5	11	5	11	26	5	29	53	35	49	16	67	10	54	15	12	16	49
	11.9	21.0	4.8	11.0	5.0	11.0	26.0	5.0	18.6	9.8	31.5	8.4	18.4	10.9	13.0	11.6	15.3	7.2	7.5	19.7
Our contact/ suppliers in North America	59	8	26	13	-	1	4	7	17	41	8	51	11	48	5	48	4	6	18	30
	8.4	8.0	25.0	13.0	-	1.0	4.0	7.0	10.9	7.6	7.2	8.7	12.6	7.8	6.5	10.3	4.1	3.6	8.5	12.0
Our own/ internal people/ strategic and planning department	67	29	4	6	5	9	7	7	25	40	22	44	17	49	6	51	6	12	11	40
	9.5	29.0	3.8	6.0	5.0	9.0	7.0	7.0	16.0	7.4	19.8	7.5	19.5	8.0	7.8	10.9	6.1	7.2	5.2	16.1
Institutions for help in Foreign and external trade	65	6	1	6	11	33	7	1	13	52	9	55	7	58	4	45	12	12	25	23
	9.2	6.0	1.0	6.0	11.0	33.0	7.0	1.0	8.3	9.6	8.1	9.4	8.0	9.5	5.2	9.7	12.2	7.2	11.8	9.2
Market research/ analysis	43	7	4	7	17	1	5	2	12	30	13	30	7	36	4	27	11	6	7	23
	6.1	7.0	3.8	7.0	17.0	1.0	5.0	2.0	7.7	5.5	11.7	5.1	8.0	5.9	5.2	5.8	11.2	3.6	3.3	9.2
Federation of our industrial sector	25	6	2	3	-	7	2	5	7	18	4	21	3	22	3	18	2	6	7	7
	3.6	6.0	1.9	3.0	-	7.0	2.0	5.0	4.5	3.3	3.6	3.6	3.4	3.6	3.9	3.9	2.0	3.6	3.3	2.8
Trade shows/ conference	13	2	-	1	7	1	-	2	1	12	-	13	1	12	-	7	5	-	4	4
	1.8	2.0	-	1.0	7.0	1.0	-	2.0	.6	2.2	-	2.2	1.1	2.0	-	1.5	5.1	-	1.9	1.6
Internet	8	-	4	3	-	1	-	-	3	5	-	8	1	7	1	7	-	2	3	2
	1.1	-	3.8	3.0	-	1.0	-	-	1.9	.9	-	1.4	1.1	1.1	1.3	1.5	-	1.2	1.4	.8

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REPORT 40 (continuation)

S.1 Q.20 Which sources of information do you prefer to use to assess investment locations in North America?

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Nothing in particular/ General source of information	30	2	9	4	1	-	10	4	4	26	4	25	4	26	3	17	5	8	10	8
	4.3	2.0	8.7	4.0	1.0	-	10.0	4.0	2.6	4.8	3.6	4.3	4.6	4.2	3.9	3.6	5.1	4.8	4.7	3.2
Media (other than financial press)	35	9	4	4	7	-	10	1	11	24	4	30	5	30	3	25	7	7	10	10
	5.0	9.0	3.8	4.0	7.0	-	10.0	1.0	7.1	4.4	3.6	5.1	5.7	4.9	3.9	5.4	7.1	4.2	4.7	4.0
Advertising	2	-	-	1	1	-	-	-	1	1	-	2	1	1	-	2	-	1	-	1
	.3	-	-	1.0	1.0	-	-	-	.6	.2	-	.3	1.1	.2	-	.4	-	.6	-	.4
Germany: One source to check all places/ to find information	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-
	.1	-	1.0	-	-	-	-	-	-	.2	-	.2	-	.2	-	.2	-	.6	-	-
Germany: Association with automotive industry	1	-	1	-	-	-	-	-	1	-	-	1	1	-	-	-	1	-	-	1
	.1	-	1.0	-	-	-	-	-	.6	-	-	.2	1.1	-	-	-	1.0	-	-	.4
Germany: Suburban representation	1	-	1	-	-	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1
	.1	-	1.0	-	-	-	-	-	.6	-	-	.2	1.1	-	-	.2	-	-	-	.4
Netherlands: Specific Comments	5	1	-	-	-	-	4	-	5	1	4	-	5	2	3	-	2	1	2	
	.7	1.0	-	-	-	-	4.0	-	.9	.9	.7	-	.8	2.6	.6	-	1.2	.5	.8	
Sweden: Specific Comments	21	-	-	-	-	21	-	-	3	18	2	19	2	19	2	14	2	6	7	8
	3.0	-	-	-	-	21.0	-	-	1.9	3.3	1.8	3.3	2.3	3.1	2.6	3.0	2.0	3.6	3.3	3.2
Italy: Specific Comments	16	-	-	-	16	-	-	-	5	11	2	14	4	12	2	10	4	3	4	6
	2.3	-	-	-	16.0	-	-	-	3.2	2.0	1.8	2.4	4.6	2.0	2.6	2.1	4.1	1.8	1.9	2.4

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S.1 Q.20 Which sources of information do you prefer to use to assess investment locations in North America?

REPORT 40 (continuation)

	COUNTRY							CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
Switzerland: Personal contact	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-	-	1
	.1	-	-	-	-	-	1.0	-	-	.2	-	.2	-	.2	-	.2	-	-	-	.4
Others	44	9	2	14	3	-	3	13	9	33	9	33	4	39	6	32	2	12	14	16
	6.3	9.0	1.9	14.0	3.0	-	3.0	13.0	5.8	6.1	8.1	5.7	4.6	6.4	7.8	6.9	2.0	7.2	6.6	6.4
D.N.S.	36	-	31	-	-	-	5	-	8	28	7	29	2	34	1	31	3	8	10	11
	5.1	-	29.8	-	-	-	5.0	-	5.1	5.2	6.3	5.0	2.3	5.5	1.3	6.7	3.1	4.8	4.7	4.4

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
No answer	106	29	23	7	16	2	1	1	5	1	4	9	2	7	20	9	11	11	1	10	36	8	28	
	15.1	11.0	23.0	14.0	32.0	1.9	2.1	1.8	5.0	2.9	6.2	9.0	6.1	10.9	20.0	23.1	18.0	11.0	3.4	14.5	36.0	25.0	41.2	
Chamber of commerce and industry	111	50	3	3	-	17	10	7	26	13	13	10	6	4	20	7	13	18	5	12	17	6	11	
	15.8	18.9	3.0	6.0	-	16.3	21.3	12.3	26.0	38.2	20.0	10.0	18.2	6.3	20.0	17.9	21.3	18.0	17.2	17.4	17.0	18.8	16.2	
Embassy	35	13	3	1	2	-	-	-	11	3	8	5	1	3	8	5	3	-	-	-	8	3	5	
	5.0	4.9	3.0	2.0	4.0	-	-	-	11.0	8.8	12.3	5.0	3.0	4.7	8.0	12.8	4.9	-	-	-	8.0	9.4	7.4	
External consultants/ audits	41	17	6	4	2	1	1	-	16	8	8	5	2	3	8	1	7	1	-	1	4	1	3	
	5.8	6.4	6.0	8.0	4.0	1.0	2.1	-	16.0	23.5	12.3	5.0	6.1	4.7	8.0	2.6	11.5	1.0	-	1.4	4.0	3.1	4.4	
Specialised advisers or institutes	41	16	4	1	3	4	2	2	10	2	8	-	-	-	4	2	2	2	2	-	17	7	10	
	5.8	6.1	4.0	2.0	6.0	3.8	4.3	3.5	10.0	5.9	12.3	-	-	-	4.0	5.1	3.3	2.0	6.9	-	17.0	21.9	14.7	
Banks/ Financial institutions	44	14	2	1	1	6	3	3	13	4	9	4	1	3	6	2	4	9	3	6	4	-	4	
	6.3	5.3	2.0	2.0	2.0	5.8	6.4	5.3	13.0	11.8	13.8	4.0	3.0	4.7	6.0	5.1	6.6	9.0	10.3	8.7	4.0	-	5.9	
Financial press/ papers/ analysis/ Business publication	61	17	11	6	5	18	6	12	9	1	8	18	3	14	1	-	1	3	-	3	1	1	-	
	8.7	6.4	11.0	12.0	10.0	17.3	12.8	21.1	9.0	2.9	12.3	18.0	9.1	21.9	1.0	-	1.6	3.0	-	4.3	1.0	3.1	-	
Official papers/ publications	34	16	8	7	1	3	1	2	8	3	5	-	-	-	4	1	3	8	3	5	3	1	2	
	4.8	6.1	8.0	14.0	2.0	2.9	2.1	3.5	8.0	8.8	7.7	-	-	-	4.0	2.6	4.9	8.0	10.3	7.2	3.0	3.1	2.9	
Statistics/ Data bank (Dun & Bradstreet, etc.)	17	6	6	3	3	4	2	2	4	-	4	-	-	-	2	-	2	1	1	-	-	-	-	
	2.4	2.3	6.0	6.0	6.0	3.8	4.3	3.5	4.0	-	6.2	-	-	-	2.0	-	3.3	1.0	3.4	-	-	-	-	
Our representant/ subsidiary in North America	84	33	21	11	10	5	2	3	11	3	7	5	2	3	11	6	5	26	6	19	5	3	2	
	11.9	12.5	21.0	22.0	20.0	4.8	4.3	5.3	11.0	8.8	10.8	5.0	6.1	4.7	11.0	15.4	8.2	26.0	20.7	27.5	5.0	9.4	2.9	



S.1 Q.20 Which sources of information do you prefer to use to assess investment locations in North America?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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 contact/ suppliers in North America	59	26	8	4	4	26	12	14	13	4	9	-	-	-	1	-	1	4	2	2	7	4	3	
	8.4	9.8	8.0	8.0	8.0	25.0	25.5	24.6	13.0	11.8	13.8	-	-	-	1.0	-	1.6	4.0	6.9	2.9	7.0	12.5	4.4	
Our own/ internal people/ strategic and planning department	67	34	29	14	15	4	3	1	6	2	3	5	2	3	9	6	3	7	2	5	7	5	2	
	9.5	12.9	29.0	28.0	30.0	3.8	6.4	1.8	6.0	5.9	4.6	5.0	6.1	4.7	9.0	15.4	4.9	7.0	6.9	7.2	7.0	15.6	2.9	
Institutions for help in Foreign and external trade	65	25	6	4	2	1	-	1	6	3	3	11	2	9	33	13	20	7	3	4	1	-	1	
	9.2	9.5	6.0	8.0	4.0	1.0	-	1.8	6.0	8.8	4.6	11.0	6.1	14.1	33.0	33.3	32.8	7.0	10.3	5.8	1.0	-	1.5	
Market research/ analysis	43	18	7	3	4	4	2	2	7	4	3	17	5	11	1	-	1	5	2	3	2	2	-	
	6.1	6.8	7.0	6.0	8.0	3.8	4.3	3.5	7.0	11.8	4.6	17.0	15.2	17.2	1.0	-	1.6	5.0	6.9	4.3	2.0	6.3	-	
Federation of our industrial sector	25	9	6	3	3	2	-	2	3	-	3	-	-	-	7	3	4	2	-	1	5	3	2	
	3.6	3.4	6.0	6.0	6.0	1.9	-	3.5	3.0	-	4.6	-	-	-	7.0	7.7	6.6	2.0	-	1.4	5.0	9.4	2.9	
Trade shows/ conference	13	3	2	-	2	-	-	-	1	1	-	7	1	5	1	-	1	-	-	-	2	1	1	
	1.8	1.1	2.0	-	4.0	-	-	-	1.0	2.9	-	7.0	3.0	7.8	1.0	-	1.6	-	-	-	2.0	3.1	1.5	
Internet	8	2	-	-	-	4	2	2	3	-	3	-	-	-	1	-	1	-	-	-	-	-	-	
	1.1	.8	-	-	-	3.8	4.3	3.5	3.0	-	4.6	-	-	-	1.0	-	1.6	-	-	-	-	-	-	
Nothing in particular/ General source of information	30	7	2	1	1	9	1	8	4	2	2	1	-	1	-	-	-	10	3	7	4	-	4	
	4.3	2.7	2.0	2.0	2.0	8.7	2.1	14.0	4.0	5.9	3.1	1.0	-	1.6	-	-	-	10.0	10.3	10.1	4.0	-	5.9	
Media (other than financial press)	35	15	9	2	7	4	4	-	4	-	4	7	5	2	-	-	-	10	4	5	1	-	1	
	5.0	5.7	9.0	4.0	14.0	3.8	8.5	-	4.0	-	6.2	7.0	15.2	3.1	-	-	-	10.0	13.8	7.2	1.0	-	1.5	

S.1 Q.20 Which sources of information do you prefer to use to assess investment locations in North America?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Advertising	.2	-	-	-	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	
	.3	-	-	-	-	-	-	-	1.0	-	1.5	1.0	-	1.6	-	-	-	-	-	-	-	-	-	
Germany: One source to check all places/ to find information	.1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Germany: Association with automotive industry	.1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Germany: Suburban representation	.1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Netherlands: Specific Comments	.5	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	1	3	
	.7	.4	1.0	-	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4.0	3.1	4.4	
Sweden: Specific Comments	.21	7	-	-	-	-	-	-	-	-	-	-	-	-	21	7	14	-	-	-	-	-	-	
	3.0	2.7	-	-	-	-	-	-	-	-	-	-	-	-	21.0	17.9	23.0	-	-	-	-	-	-	
Italy: Specific Comments	.16	5	-	-	-	-	-	-	-	-	-	16	5	11	-	-	-	-	-	-	-	-	-	
	2.3	1.9	-	-	-	-	-	-	-	-	-	16.0	15.2	17.2	-	-	-	-	-	-	-	-	-	
Switzerland: Personal contact	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.4	-	-	-	
Others	44	17	9	5	4	2	1	1	14	5	9	3	-	3	-	-	-	3	1	2	13	5	8	
	6.3	6.4	9.0	10.0	8.0	1.9	2.1	1.8	14.0	14.7	13.8	3.0	-	4.7	-	-	-	3.0	3.4	2.9	13.0	15.6	11.8	
D.N.S.	36	19	-	-	-	31	18	13	-	-	-	-	-	-	-	-	-	5	1	4	-	-	-	
	5.1	7.2	-	-	-	29.8	38.3	22.8	-	-	-	-	-	-	-	-	-	5.0	3.4	5.8	-	-	-	

S.1 Q.21 In which areas would you be interested in having more information about Canada as a place to invest?

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
No answer	125 17.8	24 24.0	-	15 15.0	6 6.0	32 32.0	20 20.0	28 28.0	14 9.0	110 20.3	17 15.3	106 18.2	11 12.6	112 18.3	14 18.2	71 15.2	17 17.3	36 21.7	36 17.0	32 12.9
Nothing in particular/ no real areas of interest	159 22.6	36 36.0	52 50.0	15 15.0	6 6.0	15 15.0	24 24.0	11 11.0	39 25.0	118 21.7	19 17.1	139 23.8	26 29.9	133 21.7	13 16.9	117 25.1	18 18.4	33 19.9	38 17.9	72 28.9
Food sector	28 4.0	-	-	15 15.0	6 6.0	1 1.0	5 5.0	1 1.0	4 2.6	24 4.4	5 4.5	23 3.9	4 4.6	24 3.9	6 7.8	16 3.4	5 5.1	9 5.4	9 4.2	7 2.8
Automotive sectors	13 1.8	2 2.0	-	2 2.0	7 7.0	1 1.0	1 1.0	-	-	13 2.4	-	13 2.2	1 1.1	12 2.0	1 1.3	6 1.3	5 5.1	-	9 4.2	2 .8
Textile sector	16 2.3	-	-	4 4.0	9 9.0	-	2 2.0	1 1.0	3 1.9	13 2.4	2 1.8	14 2.4	2 2.3	14 2.3	1 1.3	10 2.1	5 5.1	4 2.4	5 2.4	5 2.0
Other manufacturing sectors we are belonging to	90 12.8	5 5.0	1 1.0	10 10.0	19 19.0	25 25.0	28 28.0	2 2.0	20 12.8	70 12.9	20 18.0	70 12.0	11 12.6	79 12.9	13 16.9	59 12.7	16 16.3	16 9.6	35 16.5	30 12.0
Take over/ Buy out of companies and production sites	8 1.1	-	-	8 8.0	-	-	-	-	4 2.6	4 .7	2 1.8	6 1.0	3 3.4	5 .8	-	7 1.5	1 1.0	1 .6	5 2.4	2 .8
Setting up a company	11 1.6	-	-	7 7.0	-	2 2.0	-	2 2.0	1 .6	10 1.8	1 .9	10 1.7	1 1.1	10 1.6	-	8 1.7	1 1.0	3 1.8	4 1.9	2 .8
Plant construction cost	13 1.8	3 3.0	-	4 4.0	-	2 2.0	-	4 4.0	3 1.9	10 1.8	1 .9	11 1.9	2 2.3	11 1.8	1 1.3	8 1.7	1 1.0	4 2.4	5 2.4	4 1.6
Labour cost	29 4.1	8 8.0	1 1.0	3 3.0	-	6 6.0	2 2.0	9 9.0	9 5.8	19 3.5	6 5.4	22 3.8	2 2.3	26 4.2	3 3.9	17 3.6	3 3.1	8 4.8	10 4.7	10 4.0

DATE 07/16/97  
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REPORT 41 (continuation)

S.1 Q.21 In which areas would you be interested in having more information about Canada as a place to invest?

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
Production cost	19 2.7	4 4.0	2 1.9	2 2.0	- -	5 5.0	- -	6 6.0	3 1.9	15 2.8	1 .9	18 3.1	- -	18 2.9	1 1.3	13 2.8	2 2.0	6 3.6	6 2.8	7 2.8
Transport/ logistic costs	20 2.8	3 3.0	1 1.0	3 3.0	1 1.0	5 5.0	1 1.0	6 6.0	7 4.5	13 2.4	4 3.6	15 2.6	2 2.3	18 2.9	1 1.3	15 3.2	1 1.0	7 4.2	6 2.8	4 1.6
Tax legislation in Canada	27 3.8	3 3.0	1 1.0	6 6.0	- -	8 8.0	- -	9 9.0	7 4.5	20 3.7	5 4.5	22 3.8	2 2.3	25 4.1	1 1.3	19 4.1	2 2.0	7 4.2	12 5.7	7 2.8
Tax incentives/ investment subsidies	13 1.8	4 4.0	- -	4 4.0	- -	1 1.0	- -	4 4.0	5 3.2	8 1.5	5 4.5	8 1.4	3 3.4	10 1.6	1 1.3	12 2.6	- -	2 1.2	6 2.8	5 2.0
Market opportunity/ Market Potential	45 6.4	5 5.0	3 2.9	10 10.0	- -	9 9.0	1 1.0	17 17.0	11 7.1	33 6.1	6 5.4	38 6.5	3 3.4	40 6.5	5 6.5	33 7.1	2 2.0	15 9.0	13 6.1	16 6.4
Competition	9 1.3	- -	- -	3 3.0	- -	1 1.0	- -	5 5.0	1 .6	8 1.5	- -	8 1.4	1 1.1	8 1.3	2 2.6	5 1.1	- -	1 .6	5 2.4	3 1.2
How to find a sub - contractor/ a partner	5 .7	- -	- -	4 4.0	1 1.0	- -	- -	- -	2 1.3	3 .6	1 .9	4 .7	1 1.1	4 .7	1 1.3	2 .4	2 2.0	1 .6	2 .9	2 .8
General information on the political situation in Canada	9 1.3	3 3.0	- -	2 2.0	- -	- -	- -	4 4.0	3 1.9	6 1.1	1 .9	7 1.2	1 1.1	8 1.3	- -	6 1.3	3 3.1	3 1.8	1 .5	4 1.6
General information on the economic situation in Canada (inflation, unemployment)	39 5.5	11 11.0	2 1.9	5 5.0	- -	9 9.0	4 4.0	8 8.0	11 7.1	28 5.2	5 4.5	33 5.7	3 3.4	36 5.9	4 5.2	25 5.4	5 5.1	9 5.4	15 7.1	15 6.0

S.1 Q.21 In which areas would you be interested in having more information about Canada as a place to invest?

	COUNTRY							CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249	
	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
We are already there/ we have enough information	29	7	1	17	-	2	2	-	7	22	14	15	4	25	5	20	3	2	5	22
	4.1	7.0	1.0	17.0	-	2.0	2.0	-	4.5	4.1	12.6	2.6	4.6	4.1	6.5	4.3	3.1	1.2	2.4	8.8
Regional difference in Canada/ whether things are different in different areas of the country	19	3	1	4	-	8	-	3	7	12	3	16	6	13	3	14	-	4	10	5
	2.7	3.0	1.0	4.0	-	8.0	-	3.0	4.5	2.2	2.7	2.7	6.9	2.1	3.9	3.0	-	2.4	4.7	2.0
Mass market	5	1	-	4	-	-	-	-	1	4	-	5	-	5	1	4	-	3	2	-
	.7	1.0	-	4.0	-	-	-	-	.6	.7	-	.9	-	.8	1.3	.9	-	1.8	.9	-
Energy cost	4	1	-	-	2	1	-	-	2	2	2	2	1	3	1	-	2	1	1	2
	.6	1.0	-	-	2.0	1.0	-	-	1.3	.4	1.8	.3	1.1	.5	1.3	-	2.0	.6	.5	.8
UK: Specific Comments	10	10	-	-	-	-	-	-	4	6	2	7	-	10	1	9	-	2	1	7
	1.4	10.0	-	-	-	-	-	-	2.6	1.1	1.8	1.2	-	1.6	1.3	1.9	-	1.2	.5	2.8
Germany: Bank/ financial sector	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	-
	.1	-	1.0	-	-	-	-	-	-	.2	-	.2	-	.2	-	.2	-	-	-	-
Germany: Industrial Conurbation/ extended urban area	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1
	.1	-	1.0	-	-	-	-	-	-	.2	-	.2	-	.2	-	.2	-	-	-	.4
Germany: Everything wanted in Exposure	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1
	.1	-	1.0	-	-	-	-	-	-	.2	-	.2	-	.2	-	.2	-	-	-	.5

S.1 Q.21 In which areas would you be interested in having more information about Canada as a place to invest?

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
Germany: Pharmaceutical Industry	1 .1	-	1 1.0	-	-	-	-	-	1 .6	-	-	1 .2	-	1 .2	-	1 .2	-	-	-	1 .4
Germany: Electronic sector	2 .3	-	1 1.0	-	-	-	1 1.0	-	2 .4	-	2 .3	-	2 .3	-	1 .2	1 1.0	-	-	1 .5	-
Germany: General/ overall knowledge in the industry	1 .1	-	1 1.0	-	-	-	-	-	1 .2	1 .9	-	-	1 .2	-	1 .2	-	-	-	1 .5	-
Netherlands: Specific Comments	22 3.1	-	-	-	-	-	22 22.0	3 1.9	19 3.5	-	22 3.8	1 1.1	21 3.4	3 3.9	13 2.8	4 4.1	9 5.4	6 2.8	5 2.0	
Sweden: Specific Comments	9 1.3	-	-	-	-	9 9.0	-	3 1.9	6 1.1	-	9 1.5	3 3.4	6 1.0	-	6 1.3	-	4 2.4	3 1.4	2 .8	
Italy: Specific Comments	40 5.7	-	-	-	40 40.0	-	-	11 7.1	29 5.3	5 4.5	34 5.8	7 8.0	33 5.4	4 5.2	25 5.4	10 10.2	6 3.6	12 5.7	15 6.0	
Switzerland: Environmental/ nature	1 .1	-	-	-	-	1 1.0	-	-	1 .2	-	1 .2	-	1 .2	1 1.3	-	-	-	-	1 .5	-
Switzerland: Travel/ travel prospects	1 .1	-	-	-	-	1 1.0	-	-	1 .2	-	1 .2	-	1 .2	-	-	-	-	1 .6	-	-
Others	58 8.2	22 22.0	1 1.0	9 9.0	6 6.0	-	5 5.0	15 15.0	17 10.9	40 7.4	7 6.3	49 8.4	6 6.9	52 8.5	6 7.8	35 7.5	7 7.1	15 9.0	15 7.1	22 8.8

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S.1 Q.21 In which areas would you be interested in having more information about Canada as a place to invest?

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
D.N.S.	49	-	36	-	-	-	8	5	13	36	8	41	5	44	2	38	6	13	13	15
	7.0	-	34.6	-	-	-	8.0	5.0	8.3	6.6	7.2	7.0	5.7	7.2	2.6	8.2	6.1	7.8	6.1	6.0

S.1 Q.21 In which areas would you be interested in having more information about Canada as a place to invest?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
No answer	125	54	24	12	12	-	-	-	15	9	6	6	2	4	32	14	18	20	6	14	28	11	17	
	17.8	20.5	24.0	24.0	24.0	-	-	-	15.0	26.5	9.2	6.0	6.1	6.3	32.0	35.9	29.5	20.0	20.7	20.3	28.0	34.4	25.0	
Nothing in particular/ no real areas of interest	159	56	36	16	20	52	19	33	15	5	10	6	1	5	15	3	12	24	9	15	11	3	8	
	22.6	21.2	36.0	32.0	40.0	50.0	40.4	57.9	15.0	14.7	15.4	6.0	3.0	7.8	15.0	7.7	19.7	24.0	31.0	21.7	11.0	9.4	11.8	
Food sector	28	1	-	-	-	-	-	-	15	-	15	6	-	6	1	-	1	5	1	4	1	-	1	
	4.0	.4	-	-	-	-	-	-	15.0	-	23.1	6.0	-	9.4	1.0	-	1.6	5.0	3.4	5.8	1.0	-	1.5	
Automotive sectors	13	2	2	-	2	-	-	-	2	-	2	7	1	6	1	-	1	1	1	-	-	-	-	
	1.8	.8	2.0	-	4.0	-	-	-	2.0	-	3.1	7.0	3.0	9.4	1.0	-	1.6	1.0	3.4	-	-	-	-	
Textile sector	16	-	-	-	-	-	-	-	4	-	4	9	-	9	-	-	-	2	-	1	1	-	1	
	2.3	-	-	-	-	-	-	-	4.0	-	6.2	9.0	-	14.1	-	-	-	2.0	-	1.4	1.0	-	1.5	
Other manufacturing sectors we are belonging to	90	40	5	2	3	1	1	-	10	6	4	19	10	8	25	10	15	28	9	19	2	2	-	
	12.8	15.2	5.0	4.0	6.0	1.0	2.1	-	10.0	17.6	6.2	19.0	30.3	12.5	25.0	25.6	24.6	28.0	31.0	27.5	2.0	6.3	-	
Take over/ Buy out of companies and production sites	8	3	-	-	-	-	-	-	8	3	5	-	-	-	-	-	-	-	-	-	-	-	-	
	1.1	1.1	-	-	-	-	-	-	8.0	8.8	7.7	-	-	-	-	-	-	-	-	-	-	-	-	
Setting up a company	11	7	-	-	-	-	-	-	7	5	2	-	-	-	2	1	1	-	-	-	2	1	1	
	1.6	2.7	-	-	-	-	-	-	7.0	14.7	3.1	-	-	-	2.0	2.6	1.6	-	-	-	2.0	3.1	1.5	
Plant construction cost	13	9	3	3	-	-	-	-	4	4	-	-	-	-	2	1	1	-	-	-	4	1	3	
	1.8	3.4	3.0	6.0	-	-	-	-	4.0	11.8	-	-	-	-	2.0	2.6	1.6	-	-	-	4.0	3.1	4.4	
Labour cost	29	13	8	3	5	1	-	1	3	2	1	-	-	-	6	2	4	2	1	1	9	5	4	
	4.1	4.9	8.0	6.0	10.0	1.0	-	1.8	3.0	5.9	1.5	-	-	-	6.0	5.1	6.6	2.0	3.4	1.4	9.0	15.6	5.9	
Production cost	19	7	4	2	2	2	-	2	2	1	1	-	-	-	5	1	4	-	-	-	6	3	3	
	2.7	2.7	4.0	4.0	4.0	1.9	-	3.5	2.0	2.9	1.5	-	-	-	5.0	2.6	6.6	-	-	-	6.0	9.4	4.4	



S.1 Q.21 In which areas would you be interested in having more information about Canada as a place to invest?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Transport/ logistic costs	20	7	3	2	1	1	-	1	3	3	-	1	-	1	5	1	4	1	-	1	6	1	5	
	2.8	2.7	3.0	4.0	2.0	1.0	-	1.8	3.0	8.8	-	1.0	-	1.6	5.0	2.6	6.6	1.0	-	1.4	6.0	3.1	7.4	
Tax legislation in Canada	27	11	3	2	1	1	-	1	6	1	4	-	-	-	8	4	4	-	-	-	9	4	5	
	3.8	4.2	3.0	4.0	2.0	1.0	-	1.8	6.0	2.9	6.2	-	-	-	8.0	10.3	6.6	-	-	-	9.0	12.5	7.4	
Tax incentives/ investment subsidies	13	5	4	2	2	-	-	-	4	2	2	-	-	-	1	-	1	-	-	-	4	1	3	
	1.8	1.9	4.0	4.0	4.0	-	-	-	4.0	5.9	3.1	-	-	-	1.0	-	1.6	-	-	-	4.0	3.1	4.4	
Market opportunity/ Market Potential	45	18	5	4	1	3	2	1	10	3	7	-	-	-	9	3	6	1	1	-	17	5	12	
	6.4	6.8	5.0	8.0	2.0	2.9	4.3	1.8	10.0	8.8	10.8	-	-	-	9.0	7.7	9.8	1.0	3.4	-	17.0	15.6	17.6	
Competition	9	1	-	-	-	-	-	-	3	1	2	-	-	-	1	-	1	-	-	-	5	-	5	
	1.3	.4	-	-	-	-	-	-	3.0	2.9	3.1	-	-	-	1.0	-	1.6	-	-	-	5.0	-	7.4	
How to find a sub-contractor/ a partner	5	-	-	-	-	-	-	-	4	-	4	1	-	1	-	-	-	-	-	-	-	-	-	
	.7	-	-	-	-	-	-	-	4.0	-	6.2	1.0	-	1.6	-	-	-	-	-	-	-	-	-	
General information on the political situation in Canada	9	1	3	1	2	-	-	-	2	-	2	-	-	-	-	-	-	-	-	-	4	-	4	
	1.3	.4	3.0	2.0	4.0	-	-	-	2.0	-	3.1	-	-	-	-	-	-	-	-	-	4.0	-	5.9	
General information on the economic situation in Canada (inflation, unemployment)	39	19	11	7	4	2	1	1	5	1	4	-	-	-	9	6	3	4	1	3	8	3	5	
	5.5	7.2	11.0	14.0	8.0	1.9	2.1	1.8	5.0	2.9	6.2	-	-	-	9.0	15.4	4.9	4.0	3.4	4.3	8.0	9.4	7.4	
We are already there/ we have enough information	29	12	7	4	3	1	-	1	17	7	10	-	-	-	2	1	1	2	-	2	-	-	-	
	4.1	4.5	7.0	8.0	6.0	1.0	-	1.8	17.0	20.6	15.4	-	-	-	2.0	2.6	1.6	2.0	-	2.9	-	-	-	

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S.1 Q.21 In which areas would you be interested in having more information about Canada as a place to invest?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Regional difference in Canada/ whether things are different in different areas of the country	19	6	3	1	2	1	1	-	4	1	2	-	-	-	8	3	5	-	-	-	3	-	3	
	2.7	2.3	3.0	2.0	4.0	1.0	2.1	-	4.0	2.9	3.1	-	-	-	8.0	7.7	8.2	-	-	-	3.0	-	4.4	
Mass market	5	-	1	-	1	-	-	-	4	-	4	-	-	-	-	-	-	-	-	-	-	-	-	
	.7	-	1.0	-	2.0	-	-	-	4.0	-	6.2	-	-	-	-	-	-	-	-	-	-	-	-	
Energy cost	4	2	1	1	-	-	-	-	-	-	-	2	-	1	1	1	-	-	-	-	-	-	-	
	.6	.8	1.0	2.0	-	-	-	-	-	-	-	2.0	-	1.6	1.0	2.6	-	-	-	-	-	-	-	
UK: Specific Comments	10	7	10	7	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1.4	2.7	10.0	14.0	6.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Germany: Bank/ financial sector	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Germany: Industrial Conurbation/ extended urban area	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Germany: Everything wanted in Exposure	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Germany: Pharmaceutical Industry	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.1	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Germany: Electronic sector	2	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.3	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5	

S.1 Q.21 In which areas would you be interested in having more information about Canada as a place to invest?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
Germany: General/ overall knowledge in the industry	.1	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Netherlands: Specific Comments	22	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22	9	13	
	3.1	3.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22.0	28.1	19.1	
Sweden: Specific Comments	9	5	-	-	-	-	-	-	-	-	-	-	-	-	9	5	4	-	-	-	-	-	-	
	1.3	1.9	-	-	-	-	-	-	-	-	-	-	-	-	9.0	12.8	6.6	-	-	-	-	-	-	
Italy: Specific Comments	40	17	-	-	-	-	-	-	-	-	-	40	17	22	-	-	-	-	-	-	-	-	-	
	5.7	6.4	-	-	-	-	-	-	-	-	-	40.0	51.5	34.4	-	-	-	-	-	-	-	-	-	
Switzerland: Environmental/ nature	.1	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	
	.1	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.4	-	-	-	-	
Switzerland: Travel/ travel prospects	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.4	-	-	-	
Others	58	24	22	15	7	1	-	1	9	-	9	6	2	4	-	-	-	5	1	4	15	6	9	
	8.2	9.1	22.0	30.0	14.0	1.0	-	1.8	9.0	-	13.8	6.0	6.1	6.3	-	-	-	5.0	3.4	5.8	15.0	18.8	13.2	
D.N.S.	49	21	-	-	-	36	19	17	-	-	-	-	-	-	-	-	-	8	2	5	5	-	5	
	7.0	8.0	-	-	-	34.6	40.4	29.8	-	-	-	-	-	-	-	-	-	8.0	6.9	7.2	5.0	-	7.4	

S.1 Q.22 Approximately what percentage of your firm's total sales were in North America last year?

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249
	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
0%/ None	166	20	18	25	13	28	12	50	11	155	6	159	3	161	25	83	22	166	-	-
	23.6	20.0	17.3	25.0	13.0	28.0	12.0	50.0	7.1	28.5	5.4	27.2	3.4	26.3	32.5	17.8	22.4	100.0	-	-
1-9%	212	19	34	38	28	32	38	23	47	164	28	184	22	190	24	143	30	-	212	-
	30.1	19.0	32.7	38.0	28.0	32.0	38.0	23.0	30.1	30.2	25.2	31.5	25.3	31.0	31.2	30.7	30.6	-	100.0	-
10-19%	119	20	22	11	18	16	21	11	32	84	31	86	21	96	10	92	14	-	-	119
	16.9	20.0	21.2	11.0	18.0	16.0	21.0	11.0	20.5	15.5	27.9	14.7	24.1	15.7	13.0	19.7	14.3	-	-	47.8
20-29%	63	15	8	10	7	10	10	3	27	36	18	44	15	48	6	50	4	-	-	63
	8.9	15.0	7.7	10.0	7.0	10.0	10.0	3.0	17.3	6.6	16.2	7.5	17.2	7.8	7.8	10.7	4.1	-	-	25.3
30-39%	33	5	6	4	6	5	6	1	13	20	9	23	13	20	2	23	8	-	-	33
	4.7	5.0	5.8	4.0	6.0	5.0	6.0	1.0	8.3	3.7	8.1	3.9	14.9	3.3	2.6	4.9	8.2	-	-	13.3
40-49%	12	5	-	1	-	4	1	1	6	6	3	9	3	9	-	11	1	-	-	12
	1.7	5.0	-	1.0	-	4.0	1.0	1.0	3.8	1.1	2.7	1.5	3.4	1.5	-	2.4	1.0	-	-	4.8
50-59%	9	2	-	3	2	1	-	1	4	4	2	7	1	8	1	7	1	-	-	9
	1.3	2.0	-	3.0	2.0	1.0	-	1.0	2.6	.7	1.8	1.2	1.1	1.3	1.3	1.5	1.0	-	-	3.6
60-69%	7	2	1	1	-	1	-	2	1	6	1	6	-	7	1	5	1	-	-	7
	1.0	2.0	1.0	1.0	-	1.0	-	2.0	.6	1.1	.9	1.0	-	1.1	1.3	1.1	1.0	-	-	2.8
70-79%	3	1	-	-	-	-	2	-	2	1	1	2	-	3	-	3	-	-	-	3
	.4	1.0	-	-	-	-	2.0	-	1.3	.2	.9	.3	-	.5	-	.6	-	-	-	1.2
80-89%	2	2	-	-	-	-	-	-	-	2	-	1	-	2	-	2	-	-	-	2
	.3	2.0	-	-	-	-	-	-	-	.4	-	.2	-	.3	-	.4	-	-	-	.8
90-99%	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	.2	-	-	-	.4
100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	77	9	15	7	26	3	10	7	13	64	12	62	9	68	8	46	17	-	-	-
	10.9	9.0	14.4	7.0	26.0	3.0	10.0	7.0	8.3	11.8	10.8	10.6	10.3	11.1	10.4	9.9	17.3	-	-	-

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REPORT 42 (continuation)

S.1 Q.22 Approximately what percentage of your firm's total sales were in North America last year?

	COUNTRY							CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger-many	Fra-nce	Italy	Swe-den	Switz-erland	Nether-lands	Yes	No	Yes	No	Yes	No	Can-ada	U.S.	Mex-ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704	100	104	100	100	100	100	156	543	111	584	87	613	77	466	98	166	212	249	
	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
Average	9.2	14.7	8.0	8.7	8.0	9.3	9.7	6.4	14.8	7.6	13.5	8.3	14.9	8.5	6.5	10.9	7.9	-	3.7	23.0

S.1 Q.22 Approximately what percentage of your firm's total sales were in North America last year?

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
0%/ None	166	45	20	11	9	18	4	14	25	1	23	13	9	4	28	7	21	12	2	10	50	11	39	
	23.6	17.0	20.0	22.0	18.0	17.3	8.5	24.6	25.0	2.9	35.4	13.0	27.3	6.3	28.0	17.9	34.4	12.0	6.9	14.5	50.0	34.4	57.4	
1-9%	212	78	19	9	10	34	14	20	38	14	24	28	12	16	32	11	21	38	10	28	23	8	15	
	30.1	29.5	19.0	18.0	20.0	32.7	29.8	35.1	38.0	41.2	36.9	28.0	36.4	25.0	32.0	28.2	34.4	38.0	34.5	40.6	23.0	25.0	22.1	
10-19%	119	52	20	10	10	22	13	9	11	4	7	18	2	16	16	8	8	21	9	12	11	6	5	
	16.9	19.7	20.0	20.0	20.0	21.2	27.7	15.8	11.0	11.8	10.8	18.0	6.1	25.0	16.0	20.5	13.1	21.0	31.0	17.4	11.0	18.8	7.4	
20-29%	63	24	15	6	9	8	4	4	10	5	5	7	4	3	10	3	7	10	1	8	3	1	2	
	8.9	9.1	15.0	12.0	18.0	7.7	8.5	7.0	10.0	14.7	7.7	7.0	12.1	4.7	10.0	7.7	11.5	10.0	3.4	11.6	3.0	3.1	2.9	
30-39%	33	14	5	5	-	6	2	4	4	3	1	6	-	6	5	2	3	6	2	4	1	-	1	
	4.7	5.3	5.0	10.0	-	5.8	4.3	7.0	4.0	8.8	1.5	6.0	-	9.4	5.0	5.1	4.9	6.0	6.9	5.8	1.0	-	1.5	
40-49%	12	7	5	2	3	-	-	-	1	-	1	-	-	-	4	4	-	1	1	-	1	-	1	
	1.7	2.7	5.0	4.0	6.0	-	-	-	1.0	-	1.5	-	-	-	4.0	10.3	-	1.0	3.4	-	1.0	-	1.5	
50-59%	9	7	2	2	-	-	-	-	3	2	1	2	1	-	1	1	-	-	-	-	1	1	-	
	1.3	2.7	2.0	4.0	-	-	-	-	3.0	5.9	1.5	2.0	3.0	-	1.0	2.6	-	-	-	-	1.0	3.1	-	
60-69%	7	3	2	1	1	1	1	-	1	-	1	-	-	-	1	-	1	-	-	-	2	1	1	
	1.0	1.1	2.0	2.0	2.0	1.0	2.1	-	1.0	-	1.5	-	-	-	1.0	-	1.6	-	-	-	2.0	3.1	1.5	
70-79%	3	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	
	.4	.4	1.0	-	2.0	-	-	-	-	-	-	-	-	-	-	-	-	2.0	3.4	1.4	-	-	-	
80-89%	2	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.3	.4	2.0	2.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
90-99%	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.1	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.1	-	
100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
D.N.S.	77	31	9	3	6	15	9	6	7	5	2	26	5	19	3	3	-	10	3	6	7	3	4	
	10.9	11.7	9.0	6.0	12.0	14.4	19.1	10.5	7.0	14.7	3.1	26.0	15.2	29.7	3.0	7.7	-	10.0	10.3	8.7	7.0	9.4	5.9	
Average	9.2	11.3	14.7	15.2	14.3	8.0	9.3	6.9	8.7	11.9	7.1	8.0	6.7	8.3	9.3	12.1	7.5	9.7	12.1	8.7	6.4	10.8	4.3	

	COUNTRY								CURRENTLY CONSIDER N. AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION		% NORTH AMERICAN REVENUE			
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
France	100 14.2	-	-	100 100.0	-	-	-	-	16 10.3	84 15.5	23 20.7	77 13.2	8 9.2	92 15.0	8 10.4	72 15.5	20 20.4	25 15.1	38 17.9	30 12.0
U.K.	100 14.2	100 100.0	-	-	-	-	-	-	31 19.9	67 12.3	20 18.0	76 13.0	18 20.7	81 13.2	10 13.0	63 13.5	15 15.3	20 12.0	19 9.0	52 20.9
Italy	100 14.2	-	-	-	100 100.0	-	-	-	24 15.4	76 14.0	9 8.1	90 15.4	18 20.7	82 13.4	16 20.8	54 11.6	29 29.6	13 7.8	28 13.2	33 13.3
Sweden	100 14.2	-	-	-	-	100 100.0	-	-	19 12.2	81 14.9	12 10.8	88 15.1	12 13.8	88 14.4	11 14.3	68 14.6	6 6.1	28 16.9	32 15.1	37 14.9
Germany	104 14.8	-	104 100.0	-	-	-	-	-	31 19.9	72 13.3	14 12.6	89 15.2	11 12.6	93 15.2	4 5.2	87 18.7	9 9.2	18 10.8	34 16.0	37 14.9
Switzerland	100 14.2	-	-	-	-	-	100 100.0	-	23 14.7	77 14.2	28 25.2	72 12.3	14 16.1	86 14.0	12 15.6	72 15.5	10 10.2	12 7.2	38 17.9	40 16.1
Netherlands	100 14.2	-	-	-	-	-	-	100 100.0	12 7.7	86 15.8	5 4.5	92 15.8	6 6.9	91 14.8	16 20.8	50 10.7	9 9.2	50 30.1	23 10.8	20 8.0

	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	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	
France	100	34	-	-	-	-	-	-	100	34	65	-	-	-	-	-	-	-	-	-	-	-	-	
	14.2	12.9	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	
U.K.	100	50	100	50	50	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	14.2	18.9	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Italy	100	33	-	-	-	-	-	-	-	-	-	100	33	64	-	-	-	-	-	-	-	-	-	
	14.2	12.5	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	
Sweden	100	39	-	-	-	-	-	-	-	-	-	-	-	-	100	39	61	-	-	-	-	-	-	
	14.2	14.8	-	-	-	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-	
Germany	104	47	-	-	-	104	47	57	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	14.8	17.8	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Switzerland	100	29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	29	69	-	-	-	
	14.2	11.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	
Netherlands	100	32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100	32	68	
	14.2	12.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100.0	100.0	100.0	



**BREAKS BASED ON MAIN FACTOR CONSIDERED  
WHEN CHOOSING A NORTH AMERICAN INVESTMENT LOCATION**

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REPORT 12

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

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
NET: Politics	23 3.3	10 7.0	5 3.6	- -	1 14.3	- -	9 2.7	2 2.2	4 1.8	1 3.3	2 4.1	1 1.2
Currency stability	4 .6	2 1.4	2 1.4	- -	- -	- -	3 .9	- -	1 .5	1 3.3	- -	- -
Political situation	2 .3	2 1.4	1 .7	- -	1 14.3	- -	- -	- -	- -	- -	- -	- -
Government attitude towards business	8 1.1	3 2.1	1 .7	- -	- -	- -	3 .9	2 2.2	2 .9	- -	- -	1 1.2
Same language	3 .4	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	1 2.0	- -
Similarity to own country	6 .9	3 2.1	1 .7	- -	- -	- -	2 .6	- -	1 .5	- -	1 2.0	- -
NET: Costs	59 8.4	9 6.3	18 12.9	2 25.0	- -	- -	22 6.6	7 7.8	17 7.8	2 6.7	3 6.1	10 11.6
Labour costs	54 7.7	8 5.6	16 11.5	2 25.0	- -	- -	19 5.7	6 6.7	17 7.8	2 6.7	3 6.1	10 11.6
Costs of plant construction	2 .3	- -	2 1.4	- -	- -	- -	2 .6	- -	- -	- -	- -	- -
Costs (general mention)	3 .4	1 .7	- -	- -	- -	- -	1 .3	1 1.1	- -	- -	- -	- -
NET: Risk	2 .3	- -	- -	- -	- -	- -	- -	1 1.1	1 .5	- -	- -	- -

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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

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
Not part of the EU/ different from our market	2 .3	-	-	-	-	-	-	1 1.1	1 .5	-	-	-
NET: Corporate desire to invest	5 .7	-	1 .7	-	-	1 14.3	4 1.2	1 1.1	-	-	1 2.0	1 1.2
Want to expand	2 .3	-	-	-	-	1 14.3	1 .3	1 1.1	-	-	-	-
Prefer to invest elsewhere	3 .4	-	1 .7	-	-	-	3 .9	-	-	-	1 2.0	1 1.2
NET: Need for information	4 .6	-	1 .7	-	-	2 28.6	1 .3	-	1 .5	-	-	1 1.2
Market is new/ young	3 .4	-	1 .7	-	-	1 14.3	1 .3	-	1 .5	-	-	1 1.2
Do not know enough about the country	1 .1	-	-	-	-	1 14.3	-	-	-	-	-	-
NET: Market growth	336 48.0	84 59.2	65 46.8	5 62.5	3 42.9	1 14.3	197 58.8	40 44.4	102 47.0	12 40.0	19 38.8	33 38.4
Growth of market	335 47.9	84 59.2	64 46.0	5 62.5	3 42.9	1 14.3	197 58.8	40 44.4	101 46.5	12 40.0	19 38.8	33 38.4
Quality of life	1 .1	-	1 .7	-	-	-	-	-	1 .5	-	-	-
NET: Technology	18 2.6	1 .7	2 1.4	-	-	1 14.3	7 2.1	7 7.8	5 2.3	-	-	2 2.3
Telecommunications	1 .1	-	-	-	-	-	-	-	1 .5	-	-	1 1.2

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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

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
Level of technology	17 2.4	1 .7	2 1.4	- -	- -	1 14.3	7 2.1	7 7.8	4 1.8	- -	- -	1 1.2
NET: Location	141 20.1	22 15.5	23 16.5	1 12.5	3 42.9	2 28.6	49 14.6	18 20.0	47 21.7	9 30.0	11 22.4	14 16.3
Proximity to markets	126 18.0	18 12.7	19 13.7	1 12.5	3 42.9	1 14.3	43 12.8	16 17.8	44 20.3	8 26.7	10 20.4	12 14.0
Transportation	11 1.6	3 2.1	3 2.2	- -	- -	1 14.3	5 1.5	1 1.1	2 .9	1 3.3	- -	1 1.2
Cost of transportation	2 .3	1 .7	1 .7	- -	- -	- -	1 .3	1 1.1	1 .5	- -	- -	1 1.2
Location (general mention)	2 .3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2.0	- -
NET: Local Economic Conditions	2 .3	- -	1 .7	- -	- -	- -	1 .3	- -	- -	2 6.7	- -	- -
Cost of capital/ interest	2 .3	- -	1 .7	- -	- -	- -	1 .3	- -	- -	2 6.7	- -	- -
NET: Competition	21 3.0	2 1.4	2 1.4	- -	- -	- -	10 3.0	3 3.3	7 3.2	1 3.3	5 10.2	3 3.5
Competition/ competitors	2 .3	- -	1 .7	- -	- -	- -	1 .3	- -	- -	- -	1 2.0	- -
Our business is not suited for that market	1 .1	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	- -	- -

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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

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
Timing/ waiting for the right opportunity	2 .3	-	-	-	-	-	-	-	-	-	-	1 1.2
Demand for our products/ services/ ability to sell products	16 2.3	2 1.4	1 .7	-	-	-	8 2.4	3 3.3	7 3.2	1 3.3	4 8.2	2 2.3
NET: Resources	19 2.7	4 2.8	8 5.8	-	-	-	10 3.0	2 2.2	10 4.6	1 3.3	1 2.0	7 8.1
Labour force skills	4 .6	2 1.4	2 1.4	-	-	-	3 .9	1 1.1	3 1.4	-	-	-
Availability of natural resources	14 2.0	1 .7	6 4.3	-	-	-	6 1.8	1 1.1	7 3.2	1 3.3	1 2.0	7 8.1
Availability of facilities	1 .1	1 .7	-	-	-	-	1 .3	-	-	-	-	-
Other	66 9.4	10 7.0	13 9.4	-	-	-	23 6.9	9 10.0	22 10.1	2 6.7	7 14.3	14 16.3
O.N.S.	4 .6	-	-	-	-	-	2 .6	-	1 .5	-	-	-

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REPORT 13

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

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
NET: Politics	104 14.9	41 28.9	19 13.7	1 12.5	2 28.6	2 28.6	53 15.8	11 12.2	29 13.4	9 30.0	9 18.4	14 16.3
Currency stability	16 2.3	8 5.6	5 3.6	- -	1 14.3	- -	11 3.3	- -	8 3.7	2 6.7	- -	2 2.3
Inflation	5 .7	3 2.1	2 1.4	- -	1 14.3	- -	3 .9	- -	1 .5	- -	- -	- -
Political situation	22 3.1	12 8.5	6 4.3	1 12.5	1 14.3	1 14.3	8 2.4	3 3.3	10 4.6	1 3.3	3 6.1	3 3.5
Government attitude towards business	38 5.4	15 10.6	7 5.0	- -	1 14.3	- -	20 6.0	3 3.3	8 3.7	5 16.7	4 8.2	5 5.8
Same language	19 2.7	7 4.9	5 3.6	- -	- -	1 14.3	10 3.0	3 3.3	6 2.8	1 3.3	2 4.1	1 1.2
Similarity to own country	30 4.3	8 5.6	4 2.9	- -	- -	1 14.3	18 5.4	3 3.3	8 3.7	3 10.0	1 2.0	5 5.8
NET: Costs	111 15.9	25 17.6	34 24.5	1 12.5	1 14.3	- -	51 15.2	18 20.0	45 20.7	7 23.3	1 2.0	16 18.6
Labour costs	84 12.0	20 14.1	27 19.4	- -	1 14.3	- -	39 11.6	14 15.6	33 15.2	4 13.3	1 2.0	8 9.3
Costs of plant construction	19 2.7	5 3.5	3 2.2	1 12.5	1 14.3	- -	11 3.3	3 3.3	5 2.3	3 10.0	- -	4 4.7
Energy costs	11 1.6	1 .7	4 2.9	- -	- -	- -	5 1.5	2 2.2	4 1.8	1 3.3	1 2.0	2 2.3
Costs (general mention)	12 1.7	1 .7	3 2.2	- -	1 14.3	- -	2 .6	2 2.2	6 2.8	- -	- -	2 2.3

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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

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
NET: Risk	5 .7	1 .7	- -	1 12.5	- -	- -	3 .9	- -	2 .9	- -	- -	3 3.5
Not part of the EU/ different from our market	5 .7	1 .7	- -	1 12.5	- -	- -	3 .9	- -	2 .9	- -	- -	3 3.5
Risk level	1 .1	- -	- -	1 12.5	- -	- -	1 .3	- -	- -	- -	- -	1 1.2
NET: Corporate desire to invest	6 .9	- -	3 2.2	- -	- -	- -	1 .3	1 1.1	2 .9	- -	1 2.0	1 1.2
Want to expand	1 .1	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	1 2.0	1 1.2
Prefer to invest elsewhere	5 .7	- -	3 2.2	- -	- -	- -	- 1.1	1 .9	2 .9	- -	- -	- -
NET: Need for information	4 .6	- -	1 .7	- -	- -	- -	3 .9	1 1.1	1 .5	- -	1 2.0	- -
Market is new/ young	1 .1	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	1 2.0	- -
Do not know enough about the country	3 .4	- -	1 .7	- -	- -	- -	2 .6	1 1.1	1 .5	- -	- -	- -
NET: Market growth	105 15.0	19 13.4	26 18.7	2 25.0	3 42.9	1 14.3	62 18.5	12 13.3	30 13.8	9 30.0	7 14.3	12 14.0
Growth of market	93 13.3	15 10.6	24 17.3	1 12.5	3 42.9	- -	55 16.4	11 12.2	26 12.0	7 23.3	6 12.2	11 12.8
Quality of life	14 2.0	6 4.2	4 2.9	1 12.5	- -	1 14.3	7 2.1	1 1.1	5 2.3	2 6.7	1 2.0	1 1.2

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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

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate		Market	Technology	Location	Local		Resources
					Desire to Invest	Need for Information				Economic Conditions	Competition	
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
NET: Technology	44 6.3	12 8.5	8 5.8	1 12.5	-	1 14.3	24 7.2	17 18.9	10 4.6	3 10.0	3 6.1	4 4.7
Telecommunications	5 .7	2 1.4	-	1 12.5	-	-	1 .3	-	3 1.4	1 3.3	-	1 1.2
Level of technology	39 5.6	10 7.0	8 5.8	-	-	1 14.3	23 6.9	17 18.9	7 3.2	2 6.7	3 6.1	3 3.5
NET: Location	148 21.1	31 21.8	37 26.6	3 37.5	-	-	73 21.8	19 21.1	72 33.2	10 33.3	3 6.1	14 16.3
Proximity to markets	94 13.4	21 14.8	29 20.9	1 12.5	-	-	50 14.9	12 13.3	48 22.1	8 26.7	2 4.1	7 8.1
Transportation	44 6.3	8 5.6	10 7.2	1 12.5	-	-	21 6.3	6 6.7	20 9.2	3 10.0	1 2.0	7 8.1
Cost of transportation	28 4.0	10 7.0	3 2.2	1 12.5	-	-	11 3.3	3 3.3	15 6.9	-	1 2.0	3 3.5
Location (general mention)	1 .1	-	-	-	-	-	-	-	-	-	-	-
NET: Local Economic Conditions	20 2.9	8 5.6	7 5.0	1 12.5	-	-	11 3.3	-	7 3.2	1 3.3	-	2 2.3
Cost of capital/interest	19 2.7	7 4.9	7 5.0	1 12.5	-	-	11 3.3	-	7 3.2	-	-	2 2.3
Government debt	2 .3	2 1.4	1 .7	-	-	-	-	-	-	1 3.3	-	-
NET: Competition	19 2.7	4 2.8	9 6.5	-	-	-	7 2.1	1 1.1	10 4.6	-	2 4.1	2 2.3



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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

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
Competition/ competitors	6 .9	1 .7	4 2.9	- -	- -	- -	3 .9	1 1.1	4 1.8	- -	1 2.0	- -
Our business is not suited for that market	2 .3	1 .7	1 .7	- -	- -	- -	2 .6	- -	- -	- -	- -	- -
Timing/ waiting for the right opportunity	2 .3	- -	1 .7	- -	- -	- -	- -	- -	1 .5	- -	- -	- -
Demand for our products/ services/ ability to sell products	9 1.3	2 1.4	3 2.2	- -	- -	- -	2 .6	- -	5 2.3	- -	1 2.0	2 2.3
NET: Resources	41 5.9	11 7.7	13 9.4	- -	- -	- -	22 6.6	2 2.2	12 5.5	2 6.7	2 4.1	7 8.1
Labour force skills	27 3.9	9 6.3	10 7.2	- -	- -	- -	14 4.2	2 2.2	9 4.1	2 6.7	- -	6 7.0
Availability of natural resources	14 2.0	2 1.4	4 2.9	- -	- -	- -	7 2.1	- -	4 1.8	- -	2 4.1	2 2.3
Availability of labour force	1 .1	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	- -	- -
Other	122 17.4	35 24.6	23 16.5	- -	3 42.9	2 28.6	55 16.4	16 17.8	36 16.6	4 13.3	10 20.4	21 24.4
D.N.S.	214 30.6	29 20.4	26 18.7	2 25.0	1 14.3	3 42.9	93 27.8	22 24.4	49 22.6	7 23.3	18 36.7	19 22.1

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REPORT 14

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

BASE: Those answering Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
NET: Politics	120 17.1	46 32.4	23 16.5	1 12.5	2 28.6	2 28.6	59 17.6	13 14.4	32 14.7	9 30.0	11 22.4	15 17.4
Currency stability	19 2.7	9 6.3	7 5.0	- -	1 14.3	- -	13 3.9	- -	9 4.1	3 10.0	- -	2 2.3
Inflation	5 .7	3 2.1	2 1.4	- -	1 14.3	- -	3 .9	- -	1 .5	- -	- -	- -
Political situation	24 3.4	14 9.9	7 5.0	1 12.5	2 28.6	1 14.3	8 2.4	3 3.3	10 4.6	1 3.3	3 6.1	3 3.5
Government attitude towards business	46 6.6	18 12.7	8 5.8	- -	1 14.3	- -	23 6.9	5 5.6	10 4.6	5 16.7	4 8.2	6 7.0
Same language	22 3.1	7 4.9	5 3.6	- -	- -	1 14.3	11 3.3	3 3.3	6 2.8	1 3.3	3 6.1	1 1.2
Similarity to own country	36 5.1	11 7.7	5 3.6	- -	- -	1 14.3	20 6.0	3 3.3	9 4.1	3 10.0	2 4.1	5 5.8
NET: Costs	156 22.3	33 23.2	47 33.8	2 25.0	1 14.3	- -	69 20.6	24 26.7	56 25.8	8 26.7	4 8.2	21 24.4
Labour costs	138 19.7	28 19.7	43 30.9	2 25.0	1 14.3	- -	58 17.3	20 22.2	50 23.0	6 20.0	4 8.2	18 20.9
Costs of plant construction	21 3.0	5 3.5	5 3.6	1 12.5	1 14.3	- -	13 3.9	3 3.3	5 2.3	3 10.0	- -	4 4.7
Energy costs	11 1.6	1 .7	4 2.9	- -	- -	- -	5 1.5	2 2.2	4 1.8	1 3.3	1 2.0	2 2.3
Costs (general mention)	15 2.1	2 1.4	3 2.2	- -	1 14.3	- -	3 .9	3 3.3	6 2.8	- -	- -	2 2.3

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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
NET: Risk	7 1.0	1 .7	- -	1 12.5	- -	- -	3 .9	1 1.1	3 1.4	- -	- -	3 3.5
Not part of the EU/ different from our market	7 1.0	1 .7	- -	1 12.5	- -	- -	3 .9	1 1.1	3 1.4	- -	- -	3 3.5
Risk level	1 .1	- -	- -	1 12.5	- -	- -	1 .3	- -	- -	- -	- -	1 1.2
NET: Corporate desire to invest	10 1.4	- -	4 2.9	- -	- -	1 14.3	4 1.2	2 2.2	2 .9	- -	1 2.0	1 1.2
Want to expand	3 .4	- -	- -	- -	- -	1 14.3	2 .6	1 1.1	- -	- -	1 2.0	1 1.2
Prefer to invest elsewhere	8 1.1	- -	4 2.9	- -	- -	- -	3 .9	1 1.1	2 .9	- -	1 2.0	1 1.2
NET: Need for information	7 1.0	- -	2 1.4	- -	- -	2 28.6	3 .9	1 1.1	2 .9	- -	1 2.0	1 1.2
Market is new/ young	4 .6	- -	1 .7	- -	- -	1 14.3	2 .6	- -	1 .5	- -	1 2.0	1 1.2
Do not know enough about the country	4 .6	- -	1 .7	- -	- -	1 14.3	2 .6	1 1.1	1 .5	- -	- -	- -
NET: Market growth	421 60.1	100 70.4	87 62.6	6 75.0	6 85.7	1 14.3	246 73.4	51 56.7	126 58.1	20 66.7	24 49.0	43 50.0
Growth of market	415 59.3	99 69.7	85 61.2	6 75.0	6 85.7	1 14.3	243 72.5	50 55.6	124 57.1	19 63.3	24 49.0	42 48.8
Quality of life	15 2.1	6 4.2	5 3.6	1 12.5	- -	1 14.3	7 2.1	1 1.1	6 2.8	2 6.7	1 2.0	1 1.2

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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate		Market	Technology	Location	Local		Resources
					Desire to Invest	Need for Information				Economic Conditions	Competition	
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
NET: Technology	62 8.9	13 9.2	10 7.2	1 12.5	- -	2 28.6	31 9.3	24 26.7	15 6.9	3 10.0	3 6.1	6 7.0
Telecommunications	6 .9	2 1.4	- -	1 12.5	- -	- -	1 .3	- -	4 1.8	1 3.3	- -	2 2.3
Level of technology	56 8.0	11 7.7	10 7.2	- -	- -	2 28.6	30 9.0	24 26.7	11 5.1	2 6.7	3 6.1	4 4.7
NET: Location	263 37.6	48 33.8	55 39.6	3 37.5	3 42.9	2 28.6	111 33.1	32 35.6	108 49.8	18 60.0	12 24.5	25 29.1
Proximity to markets	217 31.0	39 27.5	47 33.8	2 25.0	3 42.9	1 14.3	92 27.5	28 31.1	92 42.4	15 50.0	11 22.4	19 22.1
Transportation	55 7.9	11 7.7	13 9.4	1 12.5	- -	1 14.3	26 7.8	7 7.8	22 10.1	4 13.3	1 2.0	8 9.3
Cost of transportation	30 4.3	11 7.7	4 2.9	1 12.5	- -	- -	12 3.6	4 4.4	16 7.4	- -	1 2.0	4 4.7
Location (general mention)	3 .4	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2.0	- -
NET: Local Economic Conditions	22 3.1	8 5.6	8 5.8	1 12.5	- -	- -	12 3.6	- -	7 3.2	3 10.0	- -	2 2.3
Cost of capital/interest	21 3.0	7 4.9	8 5.8	1 12.5	- -	- -	12 3.6	- -	7 3.2	2 6.7	- -	2 2.3
Government debt	2 .3	2 1.4	1 .7	- -	- -	- -	- -	- -	- -	1 3.3	- -	- -
NET: Competition	39 5.6	6 4.2	11 7.9	- -	- -	- -	16 4.8	4 4.4	16 7.4	1 3.3	7 14.3	5 5.8

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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
Competition/ competitors	8 1.1	1 .7	5 3.6	- -	- -	- -	4 1.2	1 1.1	4 1.8	- -	2 4.1	- -
Our business is not suited for that market	3 .4	1 .7	1 .7	- -	- -	- -	3 .9	- -	- -	- -	- -	- -
Timing/ waiting for the right opportunity	4 .6	- -	1 .7	- -	- -	- -	- -	- -	1 .5	- -	- -	1 1.2
Demand for our products/ services/ ability to sell products	25 3.6	4 2.8	4 2.9	- -	- -	- -	10 3.0	3 3.3	12 5.5	1 3.3	5 10.2	4 4.7
NET: Resources	57 8.1	15 10.6	20 14.4	- -	- -	- -	31 9.3	4 4.4	22 10.1	3 10.0	3 6.1	14 16.3
Labour force skills	31 4.4	11 7.7	12 8.6	- -	- -	- -	17 5.1	3 3.3	12 5.5	2 6.7	- -	6 7.0
Availability of natural resources	26 3.7	3 2.1	10 7.2	- -	- -	- -	13 3.9	1 1.1	11 5.1	1 3.3	3 6.1	9 10.5
Availability of facilities	1 .1	1 .7	- -	- -	- -	- -	1 .3	- -	- -	- -	- -	- -
Availability of labour force	1 .1	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	- -	- -
Other	183 26.1	44 31.0	36 25.9	- -	3 42.9	2 28.6	77 23.0	25 27.8	57 26.3	6 20.0	15 30.6	33 38.4

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REPORT 14 (continuation)

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

BASE: Those answering Q.1a

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	700 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	90 100.0	217 100.0	30 100.0	49 100.0	86 100.0
D.N.S.	2 .3	-	-	-	-	-	1 .3	-	1 .5	-	-	-

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 Western Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
NET: Politics	9 4.7	1 3.6	1 3.3	- -	- -	- -	3 3.9	- -	2 3.3	1 9.1	1 9.1	- -
Currency stability	3 1.6	1 3.6	1 3.3	- -	- -	- -	2 2.6	- -	1 1.7	1 9.1	- -	- -
Government attitude towards business	2 1.0	- -	- -	- -	- -	- -	1 1.3	- -	1 1.7	- -	- -	- -
Same language	2 1.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Similarity to own country	2 1.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 9.1	- -
NET: Costs	6 3.1	- -	1 3.3	- -	- -	- -	2 2.6	2 9.1	2 3.3	- -	- -	2 8.0
Labour costs	5 2.6	- -	1 3.3	- -	- -	- -	2 2.6	2 9.1	2 3.3	- -	- -	2 8.0
Costs (general mention)	1 .5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Risk	1 .5	- -	- -	- -	- -	- -	- -	1 4.5	1 1.7	- -	- -	- -
Not part of the EU/ different from our market	1 .5	- -	- -	- -	- -	- -	- -	1 4.5	1 1.7	- -	- -	- -
NET: Corporate desire to invest	1 .5	- -	- -	- -	- -	- -	1 1.3	- -	- -	- -	1 9.1	1 4.0





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 Western Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
Location (general mention)	2 1.0	-	-	-	-	-	-	-	-	-	1 9.1	-
NET: Local Economic Conditions	-	-	-	-	-	-	-	-	-	-	-	-
NET: Competition	10 5.2	1 3.6	-	-	-	-	6 7.9	2 9.1	4 6.7	1 9.1	2 18.2	-
Timing/ waiting for the right opportunity	1 .5	-	-	-	-	-	-	-	-	-	-	-
Demand for our products/ services/ ability to sell products	9 4.7	1 3.6	-	-	-	-	6 7.9	2 9.1	4 6.7	1 9.1	2 18.2	-
NET: Resources	4 2.1	1 3.6	2 6.7	-	-	-	2 2.6	-	3 5.0	-	-	1 4.0
Labour force skills	1 .5	1 3.6	-	-	-	-	1 1.3	-	-	-	-	-
Availability of natural resources	3 1.6	-	2 6.7	-	-	-	1 1.3	-	3 5.0	-	-	1 4.0
Other	22 11.5	-	3 10.0	-	-	-	6 7.9	3 13.6	8 13.3	-	1 9.1	4 16.0
D.N.S.	1 .5	-	-	-	-	-	1 1.3	-	1 1.7	-	-	-

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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 Western Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
NET: Politics	41 21.5	13 46.4	5 16.7	-	-	1 25.0	24 31.6	3 13.6	9 15.0	4 36.4	3 27.3	5 20.0
Currency stability	10 5.2	4 14.3	4 13.3	-	-	-	7 9.2	-	5 8.3	1 9.1	-	2 8.0
Inflation	1 .5	-	-	-	-	-	1 1.3	-	-	-	-	-
Political situation	5 2.6	3 10.7	1 3.3	-	-	-	3 3.9	-	4 6.7	-	1 9.1	1 4.0
Government attitude towards business	9 4.7	2 7.1	2 6.7	-	-	-	6 7.9	1 4.5	2 3.3	2 18.2	2 18.2	-
Same language	9 4.7	3 10.7	1 3.3	-	-	1 25.0	5 6.6	2 9.1	2 3.3	1 9.1	-	-
Similarity to own country	24 12.6	8 28.6	2 6.7	-	-	1 25.0	15 19.7	1 4.5	5 8.3	3 27.3	1 9.1	4 16.0
NET: Costs	4 2.1	1 3.6	2 6.7	-	-	-	1 1.3	-	3 5.0	1 9.1	-	1 4.0
Labour costs	3 1.6	1 3.6	2 6.7	-	-	-	1 1.3	-	2 3.3	1 9.1	-	1 4.0
Costs (general mention)	1 .5	-	-	-	-	-	-	-	1 1.7	-	-	-
NET: Risk	3 1.6	1 3.6	-	-	-	-	1 1.3	-	1 1.7	-	-	1 4.0
Not part of the EU/ different from our market	3 1.6	1 3.6	-	-	-	-	1 1.3	-	1 1.7	-	-	1 4.0

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REPORT 13A (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 Western Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
NET: Corporate desire to invest	2 1.0	- -	1 3.3	- -	- -	- -	1 1.3	- -	1 1.7	- -	1 9.1	1 4.0
Want to expand	1 .5	- -	- -	- -	- -	- -	1 1.3	- -	- -	- -	1 9.1	1 4.0
Prefer to invest elsewhere	1 .5	- -	1 3.3	- -	- -	- -	- -	- -	1 1.7	- -	- -	- -
NET: Need for information	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Market growth	25 13.1	6 21.4	3 10.0	- -	1 100.0	- -	15 19.7	5 22.7	7 11.7	4 36.4	- -	3 12.0
Growth of market	19 9.9	3 10.7	2 6.7	- -	1 100.0	- -	11 14.5	4 18.2	5 8.3	2 18.2	- -	2 8.0
Quality of life	6 3.1	3 10.7	1 3.3	- -	- -	- -	4 5.3	1 4.5	2 3.3	2 18.2	- -	1 4.0
NET: Technology	13 6.8	2 7.1	1 3.3	1 100.0	- -	- -	5 6.6	5 22.7	4 6.7	1 9.1	1 9.1	2 8.0
Telecommunications	1 .5	- -	- -	1 100.0	- -	- -	- -	- -	1 1.7	- -	- -	1 4.0
Level of technology	12 6.3	2 7.1	1 3.3	- -	- -	- -	5 6.6	5 22.7	3 5.0	1 9.1	1 9.1	1 4.0
NET: Location	46 24.1	10 35.7	8 26.7	1 100.0	- -	- -	21 27.6	7 31.8	21 35.0	3 27.3	1 9.1	5 20.0
Proximity to markets	27 14.1	5 17.9	6 20.0	- -	- -	- -	12 15.8	4 18.2	13 21.7	3 27.3	- -	2 8.0

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REPORT 13A (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 Western Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
Transportation	21 11.0	5 17.9	4 13.3	1 100.0	-	-	10 13.2	2 9.1	9 15.0	1 9.1	1 9.1	4 16.0
Cost of transportation	8 4.2	3 10.7	-	-	-	-	4 5.3	2 9.1	4 6.7	-	-	2 8.0
NET: Local Economic Conditions	2 1.0	1 3.6	-	-	-	-	1 1.3	-	-	-	-	-
Cost of capital/ interest	2 1.0	1 3.6	-	-	-	-	1 1.3	-	-	-	-	-
NET: Competition	4 2.1	-	3 10.0	-	-	-	1 1.3	-	3 5.0	-	-	1 4.0
Competition/ competitors	1 .5	-	-	-	-	-	1 1.3	-	1 1.7	-	-	-
Timing/ waiting for the right opportunity	1 .5	-	1 3.3	-	-	-	-	-	-	-	-	-
Demand for our products/ services/ ability to sell products	2 1.0	-	2 6.7	-	-	-	-	-	2 3.3	-	-	1 4.0
NET: Resources	10 5.2	4 14.3	4 13.3	-	-	-	5 6.6	1 4.5	2 3.3	1 9.1	-	3 12.0
Labour force skills	10 5.2	4 14.3	4 13.3	-	-	-	5 6.6	1 4.5	2 3.3	1 9.1	-	3 12.0
Other	29 15.2	6 21.4	7 23.3	-	-	1 25.0	12 15.8	3 13.6	6 10.0	1 9.1	1 9.1	6 24.0

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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 Western Europe in Q.1a

REPORT 13A (continuation)

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
D.N.S.	71 37.2	2 7.1	7 23.3	- -	- -	2 50.0	23 30.3	6 27.3	18 30.0	4 36.4	6 54.5	5 20.0

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

BASE: Those answering Western Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
NET: Politics	47 24.6	13 46.4	6 20.0	- -	- -	1 25.0	25 32.9	3 13.6	11 18.3	4 36.4	4 36.4	5 20.0
Currency stability	12 6.3	4 14.3	5 16.7	- -	- -	- -	8 10.5	- -	6 10.0	2 18.2	- -	2 8.0
Inflation	1 .5	- -	- -	- -	- -	- -	1 1.3	- -	- -	- -	- -	- -
Political situation	5 2.6	3 10.7	1 3.3	- -	- -	- -	3 3.9	- -	4 6.7	- -	1 9.1	1 4.0
Government attitude towards business	11 5.8	2 7.1	2 6.7	- -	- -	- -	7 9.2	1 4.5	3 5.0	2 18.2	2 18.2	- -
Same language	11 5.8	3 10.7	1 3.3	- -	- -	1 25.0	5 6.6	2 9.1	2 3.3	1 9.1	- -	- -
Similarity to own country	26 13.6	8 28.6	2 6.7	- -	- -	1 25.0	15 19.7	1 4.5	5 8.3	3 27.3	2 18.2	4 16.0
NET: Costs	10 5.2	1 3.6	3 10.0	- -	- -	- -	3 3.9	2 9.1	5 8.3	1 9.1	- -	3 12.0
Labour costs	8 4.2	1 3.6	3 10.0	- -	- -	- -	3 3.9	2 9.1	4 6.7	1 9.1	- -	3 12.0
Costs (general mention)	2 1.0	- -	- -	- -	- -	- -	- -	- -	1 1.7	- -	- -	- -
NET: Risk	4 2.1	1 3.6	- -	- -	- -	- -	1 1.3	1 4.5	2 3.3	- -	- -	1 4.0
Not part of the EU/ different from our market	4 2.1	1 3.6	- -	- -	- -	- -	1 1.3	1 4.5	2 3.3	- -	- -	1 4.0

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REPORT 14A (continuation)

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

BASE: Those answering Western Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
NET: Corporate desire to invest	2 1.0	- -	1 3.3	- -	- -	- -	1 1.3	- -	1 1.7	- -	1 9.1	1 4.0
Want to expand	1 .5	- -	- -	- -	- -	- -	1 1.3	- -	- -	- -	1 9.1	1 4.0
Prefer to invest elsewhere	2 1.0	- -	1 3.3	- -	- -	- -	1 1.3	- -	1 1.7	- -	1 9.1	1 4.0
NET: Need for information	1 .5	- -	- -	- -	- -	1 25.0	- -	- -	- -	- -	- -	- -
Market is new/ young	1 .5	- -	- -	- -	- -	1 25.0	- -	- -	- -	- -	- -	- -
NET: Market growth	61 31.9	12 42.9	13 43.3	- -	1 100.0	- -	36 47.4	8 36.4	22 36.7	6 54.5	- -	8 32.0
Growth of market	58 30.4	11 39.3	12 40.0	- -	1 100.0	- -	35 46.1	7 31.8	21 35.0	5 45.5	- -	7 28.0
Quality of life	7 3.7	3 10.7	2 6.7	- -	- -	- -	4 5.3	1 4.5	3 5.0	2 18.2	- -	1 4.0
NET: Technology	21 11.0	3 10.7	2 6.7	1 100.0	- -	1 25.0	7 9.2	7 31.8	7 11.7	1 9.1	1 9.1	2 8.0
Telecommunications	1 .5	- -	- -	1 100.0	- -	- -	- -	- -	1 1.7	- -	- -	1 4.0
Level of technology	20 10.5	3 10.7	2 6.7	- -	- -	1 25.0	7 9.2	7 31.8	6 10.0	1 9.1	1 9.1	1 4.0
NET: Location	115 60.2	22 78.6	18 60.0	1 100.0	1 100.0	2 50.0	43 56.6	13 59.1	32 53.3	9 81.8	6 54.5	14 56.0

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REPORT 14A (continuation)

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

BASE: Those answering Western Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
Proximity to markets	101 52.9	17 60.7	15 50.0	1 100.0	1 100.0	1 25.0	37 48.7	12 54.5	30 50.0	8 72.7	5 45.5	12 48.0
Transportation	30 15.7	8 28.6	5 16.7	1 100.0	-	1 25.0	14 18.4	3 13.6	11 18.3	2 18.2	1 9.1	5 20.0
Cost of transportation	9 4.7	4 14.3	1 3.3	-	-	-	4 5.3	2 9.1	4 6.7	-	-	3 12.0
Location (general mention)	2 1.0	-	-	-	-	-	-	-	-	-	1 9.1	-
NET: Local Economic Conditions	2 1.0	1 3.6	-	-	-	-	1 1.3	-	-	-	-	-
Cost of capital/ interest	2 1.0	1 3.6	-	-	-	-	1 1.3	-	-	-	-	-
NET: Competition	13 6.8	1 3.6	3 10.0	-	-	-	6 7.9	2 9.1	6 10.0	1 9.1	2 18.2	1 4.0
Competition/ competitors	1 .5	-	-	-	-	-	1 1.3	-	1 1.7	-	-	-
Timing/ waiting for the right opportunity	2 1.0	-	1 3.3	-	-	-	-	-	-	-	-	-
Demand for our products/ services/ ability to sell products	11 5.8	1 3.6	2 6.7	-	-	-	6 7.9	2 9.1	6 10.0	1 9.1	2 18.2	1 4.0



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REPORT 14A (continuation)

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

BASE: Those answering Western Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	191 100.0	28 100.0	30 100.0	1 100.0	1 100.0	4 100.0	76 100.0	22 100.0	60 100.0	11 100.0	11 100.0	25 100.0
NET: Resources	14 7.3	5 17.9	6 20.0	- -	- -	- -	7 9.2	1 4.5	5 8.3	1 9.1	- -	4 16.0
Labour force skills	11 5.8	5 17.9	4 13.3	- -	- -	- -	6 7.9	1 4.5	2 3.3	1 9.1	- -	3 12.0
Availability of natural resources	3 1.6	- -	2 6.7	- -	- -	- -	1 1.3	- -	3 5.0	- -	- -	1 4.0
Other	49 25.7	6 21.4	10 33.3	- -	- -	1 25.0	18 23.7	6 27.3	13 21.7	1 9.1	2 18.2	10 40.0
D.N.S.	1 .5	- -	- -	- -	- -	- -	1 1.3	- -	1 1.7	- -	- -	- -

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REPORT 12B

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 Eastern Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	178 100.0	34 100.0	36 100.0	5 100.0	4 100.0	1 100.0	84 100.0	23 100.0	41 100.0	7 100.0	17 100.0	15 100.0
NET: Politics	4 2.2	2 5.9	-	-	-	-	3 3.6	-	2 4.9	-	1 5.9	-
Government attitude towards business	2 1.1	1 2.9	-	-	-	-	1 1.2	-	1 2.4	-	-	-
Same language	1 .6	-	-	-	-	-	1 1.2	-	-	-	1 5.9	-
Similarity to own country	1 .6	1 2.9	-	-	-	-	1 1.2	-	1 2.4	-	-	-
NET: Costs	30 16.9	3 8.8	11 30.6	1 20.0	-	-	10 11.9	2 8.7	10 24.4	2 28.6	2 11.8	5 33.3
Labour costs	29 16.3	3 8.8	10 27.8	1 20.0	-	-	9 10.7	2 8.7	10 24.4	2 28.6	2 11.8	5 33.3
Costs of plant construction	1 .6	-	1 2.8	-	-	-	1 1.2	-	-	-	-	-
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	2 1.1	-	-	-	-	1 100.0	1 1.2	1 4.3	-	-	-	-
Want to expand	2 1.1	-	-	-	-	1 100.0	1 1.2	1 4.3	-	-	-	-
NET: Need for information	2 1.1	-	1 2.8	-	-	-	1 1.2	-	1 2.4	-	-	1 6.7
Market is new/ young	2 1.1	-	1 2.8	-	-	-	1 1.2	-	1 2.4	-	-	1 6.7

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REPORT 12B (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 Eastern Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	178 100.0	34 100.0	36 100.0	5 100.0	4 100.0	1 100.0	84 100.0	23 100.0	41 100.0	7 100.0	17 100.0	15 100.0
NET: Market growth	85 47.8	21 61.8	13 36.1	4 80.0	2 50.0	-	41 48.8	10 43.5	13 31.7	1 14.3	9 52.9	5 33.3
Growth of market	85 47.8	21 61.8	13 36.1	4 80.0	2 50.0	-	41 48.8	10 43.5	13 31.7	1 14.3	9 52.9	5 33.3
NET: Technology	2 1.1	-	-	-	-	-	1 1.2	1 4.3	-	-	-	1 6.7
Level of technology	2 1.1	-	-	-	-	-	1 1.2	1 4.3	-	-	-	1 6.7
NET: Location	31 17.4	5 14.7	7 19.4	-	2 50.0	-	15 17.9	5 21.7	11 26.8	1 14.3	3 17.6	1 6.7
Proximity to markets	29 16.3	5 14.7	5 13.9	-	2 50.0	-	14 16.7	5 21.7	11 26.8	1 14.3	3 17.6	1 6.7
Transportation	2 1.1	-	2 5.6	-	-	-	1 1.2	-	-	-	-	-
NET: Local Economic Conditions	1 .6	-	1 2.8	-	-	-	1 1.2	-	-	1 14.3	-	-
Cost of capital/ interest	1 .6	-	1 2.8	-	-	-	1 1.2	-	-	1 14.3	-	-
NET: Competition	2 1.1	-	-	-	-	-	2 2.4	-	-	-	1 5.9	-
Competition/ competitors	1 .6	-	-	-	-	-	1 1.2	-	-	-	1 5.9	-
Our business is not suited for that market	1 .6	-	-	-	-	-	1 1.2	-	-	-	-	-

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REPORT 12B (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 Eastern Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	178 100.0	34 100.0	36 100.0	5 100.0	4 100.0	1 100.0	84 100.0	23 100.0	41 100.0	7 100.0	17 100.0	15 100.0
NET: Resources	6 3.4	- -	2 5.6	- -	- -	- -	3 3.6	2 8.7	3 7.3	1 14.3	1 5.9	1 6.7
Labour force skills	2 1.1	- -	2 5.6	- -	- -	- -	1 1.2	1 4.3	2 4.9	- -	- -	- -
Availability of natural resources	4 2.2	- -	- -	- -	- -	- -	2 2.4	1 4.3	1 2.4	1 14.3	1 5.9	1 6.7
Other	10 5.6	3 8.8	1 2.8	- -	- -	- -	5 6.0	2 8.7	1 2.4	1 14.3	- -	1 6.7
D.N.S.	3 1.7	- -	- -	- -	- -	- -	1 1.2	- -	- -	- -	- -	- -

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 Eastern Europe in Q.1a

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	178 100.0	34 100.0	36 100.0	5 100.0	4 100.0	1 100.0	84 100.0	23 100.0	41 100.0	7 100.0	17 100.0	15 100.0
NET: Politics	27 15.2	10 29.4	6 16.7	1 20.0	-	-	12 14.3	5 21.7	9 22.0	2 28.6	2 11.8	4 26.7
Currency stability	1 .6	1 2.9	-	-	-	-	-	-	1 2.4	-	-	-
Inflation	2 1.1	1 2.9	1 2.8	-	-	-	2 2.4	-	1 2.4	-	-	-
Political situation	6 3.4	1 2.9	2 5.6	1 20.0	-	-	1 1.2	1 4.3	3 7.3	-	-	2 13.3
Government attitude towards business	11 6.2	5 14.7	3 8.3	-	-	-	6 7.1	2 8.7	2 4.9	2 28.6	-	2 13.3
Same language	6 3.4	2 5.9	2 5.6	-	-	-	4 4.8	1 4.3	3 7.3	-	2 11.8	-
Similarity to own country	4 2.2	-	1 2.8	-	-	-	2 2.4	1 4.3	2 4.9	-	-	-
NET: Costs	43 24.2	6 17.6	13 36.1	1 20.0	1 25.0	-	17 20.2	11 47.8	13 31.7	2 28.6	-	6 40.0
Labour costs	30 16.9	4 11.8	10 27.8	-	1 25.0	-	11 13.1	7 30.4	11 26.8	-	-	2 13.3
Costs of plant construction	11 6.2	2 5.9	2 5.6	1 20.0	1 25.0	-	5 6.0	3 13.0	2 4.9	2 28.6	-	1 6.7
Energy costs	6 3.4	-	2 5.6	-	-	-	3 3.6	1 4.3	2 4.9	1 14.3	-	1 6.7
Costs (general mention)	6 3.4	-	1 2.8	-	1 25.0	-	2 2.4	2 8.7	1 2.4	-	-	2 13.3

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REPORT 13B (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 Eastern Europe in Q.1a

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	178 100.0	34 100.0	36 100.0	5 100.0	4 100.0	1 100.0	84 100.0	23 100.0	41 100.0	7 100.0	17 100.0	15 100.0
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	2 1.1	-	1 2.8	-	-	-	-	-	-	-	-	-
Prefer to invest elsewhere	2 1.1	-	1 2.8	-	-	-	-	-	-	-	-	-
NET: Need for information	2 1.1	-	1 2.8	-	-	-	2 2.4	1 4.3	-	-	-	-
Do not know enough about the country	2 1.1	-	1 2.8	-	-	-	2 2.4	1 4.3	-	-	-	-
NET: Market growth	36 20.2	5 14.7	7 19.4	1 20.0	2 50.0	-	23 27.4	2 8.7	8 19.5	4 57.1	4 23.5	3 20.0
Growth of market	34 19.1	5 14.7	7 19.4	-	2 50.0	-	22 26.2	2 8.7	7 17.1	4 57.1	4 23.5	3 20.0
Quality of life	2 1.1	-	-	1 20.0	-	-	1 1.2	-	1 2.4	-	-	-
NET: Technology	7 3.9	2 5.9	2 5.6	-	-	-	5 6.0	2 8.7	-	1 14.3	1 5.9	-
Telecommunications	1 .6	-	-	-	-	-	-	-	-	-	-	-
Level of technology	6 3.4	2 5.9	2 5.6	-	-	-	5 6.0	2 8.7	-	1 14.3	1 5.9	-
NET: Location	45 25.3	9 26.5	12 33.3	2 40.0	-	-	20 23.8	4 17.4	15 36.6	3 42.9	1 5.9	4 26.7

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REPORT 13B (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 Eastern Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	178 100.0	34 100.0	36 100.0	5 100.0	4 100.0	1 100.0	84 100.0	23 100.0	41 100.0	7 100.0	17 100.0	15 100.0
Proximity to markets	28 15.7	8 23.5	9 25.0	1 20.0	-	-	12 14.3	2 8.7	11 26.8	2 28.6	1 5.9	4 26.7
Transportation	13 7.3	2 5.9	3 8.3	-	-	-	8 9.5	2 8.7	5 12.2	1 14.3	-	-
Cost of transportation	9 5.1	3 8.8	2 5.6	1 20.0	-	-	2 2.4	-	4 9.8	-	-	-
Location (general mention)	1 .6	-	-	-	-	-	-	-	-	-	-	-
NET: Local Economic Conditions	11 6.2	3 8.8	5 13.9	1 20.0	-	-	6 7.1	-	5 12.2	-	-	1 6.7
Cost of capital/ interest	11 6.2	3 8.8	5 13.9	1 20.0	-	-	6 7.1	-	5 12.2	-	-	1 6.7
NET: Competition	4 2.2	1 2.9	1 2.8	-	-	-	2 2.4	1 4.3	-	-	1 5.9	-
Competition/ competitors	2 1.1	-	1 2.8	-	-	-	2 2.4	1 4.3	-	-	1 5.9	-
Demand for our products/ services/ ability to sell products	2 1.1	1 2.9	-	-	-	-	-	-	-	-	-	-
NET: Resources	11 6.2	-	5 13.9	-	-	-	5 6.0	-	3 7.3	-	2 11.8	1 6.7
Labour force skills	6 3.4	-	2 5.6	-	-	-	3 3.6	-	3 7.3	-	-	-

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REPORT 13B (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 Eastern Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	178 100.0	34 100.0	36 100.0	5 100.0	4 100.0	1 100.0	84 100.0	23 100.0	41 100.0	7 100.0	17 100.0	15 100.0
Availability of natural resources	5 2.8	- -	3 8.3	- -	- -	- -	2 2.4	- -	- -	- -	2 11.8	1 6.7
Other	21 11.8	6 17.6	5 13.9	- -	1 25.0	1 100.0	7 8.3	4 17.4	7 17.1	1 14.3	1 5.9	2 13.3
D.N.S.	47 26.4	7 20.6	4 11.1	2 40.0	1 25.0	- -	24 28.6	4 17.4	5 12.2	2 28.6	6 35.3	3 20.0



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

BASE: Those answering Eastern Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	178 100.0	34 100.0	36 100.0	5 100.0	4 100.0	1 100.0	84 100.0	23 100.0	41 100.0	7 100.0	17 100.0	15 100.0
NET: Politics	30 16.9	11 32.4	6 16.7	1 20.0	-	-	14 16.7	5 21.7	10 24.4	2 28.6	3 17.6	4 26.7
Currency stability	1 .6	1 2.9	-	-	-	-	-	-	1 2.4	-	-	-
Inflation	2 1.1	1 2.9	1 2.8	-	-	-	2 2.4	-	1 2.4	-	-	-
Political situation	6 3.4	1 2.9	2 5.6	1 20.0	-	-	1 1.2	1 4.3	3 7.3	-	-	2 13.3
Government attitude towards business	13 7.3	6 17.6	3 8.3	-	-	-	7 8.3	2 8.7	3 7.3	2 28.6	-	2 13.3
Same language	7 3.9	2 5.9	2 5.6	-	-	-	5 6.0	1 4.3	3 7.3	-	3 17.6	-
Similarity to own country	5 2.8	1 2.9	1 2.8	-	-	-	3 3.6	1 4.3	3 7.3	-	-	-
NET: Costs	65 36.5	9 26.5	21 58.3	1 20.0	1 25.0	-	24 28.6	12 52.2	21 51.2	3 42.9	2 11.8	8 53.3
Labour costs	59 33.1	7 20.6	20 55.6	1 20.0	1 25.0	-	20 23.8	9 39.1	21 51.2	2 28.6	2 11.8	7 46.7
Costs of plant construction	12 6.7	2 5.9	3 8.3	1 20.0	1 25.0	-	6 7.1	3 13.0	2 4.9	2 28.6	-	1 6.7
Energy costs	6 3.4	-	2 5.6	-	-	-	3 3.6	1 4.3	2 4.9	1 14.3	-	1 6.7
Costs (general mention)	6 3.4	-	1 2.8	-	1 25.0	-	2 2.4	2 8.7	1 2.4	-	-	2 13.3



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REPORT 14B (continuation)

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

BASE: Those answering Eastern Europe in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	178 100.0	34 100.0	36 100.0	5 100.0	4 100.0	1 100.0	84 100.0	23 100.0	41 100.0	7 100.0	17 100.0	15 100.0
Level of technology	8 4.5	2 5.9	2 5.6	- -	- -	- -	6 7.1	3 13.0	- -	1 14.3	1 5.9	1 6.7
NET: Location	70 39.3	13 38.2	16 44.4	2 40.0	2 50.0	- -	31 36.9	8 34.8	25 61.0	3 42.9	3 17.6	5 33.3
Proximity to markets	55 30.9	13 38.2	13 36.1	1 20.0	2 50.0	- -	25 29.8	7 30.4	22 53.7	2 28.6	3 17.6	5 33.3
Transportation	15 8.4	2 5.9	5 13.9	- -	- -	- -	9 10.7	2 8.7	5 12.2	1 14.3	- -	- -
Cost of transportation	9 5.1	3 8.8	2 5.6	1 20.0	- -	- -	2 2.4	- -	4 9.8	- -	- -	- -
Location (general mention)	1 .6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Local Economic Conditions	12 6.7	3 8.8	6 16.7	1 20.0	- -	- -	7 8.3	- -	5 12.2	1 14.3	- -	1 6.7
Cost of capital/ interest	12 6.7	3 8.8	6 16.7	1 20.0	- -	- -	7 8.3	- -	5 12.2	1 14.3	- -	1 6.7
NET: Competition	6 3.4	1 2.9	1 2.8	- -	- -	- -	4 4.8	1 4.3	- -	- -	2 11.8	- -
Competition/ competitors	3 1.7	- -	1 2.8	- -	- -	- -	3 3.6	1 4.3	- -	- -	2 11.8	- -
Our business is not suited for that market	1 .6	- -	- -	- -	- -	- -	1 1.2	- -	- -	- -	- -	- -









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REPORT 13C

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 East Asia in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	203 100.0	50 100.0	36 100.0	-	1 100.0	2 100.0	106 100.0	26 100.0	62 100.0	8 100.0	13 100.0	24 100.0
NET: Politics	23 11.3	13 26.0	3 8.3	-	1 100.0	1 50.0	11 10.4	1 3.8	5 8.1	2 25.0	3 23.1	4 16.7
Currency stability	1 .5	1 2.0	-	-	-	-	1 .9	-	-	1 12.5	-	-
Inflation	1 .5	1 2.0	1 2.8	-	-	-	-	-	-	-	-	-
Political situation	8 3.9	6 12.0	2 5.6	-	1 100.0	1 50.0	2 1.9	1 3.8	2 3.2	1 12.5	1 7.7	-
Government attitude towards business	14 6.9	7 14.0	1 2.8	-	1 100.0	-	7 6.6	-	3 4.8	-	2 15.4	3 12.5
Same language	1 .5	-	-	-	-	-	-	-	-	-	-	-
Similarity to own country	1 .5	-	-	-	-	-	1 .9	-	-	-	-	1 4.2
NET: Costs	49 24.1	13 26.0	12 33.3	-	-	-	28 26.4	6 23.1	20 32.3	3 37.5	1 7.7	4 16.7
Labour costs	39 19.2	10 20.0	8 22.2	-	-	-	23 21.7	6 23.1	13 21.0	2 25.0	1 7.7	2 8.3
Costs of plant construction	7 3.4	3 6.0	1 2.8	-	-	-	5 4.7	-	3 4.8	1 12.5	-	2 8.3
Energy costs	4 2.0	1 2.0	2 5.6	-	-	-	2 1.9	1 3.8	1 1.6	-	1 7.7	-
Costs (general mention)	4 2.0	1 2.0	2 5.6	-	-	-	-	-	3 4.8	-	-	-



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REPORT 13C (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 East Asia in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	203 100.0	50 100.0	36 100.0	- -	1 100.0	2 100.0	106 100.0	26 100.0	62 100.0	8 100.0	13 100.0	24 100.0
NET: Risk	1 .5	- -	- -	- -	- -	- -	1 .9	- -	1 1.6	- -	- -	1 4.2
Not part of the EU/ different from our market	1 .5	- -	- -	- -	- -	- -	1 .9	- -	1 1.6	- -	- -	1 4.2
NET: Corporate desire to invest	1 .5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Prefer to invest elsewhere	1 .5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Need for information	1 .5	- -	- -	- -	- -	- -	1 .9	- -	- -	- -	1 7.7	- -
Market is new/ young	1 .5	- -	- -	- -	- -	- -	1 .9	- -	- -	- -	1 7.7	- -
NET: Market growth	23 11.3	5 10.0	5 13.9	- -	- -	1 50.0	10 9.4	2 7.7	6 9.7	- -	3 23.1	2 8.3
Growth of market	20 9.9	4 8.0	4 11.1	- -	- -	- -	9 8.5	2 7.7	5 8.1	- -	2 15.4	2 8.3
Quality of life	4 2.0	2 4.0	2 5.6	- -	- -	1 50.0	1 .9	- -	2 3.2	- -	1 7.7	- -
NET: Technology	12 5.9	3 6.0	2 5.6	- -	- -	1 50.0	6 5.7	6 23.1	2 3.2	- -	1 7.7	1 4.2
Telecommunications	1 .5	1 2.0	- -	- -	- -	- -	1 .9	- -	- -	- -	- -	- -
Level of technology	11 5.4	2 4.0	2 5.6	- -	- -	1 50.0	5 4.7	6 23.1	2 3.2	- -	1 7.7	1 4.2

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REPORT 13C (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 East Asia in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NDRTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	203 100.0	50 100.0	36 100.0	-	1 100.0	2 100.0	106 100.0	26 100.0	62 100.0	8 100.0	13 100.0	24 100.0
NET: Location	33 16.3	9 18.0	8 22.2	-	-	-	20 18.9	4 15.4	20 32.3	3 37.5	1 7.7	4 16.7
Proximity to markets	21 10.3	6 12.0	7 19.4	-	-	-	15 14.2	4 15.4	12 19.4	3 37.5	1 7.7	1 4.2
Transportation	6 3.0	-	1 2.8	-	-	-	2 1.9	-	4 6.5	-	-	2 8.3
Cost of transportation	9 4.4	4 8.0	1 2.8	-	-	-	5 4.7	1 3.8	5 8.1	-	1 7.7	1 4.2
NET: Local Economic Conditions	4 2.0	2 4.0	1 2.8	-	-	-	2 1.9	-	1 1.6	1 12.5	-	-
Cost of capital/ interest	3 1.5	1 2.0	1 2.8	-	-	-	2 1.9	-	1 1.6	-	-	-
Government debt	1 .5	1 2.0	-	-	-	-	-	-	-	1 12.5	-	-
NET: Competition	7 3.4	3 6.0	5 13.9	-	-	-	3 2.8	-	4 6.5	-	-	-
Competition/ competitors	3 1.5	1 2.0	3 8.3	-	-	-	-	-	3 4.8	-	-	-
Our business is not suited for that market	2 1.0	1 2.0	1 2.8	-	-	-	2 1.9	-	-	-	-	-
Demand for our products/ services/ ability to sell products	2 1.0	1 2.0	1 2.8	-	-	-	1 .9	-	1 1.6	-	-	-

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REPORT 13C (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 East Asia in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	203 100.0	50 100.0	36 100.0	- -	1 100.0	2 100.0	106 100.0	26 100.0	62 100.0	8 100.0	13 100.0	24 100.0
NET: Resources	14 6.9	6 12.0	3 8.3	- -	- -	- -	8 7.5	1 3.8	3 4.8	- -	- -	2 8.3
Labour force skills	9 4.4	5 10.0	3 8.3	- -	- -	- -	5 4.7	1 3.8	2 3.2	- -	- -	2 8.3
Availability of natural resources	4 2.0	1 2.0	- -	- -	- -	- -	2 1.9	- -	1 1.6	- -	- -	- -
Availability of labour force	1 .5	- -	- -	- -	- -	- -	1 .9	- -	- -	- -	- -	- -
Other	41 20.2	13 26.0	5 13.9	- -	1 100.0	- -	21 19.8	4 15.4	13 21.0	1 12.5	3 23.1	7 29.2
D.N.S.	64 31.5	11 22.0	7 19.4	- -	- -	1 50.0	30 28.3	7 26.9	15 24.2	1 12.5	5 38.5	6 25.0

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REPORT 14C

S.1 Q.2 For what reason(s) is this region the most attractive region to your company at the time? --- Total mentions  
BASE: Those answering East Asia in Q.1a

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	203 100.0	50 100.0	36 100.0	- -	1 100.0	2 100.0	106 100.0	26 100.0	62 100.0	8 100.0	13 100.0	24 100.0
NET: Politics	24 11.8	13 26.0	3 8.3	- -	1 100.0	1 50.0	11 10.4	1 3.8	5 8.1	2 25.0	3 23.1	4 16.7
Currency stability	1 .5	1 2.0	- -	- -	- -	- -	1 .9	- -	- -	1 12.5	- -	- -
Inflation	1 .5	1 2.0	1 2.8	- -	- -	- -	- -	- -	- -	- -	- -	- -
Political situation	8 3.9	6 12.0	2 5.6	- -	1 100.0	1 50.0	2 1.9	1 3.8	2 3.2	1 12.5	1 7.7	- -
Government attitude towards business	15 7.4	7 14.0	1 2.8	- -	1 100.0	- -	7 6.6	- -	3 4.8	- -	2 15.4	3 12.5
Same language	1 .5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Similarity to own country	2 1.0	1 2.0	- -	- -	- -	- -	1 .9	- -	- -	- -	- -	1 4.2
NET: Costs	63 31.0	18 36.0	14 38.9	- -	- -	- -	35 33.0	9 34.6	21 33.9	3 37.5	2 15.4	5 20.8
Labour costs	55 27.1	15 30.0	12 33.3	- -	- -	- -	29 27.4	8 30.8	17 27.4	2 25.0	2 15.4	3 12.5
Costs of plant construction	7 3.4	3 6.0	1 2.8	- -	- -	- -	5 4.7	- -	3 4.8	1 12.5	- -	2 8.3
Energy costs	4 2.0	1 2.0	2 5.6	- -	- -	- -	2 1.9	1 3.8	1 1.6	- -	1 7.7	- -
Costs (general mention)	6 3.0	2 4.0	2 5.6	- -	- -	- -	1 .9	1 3.8	3 4.8	- -	- -	- -

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REPORT 14C (continuation)

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

BASE: Those answering East Asia in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	203 100.0	50 100.0	36 100.0	- -	1 100.0	2 100.0	106 100.0	26 100.0	62 100.0	8 100.0	13 100.0	24 100.0
NET: Risk	1 .5	- -	- -	- -	- -	- -	1 .9	- -	1 1.6	- -	- -	1 4.2
Not part of the EU/ different from our market	1 .5	- -	- -	- -	- -	- -	1 .9	- -	1 1.6	- -	- -	1 4.2
NET: Corporate desire to invest	2 1.0	- -	- -	- -	- -	- -	1 .9	- -	- -	- -	- -	- -
Prefer to invest elsewhere	2 1.0	- -	- -	- -	- -	- -	1 .9	- -	- -	- -	- -	- -
NET: Need for information	2 1.0	- -	- -	- -	- -	1 50.0	1 .9	- -	- -	- -	1 7.7	- -
Market is new/ young	1 .5	- -	- -	- -	- -	- -	1 .9	- -	- -	- -	1 7.7	- -
Do not know enough about the country	1 .5	- -	- -	- -	- -	1 50.0	- -	- -	- -	- -	- -	- -
NET: Market growth	163 80.3	42 84.0	29 80.6	- -	1 100.0	1 50.0	92 86.8	21 80.8	52 83.9	7 87.5	9 69.2	19 79.2
Growth of market	162 79.8	42 84.0	28 77.8	- -	1 100.0	1 50.0	92 86.8	21 80.8	52 83.9	7 87.5	9 69.2	19 79.2
Quality of life	4 2.0	2 4.0	2 5.6	- -	- -	1 50.0	1 .9	- -	2 3.2	- -	1 7.7	- -
NET: Technology	15 7.4	3 6.0	2 5.6	- -	- -	1 50.0	7 6.6	7 26.9	2 3.2	- -	1 7.7	1 4.2
Telecommunications	1 .5	1 2.0	- -	- -	- -	- -	1 .9	- -	- -	- -	- -	- -

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REPORT 14C (continuation)

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

BASE: Those answering East Asia in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	203 100.0	50 100.0	36 100.0	-	1 100.0	2 100.0	106 100.0	26 100.0	62 100.0	8 100.0	13 100.0	24 100.0
Level of technology	14 6.9	2 4.0	2 5.6	-	-	1 50.0	6 5.7	7 26.9	2 3.2	-	1 7.7	1 4.2
NET: Location	42 20.7	10 20.0	10 27.8	-	-	-	23 21.7	5 19.2	24 38.7	3 37.5	1 7.7	4 16.7
Proximity to markets	29 14.3	7 14.0	9 25.0	-	-	-	17 16.0	4 15.4	15 24.2	3 37.5	1 7.7	1 4.2
Transportation	6 3.0	-	1 2.8	-	-	-	2 1.9	-	4 6.5	-	-	2 8.3
Cost of transportation	10 4.9	4 8.0	1 2.8	-	-	-	6 5.7	2 7.7	6 9.7	-	1 7.7	1 4.2
NET: Local Economic Conditions	4 2.0	2 4.0	1 2.8	-	-	-	2 1.9	-	1 1.6	1 12.5	-	-
Cost of capital/ interest	3 1.5	1 2.0	1 2.8	-	-	-	2 1.9	-	1 1.6	-	-	-
Government debt	1 .5	1 2.0	-	-	-	-	-	-	-	1 12.5	-	-
NET: Competition	12 5.9	3 6.0	7 19.4	-	-	-	3 2.8	-	5 8.1	-	-	2 8.3
Competition/ competitors	4 2.0	1 2.0	4 11.1	-	-	-	-	-	3 4.8	-	-	-
Our business is not suited for that market	2 1.0	1 2.0	1 2.8	-	-	-	2 1.9	-	-	-	-	-







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REPORT 12D (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 North America in Q.1a

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	87 100.0	21 100.0	21 100.0	2 100.0	-	-	47 100.0	13 100.0	40 100.0	3 100.0	6 100.0	15 100.0
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	44 50.6	12 57.1	9 42.9	1 50.0	-	-	34 72.3	5 38.5	18 45.0	1 33.3	2 33.3	5 33.3
Growth of market	44 50.6	12 57.1	9 42.9	1 50.0	-	-	34 72.3	5 38.5	18 45.0	1 33.3	2 33.3	5 33.3
NET: Technology	4 4.6	-	-	-	-	-	2 4.3	3 23.1	1 2.5	-	-	1 6.7
Telecommunications	1 1.1	-	-	-	-	-	-	-	1 2.5	-	-	1 6.7
Level of technology	3 3.4	-	-	-	-	-	2 4.3	3 23.1	-	-	-	-
NET: Location	9 10.3	-	2 9.5	-	-	-	2 4.3	3 23.1	9 22.5	1 33.3	1 16.7	1 6.7
Proximity to markets	9 10.3	-	2 9.5	-	-	-	2 4.3	3 23.1	9 22.5	1 33.3	1 16.7	1 6.7
NET: Local Economic Conditions	1 1.1	-	-	-	-	-	-	-	-	1 33.3	-	-
Cost of capital/ interest	1 1.1	-	-	-	-	-	-	-	-	1 33.3	-	-
NET: Competition	4 4.6	1 4.8	-	-	-	-	2 4.3	1 7.7	2 5.0	-	2 33.3	1 6.7



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 North America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	87 100.0	21 100.0	21 100.0	2 100.0	-	-	47 100.0	13 100.0	40 100.0	3 100.0	6 100.0	15 100.0
NET: Politics	10 11.5	4 19.0	5 23.8	-	-	-	6 12.8	2 15.4	5 12.5	-	1 16.7	1 6.7
Currency stability	3 3.4	1 4.8	1 4.8	-	-	-	3 6.4	-	2 5.0	-	-	-
Political situation	3 3.4	2 9.5	1 4.8	-	-	-	2 4.3	1 7.7	1 2.5	-	1 16.7	-
Government attitude towards business	2 2.3	1 4.8	1 4.8	-	-	-	1 2.1	-	-	-	-	-
Same language	3 3.4	2 9.5	2 9.5	-	-	-	1 2.1	-	1 2.5	-	-	1 6.7
Similarity to own country	1 1.1	-	1 4.8	-	-	-	-	1 7.7	1 2.5	-	-	-
NET: Costs	8 9.2	2 9.5	3 14.3	-	-	-	3 6.4	1 7.7	5 12.5	-	-	1 6.7
Labour costs	6 6.9	2 9.5	3 14.3	-	-	-	3 6.4	1 7.7	3 7.5	-	-	-
Energy costs	1 1.1	-	-	-	-	-	-	-	1 2.5	-	-	1 6.7
Costs (general mention)	1 1.1	-	-	-	-	-	-	-	1 2.5	-	-	-
NET: Risk	1 1.1	-	-	1 50.0	-	-	1 2.1	-	-	-	-	1 6.7
Not part of the EU/ different from our market	1 1.1	-	-	1 50.0	-	-	1 2.1	-	-	-	-	1 6.7

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REPORT 13D (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 North America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	87 100.0	21 100.0	21 100.0	2 100.0	- -	- -	47 100.0	13 100.0	40 100.0	3 100.0	6 100.0	15 100.0
Risk Level	1 1.1	- -	- -	1 50.0	- -	- -	1 2.1	- -	- -	- -	- -	1 6.7
NET: Corporate desire to invest	1 1.1	- -	1 4.8	- -	- -	- -	- 7.7	1 2.5	1 2.5	- -	- -	- -
Prefer to invest elsewhere	1 1.1	- -	1 4.8	- -	- -	- -	- 7.7	1 2.5	1 2.5	- -	- -	- -
NET: Need for information	1 1.1	- -	- -	- -	- -	- -	- -	1 2.5	1 2.5	- -	- -	- -
Do not know enough about the country	1 1.1	- -	- -	- -	- -	- -	- -	1 2.5	1 2.5	- -	- -	- -
NET: Market growth	13 14.9	2 9.5	6 28.6	1 50.0	- -	- -	9 19.1	2 15.4	5 12.5	1 33.3	- -	2 13.3
Growth of market	12 13.8	2 9.5	6 28.6	1 50.0	- -	- -	8 17.0	2 15.4	5 12.5	1 33.3	- -	2 13.3
Quality of life	2 2.3	1 4.8	1 4.8	- -	- -	- -	1 2.1	- -	- -	- -	- -	- -
NET: Technology	10 11.5	4 19.0	2 9.5	- -	- -	- -	6 12.8	2 15.4	4 10.0	1 33.3	- -	1 6.7
Telecommunications	2 2.3	1 4.8	- -	- -	- -	- -	- -	- -	2 5.0	1 33.3	- -	- -
Level of technology	8 9.2	3 14.3	2 9.5	- -	- -	- -	6 12.8	2 15.4	2 5.0	- -	- -	1 6.7
NET: Location	19 21.8	3 14.3	5 23.8	- -	- -	- -	9 19.1	3 23.1	14 35.0	1 33.3	- -	- -

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REPORT 13D (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 North America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	87 100.0	21 100.0	21 100.0	2 100.0	-	-	47 100.0	13 100.0	40 100.0	3 100.0	6 100.0	15 100.0
Proximity to markets	15 17.2	2 9.5	4 19.0	-	-	9 19.1	2 15.4	10 25.0	-	-	-	-
Transportation	2 2.3	1 4.8	1 4.8	-	-	-	1 7.7	2 5.0	1 33.3	-	-	-
Cost of transportation	2 2.3	-	-	-	-	-	-	2 5.0	-	-	-	-
NET: Local Economic Conditions	1 1.1	1 4.8	-	-	-	-	1 2.1	-	-	-	-	-
Cost of capital/ interest	1 1.1	1 4.8	-	-	-	-	1 2.1	-	-	-	-	-
NET: Competition	4 4.6	-	-	-	-	-	1 2.1	3 7.5	-	1 16.7	1 6.7	
Timing/ waiting for the right opportunity	1 1.1	-	-	-	-	-	-	1 2.5	-	-	-	-
Demand for our products/ services/ ability to sell products	3 3.4	-	-	-	-	-	1 2.1	2 5.0	-	1 16.7	1 6.7	
NET: Resources	4 4.6	1 4.8	1 4.8	-	-	-	2 4.3	3 7.5	1 33.3	-	-	1 6.7
Labour force skills	2 2.3	-	1 4.8	-	-	-	1 2.1	2 5.0	1 33.3	-	-	1 6.7

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REPORT 13D (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 North America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	87 100.0	21 100.0	21 100.0	2 100.0	- -	- -	47 100.0	13 100.0	40 100.0	3 100.0	6 100.0	15 100.0
Availability of natural resources	3 3.4	1 4.8	1 4.8	- -	- -	- -	1 2.1	- -	2 5.0	- -	- -	1 6.7
Other	20 23.0	8 38.1	3 14.3	- -	- -	- -	10 21.3	4 30.8	7 17.5	1 33.3	3 50.0	4 26.7
D.N.S.	21 24.1	6 28.6	6 28.6	- -	- -	- -	10 21.3	2 15.4	9 22.5	- -	1 16.7	4 26.7

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

BASE: Those answering North America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATIDN IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	87 100.0	21 100.0	21 100.0	2 100.0	-	-	47 100.0	13 100.0	40 100.0	3 100.0	6 100.0	15 100.0
NET: Politics	13 14.9	7 33.3	6 28.6	-	-	-	7 14.9	3 23.1	5 12.5	-	1 16.7	1 6.7
Currency stability	4 4.6	2 9.5	2 9.5	-	-	-	4 8.5	-	2 5.0	-	-	-
Political situation	4 4.6	3 14.3	2 9.5	-	-	-	2 4.3	1 7.7	1 2.5	-	1 16.7	-
Government attitude towards business	3 3.4	2 9.5	1 4.8	-	-	-	1 2.1	1 7.7	-	-	-	-
Same language	3 3.4	2 9.5	2 9.5	-	-	-	1 2.1	-	1 2.5	-	-	1 6.7
Similarity to own country	2 2.3	1 4.8	1 4.8	-	-	-	-	1 7.7	1 2.5	-	-	-
NET: Costs	10 11.5	2 9.5	5 23.8	1 50.0	-	-	5 10.6	1 7.7	5 12.5	-	-	1 6.7
Labour costs	8 9.2	2 9.5	4 19.0	1 50.0	-	-	4 8.5	1 7.7	4 10.0	-	-	1 6.7
Costs of plant construction	1 1.1	-	1 4.8	-	-	-	1 2.1	-	-	-	-	-
Energy costs	1 1.1	-	-	-	-	-	-	-	1 2.5	-	-	1 6.7
Costs (general mention)	1 1.1	-	-	-	-	-	-	-	1 2.5	-	-	-
NET: Risk	2 2.3	-	-	1 50.0	-	-	1 2.1	-	-	-	-	1 6.7

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REPORT 14D (continuation)

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

BASE: Those answering North America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	87 100.0	21 100.0	21 100.0	2 100.0	-	-	47 100.0	13 100.0	40 100.0	3 100.0	6 100.0	15 100.0
Not part of the EU/ different from our market	2 2.3	-	-	1 50.0	-	-	1 2.1	-	-	-	-	1 6.7
Risk level	1 1.1	-	-	1 50.0	-	-	1 2.1	-	-	-	-	1 6.7
NET: Corporate desire to invest	1 1.1	-	1 4.8	-	-	-	-	1 7.7	1 2.5	-	-	-
Prefer to invest elsewhere	1 1.1	-	1 4.8	-	-	-	-	1 7.7	1 2.5	-	-	-
NET: Need for information	1 1.1	-	-	-	-	-	-	-	1 2.5	-	-	-
Do not know enough about the country	1 1.1	-	-	-	-	-	-	-	1 2.5	-	-	-
NET: Market growth	55 63.2	14 66.7	14 66.7	2 100.0	-	-	42 89.4	7 53.8	22 55.0	2 66.7	2 33.3	6 40.0
Growth of market	54 62.1	14 66.7	14 66.7	2 100.0	-	-	41 87.2	7 53.8	22 55.0	2 66.7	2 33.3	6 40.0
Quality of life	2 2.3	1 4.8	1 4.8	-	-	-	1 2.1	-	-	-	-	-
NET: Technology	14 16.1	4 19.0	2 9.5	-	-	-	8 17.0	5 38.5	5 12.5	1 33.3	-	2 13.3
Telecommunications	3 3.4	1 4.8	-	-	-	-	-	-	3 7.5	1 33.3	-	1 6.7
Level of technology	11 12.6	3 14.3	2 9.5	-	-	-	8 17.0	5 38.5	2 5.0	-	-	1 6.7



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REPORT 14D (continuation)

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

BASE: Those answering North America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	87 100.0	21 100.0	21 100.0	2 100.0	-	-	47 100.0	13 100.0	40 100.0	3 100.0	6 100.0	15 100.0
NET: Location	26 29.9	3 14.3	6 28.6	-	-	-	11 23.4	5 38.5	21 52.5	2 66.7	1 16.7	1 6.7
Proximity to markets	24 27.6	2 9.5	6 28.6	-	-	-	11 23.4	5 38.5	19 47.5	1 33.3	1 16.7	1 6.7
Transportation	2 2.3	1 4.8	1 4.8	-	-	-	-	1 7.7	2 5.0	1 33.3	-	-
Cost of transportation	2 2.3	-	-	-	-	-	-	-	2 5.0	-	-	-
NET: Local Economic Conditions	2 2.3	1 4.8	-	-	-	-	1 2.1	-	-	1 33.3	-	-
Cost of capital/ interest	2 2.3	1 4.8	-	-	-	-	1 2.1	-	-	1 33.3	-	-
NET: Competition	8 9.2	1 4.8	-	-	-	-	3 6.4	1 7.7	5 12.5	-	3 50.0	2 13.3
Timing/ waiting for the right opportunity	1 1.1	-	-	-	-	-	-	-	1 2.5	-	-	-
Demand for our products/ services/ ability to sell products	7 8.0	1 4.8	-	-	-	-	3 6.4	1 7.7	4 10.0	-	3 50.0	2 13.3
NET: Resources	5 5.7	1 4.8	1 4.8	-	-	-	3 6.4	-	3 7.5	1 33.3	-	2 13.3
Labour force skills	2 2.3	-	1 4.8	-	-	-	1 2.1	-	2 5.0	1 33.3	-	1 6.7



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REPORT 12E

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 Latin America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	41 100.0	9 100.0	16 100.0	- -	1 100.0	- -	22 100.0	6 100.0	14 100.0	1 100.0	2 100.0	7 100.0
NET: Politics	4 9.8	2 22.2	2 12.5	- -	1 100.0	- -	2 9.1	1 16.7	- -	- -	- -	1 14.3
Political situation	1 2.4	1 11.1	- -	- -	1 100.0	- -	- -	- -	- -	- -	- -	- -
Government attitude towards business	2 4.9	1 11.1	1 6.3	- -	- -	- -	1 4.5	1 16.7	- -	- -	- -	1 14.3
Similarity to own country	1 2.4	- -	1 6.3	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -
NET: Costs	2 4.9	- -	- -	- -	- -	- -	1 4.5	- -	- -	- -	- -	1 14.3
Labour costs	2 4.9	- -	- -	- -	- -	- -	1 4.5	- -	- -	- -	- -	1 14.3
NET: Risk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Corporate desire to invest	1 2.4	- -	1 6.3	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -
Prefer to invest elsewhere	1 2.4	- -	1 6.3	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -
NET: Need for information	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Market growth	20 48.8	5 55.6	7 43.8	- -	- -	- -	13 59.1	3 50.0	5 35.7	- -	1 50.0	- -
Growth of market	20 48.8	5 55.6	7 43.8	- -	- -	- -	13 59.1	3 50.0	5 35.7	- -	1 50.0	- -



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 Latin America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	41 100.0	9 100.0	16 100.0	- -	1 100.0	- -	22 100.0	6 100.0	14 100.0	1 100.0	2 100.0	7 100.0
NET: Politics	3 7.3	1 11.1	- -	- -	1 100.0	- -	- -	- -	1 7.1	1 100.0	- -	- -
Currency stability	1 2.4	1 11.1	- -	- -	1 100.0	- -	- -	- -	- -	- -	- -	- -
Inflation	1 2.4	1 11.1	- -	- -	1 100.0	- -	- -	- -	- -	- -	- -	- -
Government attitude towards business	2 4.9	- -	- -	- -	- -	- -	- -	- -	1 7.1	1 100.0	- -	- -
NET: Costs	7 17.1	3 33.3	4 25.0	- -	- -	- -	2 9.1	- -	4 28.6	1 100.0	- -	4 57.1
Labour costs	6 14.6	3 33.3	4 25.0	- -	- -	- -	1 4.5	- -	4 28.6	1 100.0	- -	3 42.9
Costs of plant construction	1 2.4	- -	- -	- -	- -	- -	1 4.5	- -	- -	- -	- -	1 14.3
NET: Risk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Corporate desire to invest	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Need for information	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Market growth	8 19.5	1 11.1	5 31.3	- -	- -	- -	5 22.7	1 16.7	4 28.6	- -	- -	2 28.6
Growth of market	8 19.5	1 11.1	5 31.3	- -	- -	- -	5 22.7	1 16.7	4 28.6	- -	- -	2 28.6

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REPORT 13E (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 Latin America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	41 100.0	9 100.0	16 100.0	- -	1 100.0	- -	22 100.0	6 100.0	14 100.0	1 100.0	2 100.0	7 100.0
NET: Technology	2 4.9	1 11.1	1 6.3	- -	- -	- -	2 9.1	2 33.3	- -	- -	- -	- -
Level of technology	2 4.9	1 11.1	1 6.3	- -	- -	- -	2 9.1	2 33.3	- -	- -	- -	- -
NET: Location	5 12.2	- -	4 25.0	- -	- -	- -	3 13.6	1 16.7	2 14.3	- -	- -	1 14.3
Proximity to markets	3 7.3	- -	3 18.8	- -	- -	- -	2 9.1	- -	2 14.3	- -	- -	- -
Transportation	2 4.9	- -	1 6.3	- -	- -	- -	1 4.5	1 16.7	- -	- -	- -	1 14.3
NET: Local Economic Conditions	2 4.9	1 11.1	1 6.3	- -	- -	- -	1 4.5	- -	1 7.1	- -	- -	1 14.3
Cost of capital/ interest	2 4.9	1 11.1	1 6.3	- -	- -	- -	1 4.5	- -	1 7.1	- -	- -	1 14.3
Government debt	1 2.4	1 11.1	1 6.3	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Competition	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Resources	2 4.9	- -	- -	- -	- -	- -	2 9.1	- -	1 7.1	- -	- -	- -
Availability of natural resources	2 4.9	- -	- -	- -	- -	- -	2 9.1	- -	1 7.1	- -	- -	- -
Other	11 26.8	2 22.2	3 18.8	- -	1 100.0	- -	5 22.7	1 16.7	3 21.4	- -	2 100.0	2 28.6

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REPORT 13E (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 Latin America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	41 100.0	9 100.0	16 100.0	- -	1 100.0	- -	22 100.0	6 100.0	14 100.0	1 100.0	2 100.0	7 100.0
D.N.S.	11 26.8	3 33.3	2 12.5	- -	- -	- -	6 27.3	3 50.0	2 14.3	- -	- -	1 14.3

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REPORT 14E

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

BASE: Those answering Latin America in Q.1a

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	41 100.0	9 100.0	16 100.0	- -	1 100.0	- -	22 100.0	6 100.0	14 100.0	1 100.0	2 100.0	7 100.0
NET: Politics	6 14.6	2 22.2	2 12.5	- -	1 100.0	- -	2 9.1	1 16.7	1 7.1	1 100.0	- -	1 14.3
Currency stability	1 2.4	1 11.1	- -	- -	1 100.0	- -	- -	- -	- -	- -	- -	- -
Inflation	1 2.4	1 11.1	- -	- -	1 100.0	- -	- -	- -	- -	- -	- -	- -
Political situation	1 2.4	1 11.1	- -	- -	1 100.0	- -	- -	- -	- -	- -	- -	- -
Government attitude towards business	4 9.8	1 11.1	1 6.3	- -	- -	- -	1 4.5	1 16.7	1 7.1	1 100.0	- -	1 14.3
Similarity to own country	1 2.4	- -	1 6.3	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -
NET: Costs	8 19.5	3 33.3	4 25.0	- -	- -	- -	2 9.1	- -	4 28.6	1 100.0	- -	4 57.1
Labour costs	8 19.5	3 33.3	4 25.0	- -	- -	- -	2 9.1	- -	4 28.6	1 100.0	- -	4 57.1
Costs of plant construction	1 2.4	- -	- -	- -	- -	- -	1 4.5	- -	- -	- -	- -	1 14.3
NET: Risk	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Corporate desire to invest	1 2.4	- -	1 6.3	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -
Prefer to invest elsewhere	1 2.4	- -	1 6.3	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -









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REPORT 15 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

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 MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA  
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	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Risk level	2 .3	- -	- -	2 25.0	- -	- -	- -	- -	- -	- -	- -	- -
NET: Corporate desire to invest	6 .9	3 2.1	- -	- -	6 85.7	- -	1 .3	- -	- -	- -	- -	- -
Want to expand	2 .3	1 .7	- -	- -	2 28.6	- -	1 .3	- -	- -	- -	- -	- -
Prefer to invest elsewhere	4 .6	2 1.4	- -	- -	4 57.1	- -	- -	- -	- -	- -	- -	- -
NET: Need for information	5 .7	1 .7	- -	- -	- -	5 71.4	1 .3	- -	1 .5	- -	1 2.0	- -
Market is new/ young	2 .3	- -	- -	- -	- -	2 28.6	- -	- -	1 .5	- -	1 2.0	- -
Do not know enough about the country	3 .4	1 .7	- -	- -	- -	3 42.9	1 .3	- -	- -	- -	- -	- -
NET: Market growth	233 33.1	63 44.4	42 30.2	1 12.5	1 14.3	- -	233 69.6	33 36.3	51 23.3	13 41.9	11 22.4	18 20.9
Growth of market	230 32.7	62 43.7	42 30.2	1 12.5	1 14.3	- -	230 68.7	32 35.2	51 23.3	13 41.9	11 22.4	17 19.8
Quality of life	3 .4	1 .7	- -	- -	- -	- -	3 .9	1 1.1	- -	- -	- -	1 1.2
NET: Technology	25 3.6	1 .7	1 .7	- -	- -	- -	12 3.6	25 27.5	3 1.4	- -	1 2.0	7 8.1
Level of technology	25 3.6	1 .7	1 .7	- -	- -	- -	12 3.6	25 27.5	3 1.4	- -	1 2.0	7 8.1

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Location	116 16.5	11 7.7	33 23.7	1 12.5	-	-	22 6.6	12 13.2	116 53.0	5 16.1	4 8.2	25 29.1
Proximity to markets	95 13.5	11 7.7	30 21.6	-	-	-	17 5.1	11 12.1	95 43.4	5 16.1	4 8.2	18 20.9
Transportation	13 1.8	-	1 .7	1 12.5	-	-	3 .9	1 1.1	13 5.9	-	-	4 4.7
Cost of transportation	5 .7	-	2 1.4	-	-	-	2 .6	-	5 2.3	-	-	2 2.3
Location (general mention)	3 .4	-	-	-	-	-	-	-	3 1.4	-	-	1 1.2
NET: Local Economic Conditions	5 .7	1 .7	1 .7	-	-	-	2 .6	1 1.1	2 .9	5 16.1	-	-
Cost of capital/ interest	5 .7	1 .7	1 .7	-	-	-	2 .6	1 1.1	2 .9	5 16.1	-	-
NET: Competition	27 3.8	3 2.1	3 2.2	-	-	-	6 1.8	1 1.1	1 .5	-	27 55.1	2 2.3
Competition/ competitors	6 .9	1 .7	1 .7	-	-	-	3 .9	-	-	-	6 12.2	-
Our business is not suited for that market	6 .9	-	-	-	-	-	-	-	-	-	6 12.2	-
Timing/ waiting for the right opportunity	3 .4	-	-	-	-	-	1 .3	-	-	-	3 6.1	-



S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Politics	57 8.1	57 40.1	8 5.8	- -	2 28.6	- -	39 11.6	6 6.6	5 2.3	1 3.2	1 2.0	3 3.5
Currency stability	15 2.1	15 10.6	3 2.2	- -	- -	- -	12 3.6	1 1.1	3 1.4	1 3.2	- -	- -
Inflation	2 .3	2 1.4	1 .7	- -	- -	- -	1 .3	- -	- -	- -	- -	- -
Political situation	8 1.1	8 5.6	- -	- -	1 14.3	- -	4 1.2	2 2.2	1 .5	- -	- -	- -
Government attitude towards business	20 2.8	20 14.1	2 1.4	- -	1 14.3	- -	15 4.5	3 3.3	1 .5	- -	1 2.0	1 1.2
Same language	8 1.1	8 5.6	1 .7	- -	- -	- -	5 1.5	- -	- -	- -	- -	1 1.2
Similarity to own country	4 .6	4 2.8	1 .7	- -	- -	- -	2 .6	- -	- -	- -	- -	1 1.2
NET: Costs	62 8.8	11 7.7	62 44.6	1 12.5	- -	- -	28 8.4	4 4.4	24 11.0	2 6.5	4 8.2	7 8.1
Labour costs	49 7.0	8 5.6	49 35.3	1 12.5	- -	- -	22 6.6	4 4.4	22 10.0	1 3.2	3 6.1	7 8.1
Costs of plant construction	8 1.1	2 1.4	8 5.8	- -	- -	- -	4 1.2	- -	- -	1 3.2	- -	- -
Energy costs	2 .3	1 .7	2 1.4	- -	- -	- -	2 .6	- -	- -	- -	- -	- -
Costs (general mention)	3 .4	- -	3 2.2	- -	- -	- -	- -	- -	2 .9	- -	1 2.0	- -

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REPORT 16 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Risk	1 .1	- -	- -	1 12.5	- -	- -	1 .3	- -	- -	- -	- -	1 1.2
Not part of the EU/ different from our market	1 .1	- -	- -	1 12.5	- -	- -	1 .3	- -	- -	- -	- -	1 1.2
NET: Corporate desire to invest	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Need for information	2 .3	1 .7	1 .7	- -	- -	2 28.6	- -	1 1.1	- -	- -	- -	- -
Do not know enough about the country	2 .3	1 .7	1 .7	- -	- -	2 28.6	- -	1 1.1	- -	- -	- -	- -
NET: Market growth	81 11.5	16 11.3	15 10.8	1 12.5	1 14.3	1 14.3	81 24.2	13 14.3	23 10.5	4 12.9	9 18.4	9 10.5
Growth of market	71 10.1	15 10.6	15 10.8	1 12.5	1 14.3	1 14.3	71 21.2	11 12.1	22 10.0	4 12.9	9 18.4	7 8.1
Quality of life	10 1.4	1 .7	- -	- -	- -	- -	10 3.0	2 2.2	1 .5	- -	- -	2 2.3
NET: Technology	38 5.4	6 4.2	6 4.3	- -	- -	- -	22 6.6	38 41.8	9 4.1	2 6.5	2 4.1	3 3.5
Telecommunications	6 .9	- -	1 .7	- -	- -	- -	3 .9	6 6.6	3 1.4	1 3.2	- -	1 1.2
Level of technology	32 4.5	6 4.2	5 3.6	- -	- -	- -	19 5.7	32 35.2	6 2.7	1 3.2	2 4.1	2 2.3
NET: Location	91 12.9	16 11.3	23 16.5	- -	- -	- -	45 13.4	4 4.4	91 41.6	2 6.5	1 2.0	16 18.6



S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Proximity to markets	49 7.0	7 4.9	13 9.4	-	-	-	30 9.0	2 2.2	49 22.4	1 3.2	1 2.0	5 5.8
Transportation	28 4.0	5 3.5	8 5.8	-	-	-	8 2.4	1 1.1	28 12.8	1 3.2	-	10 11.6
Cost of transportation	13 1.8	3 2.1	2 1.4	-	-	-	6 1.8	1 1.1	13 5.9	-	-	1 1.2
Location (general mention)	1 .1	1 .7	-	-	-	-	1 .3	-	1 .5	-	-	-
NET: Local Economic Conditions	19 2.7	8 5.6	5 3.6	-	-	-	13 3.9	1 1.1	3 1.4	19 61.3	-	-
Cost of capital/ interest	18 2.6	7 4.9	5 3.6	-	-	-	13 3.9	1 1.1	3 1.4	18 58.1	-	-
Government debt	1 .1	1 .7	-	-	-	-	-	-	-	1 3.2	-	-
NET: Competition	13 1.8	-	-	-	-	1 14.3	6 1.8	1 1.1	5 2.3	-	13 26.5	1 1.2
Competition/ competitors	4 .6	-	-	-	-	-	2 .6	-	2 .9	-	4 8.2	1 1.2
Our business is not suited for that market	2 .3	-	-	-	-	1 14.3	-	-	2 .9	-	2 4.1	-

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

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 MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA  
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	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Demand for our products/ services/ ability to sell products	7 1.0	- -	- -	- -	- -	- -	4 1.2	1 1.1	1 .5	- -	7 14.3	- -
NET: Resources	36 5.1	4 2.8	7 5.0	1 12.5	- -	- -	14 4.2	5 5.5	22 10.0	- -	- -	36 41.9
Labour force skills	25 3.6	3 2.1	4 2.9	1 12.5	- -	- -	8 2.4	5 5.5	15 6.8	- -	- -	25 29.1
Availability of natural resources	8 1.1	1 .7	3 2.2	- -	- -	- -	6 1.8	- -	4 1.8	- -	- -	8 9.3
Availability of facilities	2 .3	- -	- -	- -	- -	- -	- -	- -	2 .9	- -	- -	2 2.3
Availability of labour force	1 .1	- -	- -	- -	- -	- -	- -	- -	1 .5	- -	- -	1 1.2
Other	98 13.9	15 10.6	10 7.2	- -	1 14.3	1 14.3	51 15.2	15 16.5	22 10.0	1 3.2	6 12.2	8 9.3
D.N.S.	206 29.3	8 5.6	2 1.4	4 50.0	3 42.9	2 28.6	35 10.4	3 3.3	15 6.8	- -	13 26.5	2 2.3

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Politics	68 9.7	68 47.9	12 8.6	- -	1 14.3	1 14.3	49 14.6	5 5.5	23 10.5	6 19.4	2 4.1	3 3.5
Currency stability	19 2.7	19 13.4	4 2.9	- -	1 14.3	1 14.3	15 4.5	1 1.1	6 2.7	1 3.2	- -	- -
Inflation	1 .1	1 .7	- -	- -	- -	- -	1 .3	- -	- -	- -	- -	1 1.2
Political situation	16 2.3	16 11.3	2 1.4	- -	- -	- -	12 3.6	1 1.1	5 2.3	1 3.2	1 2.0	1 1.2
Government attitude towards business	24 3.4	24 16.9	5 3.6	- -	- -	- -	17 5.1	2 2.2	7 3.2	4 12.9	1 2.0	- -
Same language	5 .7	5 3.5	- -	- -	- -	- -	4 1.2	- -	3 1.4	- -	- -	1 1.2
Similarity to own country	3 .4	3 2.1	1 .7	- -	- -	- -	- -	1 1.1	2 .9	- -	- -	- -
NET: Costs	57 8.1	10 7.0	57 41.0	- -	- -	1 14.3	25 7.5	4 4.4	31 14.2	6 19.4	- -	11 12.8
Labour costs	37 5.3	6 4.2	37 26.6	- -	- -	- -	20 6.0	4 4.4	17 7.8	5 16.1	- -	8 9.3
Costs of plant construction	8 1.1	2 1.4	8 5.8	- -	- -	1 14.3	2 .6	- -	3 1.4	1 3.2	- -	2 2.3
Energy costs	3 .4	- -	3 2.2	- -	- -	- -	1 .3	- -	3 1.4	- -	- -	- -
Costs (general mention)	9 1.3	2 1.4	9 6.5	- -	- -	- -	2 .6	- -	8 3.7	- -	- -	1 1.2

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REPORT 17 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate	Need for	Market	Technology	Location	Local	Competition	Resources
					Desire to	Information	Growth			Economic		
					Invest					Conditions		
TOTAL INTERVIEWS	704	142	139	8	7	7	335	91	219	31	49	86
	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: Risk	2	-	1	2	-	-	1	-	1	-	-	1
	.3	-	.7	25.0	-	-	.3	-	.5	-	-	1.2
Not part of the EU/ different from our market	1	-	1	1	-	-	1	-	-	-	-	-
	.1	-	.7	12.5	-	-	.3	-	-	-	-	-
Risk level	1	-	-	1	-	-	-	-	1	-	-	1
	.1	-	-	12.5	-	-	-	-	.5	-	-	1.2
NET: Corporate desire to invest	1	-	-	-	1	-	1	-	-	-	-	-
	.1	-	-	-	14.3	-	.3	-	-	-	-	-
Prefer to invest elsewhere	1	-	-	-	1	-	1	-	-	-	-	-
	.1	-	-	-	14.3	-	.3	-	-	-	-	-
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	43	13	8	-	-	-	43	11	9	4	-	7
	6.1	9.2	5.8	-	-	-	12.8	12.1	4.1	12.9	-	8.1
Growth of market	32	11	6	-	-	-	32	9	6	4	-	5
	4.5	7.7	4.3	-	-	-	9.6	9.9	2.7	12.9	-	5.8
Quality of life	11	2	2	-	-	-	11	2	3	-	-	2
	1.6	1.4	1.4	-	-	-	3.3	2.2	1.4	-	-	2.3
NET: Technology	29	6	6	-	-	1	20	29	6	1	1	1
	4.1	4.2	4.3	-	-	14.3	6.0	31.9	2.7	3.2	2.0	1.2
Telecommunications	1	1	-	-	-	-	-	1	-	-	-	-
	.1	.7	-	-	-	-	-	1.1	-	-	-	-
Level of technology	28	5	6	-	-	1	20	28	6	1	1	1
	4.0	3.5	4.3	-	-	14.3	6.0	30.8	2.7	3.2	2.0	1.2

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Location	40 5.7	6 4.2	9 6.5	- -	- -	1 14.3	16 4.8	3 3.3	40 18.3	2 6.5	2 4.1	11 12.8
Proximity to markets	18 2.6	4 2.8	2 1.4	- -	- -	1 14.3	10 3.0	1 1.1	18 8.2	1 3.2	2 4.1	4 4.7
Transportation	12 1.7	1 .7	3 2.2	- -	- -	- -	3 .9	1 1.1	12 5.5	- -	- -	5 5.8
Cost of transportation	9 1.3	1 .7	3 2.2	- -	- -	- -	3 .9	1 1.1	9 4.1	1 3.2	- -	2 2.3
Location (general mention)	1 .1	- -	1 .7	- -	- -	- -	- -	- -	1 .5	- -	- -	- -
NET: Local Economic Conditions	7 1.0	1 .7	1 .7	- -	- -	- -	6 1.8	1 1.1	3 1.4	7 22.6	- -	- -
Cost of capital/ interest	7 1.0	1 .7	1 .7	- -	- -	- -	6 1.8	1 1.1	3 1.4	7 22.6	- -	- -
NET: Competition	9 1.3	- -	1 .7	- -	- -	- -	8 2.4	2 2.2	1 .5	- -	9 18.4	1 1.2
Competition/ competitors	6 .9	- -	- -	- -	- -	- -	6 1.8	1 1.1	- -	- -	6 12.2	1 1.2
Demand for our products/ services/ ability to sell products	3 .4	- -	1 .7	- -	- -	- -	2 .6	1 1.1	1 .5	- -	3 6.1	- -
NET: Resources	30 4.3	2 1.4	6 4.3	1 12.5	- -	- -	11 3.3	4 4.4	13 5.9	- -	3 6.1	30 34.9

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REPORT 17 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate	Need for	Market	Technology	Location	Local	Competition	Resources
					Desire to	Information	Growth			Economic		
					Invest					Conditions		
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Labour force skills	21 3.0	2 1.4	4 2.9	1 12.5	-	-	8 2.4	2 2.2	7 3.2	-	3 6.1	21 24.4
Availability of natural resources	6 .9	-	2 1.4	-	-	-	2 .6	1 1.1	5 2.3	-	-	6 7.0
Availability of facilities	3 .4	-	-	-	-	-	1 .3	1 1.1	1 .5	-	-	3 3.5
Other	77 10.9	10 7.0	18 12.9	-	-	-	41 12.2	13 14.3	29 13.2	2 6.5	6 12.2	8 9.3
D.N.S.	341 48.4	26 18.3	20 14.4	5 62.5	5 71.4	3 42.9	114 34.0	19 20.9	63 28.8	3 9.7	26 53.1	13 15.1

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Politics	142 20.2	142 100.0	24 17.3	- -	3 42.9	2 28.6	88 26.3	13 14.3	33 15.1	10 32.3	3 6.1	9 10.5
Currency stability	46 6.5	46 32.4	10 7.2	- -	1 14.3	1 14.3	32 9.6	3 3.3	11 5.0	4 12.9	- -	2 2.3
Inflation	3 .4	3 2.1	1 .7	- -	- -	- -	2 .6	- -	- -	- -	- -	1 1.2
Political situation	30 4.3	30 21.1	3 2.2	- -	1 14.3	1 14.3	16 4.8	3 3.3	8 3.7	2 6.5	1 2.0	1 1.2
Government attitude towards business	58 8.2	58 40.8	9 6.5	- -	1 14.3	- -	38 11.3	7 7.7	9 4.1	5 16.1	2 4.1	2 2.3
Same language	16 2.3	16 11.3	1 .7	- -	- -	- -	9 2.7	- -	3 1.4	- -	- -	2 2.3
Similarity to own country	7 1.0	7 4.9	2 1.4	- -	- -	- -	2 .6	1 1.1	2 .9	- -	- -	1 1.2
NET: Costs	139 19.7	24 16.9	139 100.0	2 25.0	- -	1 14.3	63 18.8	13 14.3	61 27.9	7 22.6	4 8.2	21 24.4
Labour costs	107 15.2	16 11.3	107 77.0	2 25.0	- -	- -	52 15.5	13 14.3	46 21.0	6 19.4	3 6.1	17 19.8
Costs of plant construction	19 2.7	4 2.8	19 13.7	- -	- -	1 14.3	9 2.7	- -	3 1.4	2 6.5	- -	2 2.3
Energy costs	6 .9	1 .7	6 4.3	- -	- -	- -	3 .9	- -	3 1.4	- -	- -	- -
Costs (general mention)	18 2.6	3 2.1	18 12.9	- -	- -	- -	3 .9	- -	13 5.9	- -	1 2.0	3 3.5

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REPORT 18 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Risk	8 1.1	- -	2 1.4	8 100.0	- -	- -	2 .6	- -	1 .5	- -	- -	2 2.3
Not part of the EU/ different from our market	5 .7	- -	2 1.4	5 62.5	- -	- -	2 .6	- -	- -	- -	- -	1 1.2
Risk level	3 .4	- -	- -	3 37.5	- -	- -	- -	- -	1 .5	- -	- -	1 1.2
NET: Corporate desire to invest	7 1.0	3 2.1	- -	- -	7 100.0	- -	2 .6	- -	- -	- -	- -	- -
Want to expand	2 .3	1 .7	- -	- -	2 28.6	- -	1 .3	- -	- -	- -	- -	- -
Prefer to invest elsewhere	5 .7	2 1.4	- -	- -	5 71.4	- -	1 .3	- -	- -	- -	- -	- -
NET: Need for information	7 1.0	2 1.4	1 .7	- -	- -	7 100.0	1 .3	1 1.1	1 .5	- -	1 2.0	- -
Market is new/ young	2 .3	- -	- -	- -	- -	2 28.6	- -	- -	1 .5	- -	1 2.0	- -
Do not know enough about the country	5 .7	2 1.4	1 .7	- -	- -	5 71.4	1 .3	1 1.1	- -	- -	- -	- -
NET: Market growth	335 47.6	88 62.0	63 45.3	2 25.0	2 28.6	1 14.3	335 100.0	54 59.3	81 37.0	21 67.7	20 40.8	31 36.0
Growth of market	324 46.0	87 61.3	62 44.6	2 25.0	2 28.6	1 14.3	324 96.7	51 56.0	77 35.2	21 67.7	20 40.8	28 32.6
Quality of life	24 3.4	4 2.8	2 1.4	- -	- -	- -	24 7.2	5 5.5	4 1.8	- -	- -	5 5.8



S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Technology	91 12.9	13 9.2	13 9.4	- -	- -	1 14.3	54 16.1	91 100.0	18 8.2	3 9.7	4 8.2	10 11.6
Telecommunications	7 1.0	1 .7	1 .7	- -	- -	- -	3 .9	7 7.7	3 1.4	1 3.2	- -	1 1.2
Level of technology	85 12.1	12 8.5	12 8.6	- -	- -	1 14.3	51 15.2	85 93.4	15 6.8	2 6.5	4 8.2	10 11.6
NET: Location	219 31.1	33 23.2	61 43.9	1 12.5	- -	1 14.3	81 24.2	18 19.8	219 100.0	8 25.8	7 14.3	46 53.5
Proximity to markets	160 22.7	22 15.5	45 32.4	- -	- -	1 14.3	57 17.0	14 15.4	160 73.1	7 22.6	7 14.3	27 31.4
Transportation	52 7.4	6 4.2	12 8.6	1 12.5	- -	- -	14 4.2	3 3.3	52 23.7	1 3.2	- -	19 22.1
Cost of transportation	27 3.8	4 2.8	7 5.0	- -	- -	- -	11 3.3	2 2.2	27 12.3	1 3.2	- -	5 5.8
Location (general mention)	5 .7	1 .7	1 .7	- -	- -	- -	1 .3	- -	5 2.3	- -	- -	1 1.2
NET: Local Economic Conditions	31 4.4	10 7.0	7 5.0	- -	- -	- -	21 6.3	3 3.3	8 3.7	31 100.0	- -	- -
Cost of capital/ interest	30 4.3	9 6.3	7 5.0	- -	- -	- -	21 6.3	3 3.3	8 3.7	30 96.8	- -	- -
Government debt	1 .1	1 .7	- -	- -	- -	- -	- -	- -	- -	1 3.2	- -	- -
NET: Competition	49 7.0	3 2.1	4 2.9	- -	- -	1 14.3	20 6.0	4 4.4	7 3.2	- -	49 100.0	4 4.7

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REPORT 18 (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Competition/ competitors	16 2.3	1 .7	1 .7	- -	- -	- -	11 3.3	1 1.1	2 .9	- -	16 32.7	2 2.3
Our business is not suited for that market	8 1.1	- -	- -	- -	- -	1 14.3	- -	- -	2 .9	- -	8 16.3	- -
Timing/ waiting for the right opportunity	3 .4	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	3 6.1	- -
Demand for our products/ services/ ability to sell products	22 3.1	2 1.4	3 2.2	- -	- -	- -	8 2.4	3 3.3	3 1.4	- -	22 44.9	2 2.3
NET: Resources	86 12.2	9 6.3	21 15.1	2 25.0	- -	- -	31 9.3	10 11.0	46 21.0	- -	4 8.2	86 100.0
Labour force skills	56 8.0	6 4.2	12 8.6	2 25.0	- -	- -	19 5.7	7 7.7	28 12.8	- -	3 6.1	56 65.1
Availability of natural resources	23 3.3	3 2.1	9 6.5	- -	- -	- -	10 3.0	2 2.2	14 6.4	- -	- -	23 26.7
Availability of facilities	7 1.0	- -	- -	- -	- -	- -	2 .6	1 1.1	4 1.8	- -	1 2.0	7 8.1
Availability of labour force	1 .1	- -	- -	- -	- -	- -	- -	- -	1 .5	- -	- -	1 1.2
Other	279 39.6	42 29.6	36 25.9	- -	1 14.3	2 28.6	110 32.8	35 38.5	62 28.3	7 22.6	14 28.6	20 23.3



S.1 Q.8 Why did you say that? --- First Mention

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Politics	50 7.1	24 16.9	3 2.2	- -	1 14.3	- -	21 6.3	2 2.2	12 5.5	5 16.1	4 8.2	3 3.5
Currency stability	8 1.1	4 2.8	1 .7	- -	- -	- -	6 1.8	- -	5 2.3	2 6.5	- -	1 1.2
Inflation	1 .1	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	- -	- -
Political situation	10 1.4	5 3.5	- -	- -	1 14.3	- -	3 .9	1 1.1	4 1.8	1 3.2	2 4.1	1 1.2
Government attitude towards business	12 1.7	10 7.0	2 1.4	- -	- -	- -	4 1.2	1 1.1	2 .9	1 3.2	1 2.0	1 1.2
Same language	5 .7	3 2.1	- -	- -	- -	- -	2 .6	- -	1 .5	1 3.2	- -	- -
Similarity to own country	14 2.0	2 1.4	- -	- -	- -	- -	5 1.5	- -	- -	- -	1 2.0	- -
NET: Costs	46 6.5	5 3.5	29 20.9	2 25.0	- -	1 14.3	19 5.7	4 4.4	12 5.5	1 3.2	- -	8 9.3
Labour costs	38 5.4	3 2.1	26 18.7	2 25.0	- -	1 14.3	14 4.2	3 3.3	11 5.0	1 3.2	- -	8 9.3
Costs of plant construction	2 .3	1 .7	1 .7	- -	- -	- -	2 .6	- -	- -	- -	- -	- -
Costs (general mention)	6 .9	1 .7	2 1.4	- -	- -	- -	3 .9	1 1.1	1 .5	- -	- -	- -
NET: Risk	3 .4	- -	- -	1 12.5	- -	- -	1 .3	- -	- -	- -	- -	- -

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NDRTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate	Need for	Market	Technology	Location	Local	Competition	Resources
					Desire to	Information	Growth			Economic		
					Invest					Conditions		
TOTAL INTERVIEWS	704	142	139	8	7	7	335	91	219	31	49	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Not part of the EU/ different from our market	2	-	-	1	-	-	1	-	-	-	-	-
	.3	-	-	12.5	-	-	.3	-	-	-	-	-
Risk level	1	-	-	-	-	-	-	-	-	-	-	-
	.1	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	3	-	-	-	1	-	-	-	-	-	-	-
	.4	-	-	-	14.3	-	-	-	-	-	-	-
Want to expand	2	-	-	-	1	-	-	-	-	-	-	-
	.3	-	-	-	14.3	-	-	-	-	-	-	-
Prefer to invest elsewhere	1	-	-	-	-	-	-	-	-	-	-	-
	.1	-	-	-	-	-	-	-	-	-	-	-
NET: Need for information	6	1	2	-	-	-	3	-	2	-	1	1
	.9	.7	1.4	-	-	-	.9	-	.9	-	2.0	1.2
Market is new/ young	1	-	-	-	-	-	1	-	-	-	-	-
	.1	-	-	-	-	-	.3	-	-	-	-	-
Do not know enough about the country	5	1	2	-	-	-	2	-	2	-	1	1
	.7	.7	1.4	-	-	-	.6	-	.9	-	2.0	1.2
NET: Market growth	243	66	42	2	2	1	187	42	69	11	14	25
	34.5	46.5	30.2	25.0	28.6	14.3	55.8	46.2	31.5	35.5	28.6	29.1
Growth of market	237	63	40	2	2	-	184	41	68	10	13	24
	33.7	44.4	28.8	25.0	28.6	-	54.9	45.1	31.1	32.3	26.5	27.9
Quality of life	6	3	2	-	-	1	3	1	1	1	1	1
	.9	2.1	1.4	-	-	14.3	.9	1.1	.5	3.2	2.0	1.2
NET: Technology	25	1	2	1	-	1	14	15	1	1	-	4
	3.6	.7	1.4	12.5	-	14.3	4.2	16.5	.5	3.2	-	4.7

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S.1 Q.8 Why did you say that? --- First Mention

REPORT 23 (continuation)

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Level of technology	25 3.6	1 .7	2 1.4	1 12.5	- -	1 14.3	14 4.2	15 16.5	1 .5	1 3.2	- -	4 4.7
NET: Location	103 14.6	15 10.6	27 19.4	- -	2 28.6	- -	30 9.0	13 14.3	74 33.8	4 12.9	8 16.3	13 15.1
Proximity to markets	94 13.4	15 10.6	24 17.3	- -	2 28.6	- -	29 8.7	12 13.2	69 31.5	4 12.9	6 12.2	11 12.8
Transportation	7 1.0	- -	2 1.4	- -	- -	- -	1 .3	1 1.1	3 1.4	- -	2 4.1	2 2.3
Cost of transportation	2 .3	- -	1 .7	- -	- -	- -	- -	- -	2 .9	- -	- -	- -
NET: Local Economic Conditions	4 .6	1 .7	- -	- -	- -	- -	- -	- -	- -	2 6.5	- -	- -
Cost of capital/ interest	4 .6	1 .7	- -	- -	- -	- -	- -	- -	- -	2 6.5	- -	- -
NET: Competition	14 2.0	2 1.4	1 .7	- -	- -	- -	6 1.8	1 1.1	4 1.8	- -	4 8.2	2 2.3
Competition/ competitors	3 .4	- -	- -	- -	- -	- -	1 .3	- -	1 .5	- -	1 2.0	- -
Our business is not suited for that market	1 .1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Timing/ waiting for the right opportunity	1 .1	1 .7	- -	- -	- -	- -	- -	- -	1 .5	- -	- -	1 1.2

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate	Need for	Market	Technology	Location	Local	Competition	Resources
					Desire to Invest	Information	Growth			Economic Conditions		
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Demand for our products/ services/ ability to sell products	9 1.3	1 .7	1 .7	- -	- -	- -	5 1.5	1 1.1	2 .9	- -	3 6.1	1 1.2
NET: Resources	25 3.6	4 2.8	10 7.2	- -	- -	- -	9 2.7	3 3.3	11 5.0	1 3.2	4 8.2	13 15.1
Labour force skills	12 1.7	3 2.1	5 3.6	- -	- -	- -	5 1.5	2 2.2	6 2.7	- -	- -	7 8.1
Availability of natural resources	11 1.6	1 .7	5 3.6	- -	- -	- -	4 1.2	1 1.1	4 1.8	1 3.2	3 6.1	5 5.8
Availability of facilities	1 .1	- -	- -	- -	- -	- -	- -	- -	1 .5	- -	- -	1 1.2
Availability of labour force	1 .1	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2.0	- -
Other	116 16.5	20 14.1	17 12.2	1 12.5	1 14.3	2 28.6	41 12.2	11 12.1	28 12.8	5 16.1	11 22.4	17 19.8
D.N.S.	66 9.4	3 2.1	6 4.3	1 12.5	- -	2 28.6	4 1.2	- -	6 2.7	1 3.2	3 6.1	- -

S.1 Q.8 Why did you say that? --- Other Mentions

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate			Market Growth	Technology	Location	Local		Resources
					Desire to Invest	Need for Information					Economic Conditions	Competition	
TOTAL INTERVIEWS	704	142	139	8	7	7	335	91	219	31	49	86	
	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: Politics	111	57	27	-	-	1	67	12	30	9	4	15	
	15.8	40.1	19.4	-	-	14.3	20.0	13.2	13.7	29.0	8.2	17.4	
Currency stability	29	17	8	-	-	-	19	2	10	5	2	1	
	4.1	12.0	5.8	-	-	-	5.7	2.2	4.6	16.1	4.1	1.2	
Inflation	5	4	1	-	-	-	3	1	1	-	-	2	
	.7	2.8	.7	-	-	-	.9	1.1	.5	-	-	2.3	
Political situation	25	11	7	-	-	1	15	2	10	3	1	4	
	3.6	7.7	5.0	-	-	14.3	4.5	2.2	4.6	9.7	2.0	4.7	
Government attitude towards business	45	23	10	-	-	-	30	8	10	4	-	7	
	6.4	16.2	7.2	-	-	-	9.0	8.8	4.6	12.9	-	8.1	
Same language	17	6	3	-	-	-	9	-	5	-	1	2	
	2.4	4.2	2.2	-	-	-	2.7	-	2.3	-	2.0	2.3	
Similarity to own country	13	3	6	-	-	-	7	1	4	-	-	1	
	1.8	2.1	4.3	-	-	-	2.1	1.1	1.8	-	-	1.2	
NET: Costs	63	16	35	-	1	-	31	6	28	2	3	9	
	8.9	11.3	25.2	-	14.3	-	9.3	6.6	12.8	6.5	6.1	10.5	
Labour costs	48	14	26	-	1	-	26	5	23	2	2	6	
	6.8	9.9	18.7	-	14.3	-	7.8	5.5	10.5	6.5	4.1	7.0	
Costs of plant construction	7	-	3	-	-	-	4	1	1	-	-	2	
	1.0	-	2.2	-	-	-	1.2	1.1	.5	-	-	2.3	
Energy costs	12	4	8	-	-	-	4	-	8	-	-	2	
	1.7	2.8	5.8	-	-	-	1.2	-	3.7	-	-	2.3	
Costs (general mention)	4	1	3	-	-	-	-	-	2	-	1	1	
	.6	.7	2.2	-	-	-	-	-	.9	-	2.0	1.2	



## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Risk	-	-	-	-	-	-	-	-	-	-	-	-
NET: Corporate desire to invest	4 .6	1 .7	1 .7	1 12.5	-	-	3 .9	-	1 .5	1 3.2	1 2.0	-
Want to expand	3 .4	1 .7	-	-	-	-	2 .6	-	1 .5	1 3.2	1 2.0	-
Prefer to invest elsewhere	1 .1	-	1 .7	1 12.5	-	-	1 .3	-	-	-	-	-
NET: Need for information	3 .4	-	-	-	-	-	1 .3	-	1 .5	-	-	1 1.2
Market is new/ young	2 .3	-	-	-	-	-	1 .3	-	-	-	-	-
Do not know enough about the country	1 .1	-	-	-	-	-	-	-	1 .5	-	-	1 1.2
NET: Market growth	100 14.2	30 21.1	20 14.4	1 12.5	-	-	67 20.0	12 13.2	31 14.2	7 22.6	4 8.2	17 19.8
Growth of market	81 11.5	20 14.1	18 12.9	1 12.5	-	-	52 15.5	8 8.8	28 12.8	5 16.1	3 6.1	13 15.1
Quality of life	20 2.8	10 7.0	2 1.4	-	-	-	16 4.8	4 4.4	3 1.4	2 6.5	1 2.0	4 4.7
NET: Technology	50 7.1	12 8.5	14 10.1	-	-	1 14.3	29 8.7	27 29.7	14 6.4	5 16.1	3 6.1	4 4.7
Telecommunications	8 1.1	1 .7	5 3.6	-	-	-	5 1.5	2 2.2	4 1.8	2 6.5	-	3 3.5

S.1 Q.8 Why did you say that? --- Other Mentions

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Level of technology	44 6.3	11 7.7	10 7.2	- -	- -	1 14.3	26 7.8	25 27.5	11 5.0	3 9.7	3 6.1	3 3.5
NET: Location	114 16.2	21 14.8	33 23.7	1 12.5	1 14.3	- -	65 19.4	11 12.1	73 33.3	5 16.1	4 8.2	20 23.3
Proximity to markets	65 9.2	14 9.9	12 8.6	1 12.5	- -	- -	38 11.3	5 5.5	43 19.6	- -	3 6.1	11 12.8
Transportation	31 4.4	4 2.8	12 8.6	1 12.5	1 14.3	- -	17 5.1	5 5.5	17 7.8	1 3.2	1 2.0	8 9.3
Cost of transportation	31 4.4	8 5.6	14 10.1	- -	- -	- -	17 5.1	2 2.2	25 11.4	4 12.9	- -	4 4.7
Location (general mention)	1 .1	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	- -	- -
NET: Local Economic Conditions	14 2.0	6 4.2	3 2.2	- -	- -	- -	7 2.1	4 4.4	4 1.8	7 22.6	- -	- -
Cost of capital/ interest	11 1.6	4 2.8	2 1.4	- -	- -	- -	5 1.5	4 4.4	3 1.4	5 16.1	- -	- -
Government debt	4 .6	3 2.1	1 .7	- -	- -	- -	3 .9	1 1.1	1 .5	2 6.5	- -	- -
NET: Competition	17 2.4	5 3.5	4 2.9	- -	- -	1 14.3	10 3.0	1 1.1	5 2.3	- -	- -	- -
Competition/ competitors	3 .4	2 1.4	- -	- -	- -	- -	1 .3	1 1.1	1 .5	- -	- -	- -

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate			Technology	Location	Local		Resources
					Desire to Invest	Need for Information	Market Growth			Economic Conditions	Competition	
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Our business is not suited for that market	1 .1	-	-	-	-	-	1 .3	-	-	-	-	-
Timing/ waiting for the right opportunity	1 .1	1 .7	-	-	-	-	1 .3	-	-	-	-	-
Demand for our products/ services/ ability to sell products	12 1.7	2 1.4	4 2.9	-	-	1 14.3	7 2.1	-	4 1.8	-	-	-
NET: Resources	46 6.5	12 8.5	14 10.1	2 25.0	-	-	19 5.7	8 8.8	21 9.6	2 6.5	2 4.1	23 26.7
Labour force skills	37 5.3	9 6.3	11 7.9	2 25.0	-	-	17 5.1	6 6.6	19 8.7	2 6.5	2 4.1	19 22.1
Availability of natural resources	10 1.4	3 2.1	4 2.9	-	-	-	2 .6	2 2.2	4 1.8	-	-	4 4.7
Availability of labour force	1 .1	-	-	-	-	-	-	-	-	-	-	-
Other	133 18.9	32 22.5	27 19.4	1 12.5	1 14.3	1 14.3	70 20.9	23 25.3	45 20.5	7 22.6	11 22.4	22 25.6
D.N.S.	276 39.2	36 25.4	36 25.9	4 50.0	5 71.4	3 42.9	95 28.4	24 26.4	59 26.9	9 29.0	23 46.9	17 19.8

S.1 Q.8 Why did you say that? --- Total Mentions

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Politics	150 21.3	74 52.1	30 21.6	- -	1 14.3	1 14.3	85 25.4	14 15.4	40 18.3	12 38.7	6 12.2	17 19.8
Currency stability	37 5.3	21 14.8	9 6.5	- -	- -	- -	25 7.5	2 2.2	15 6.8	7 22.6	2 4.1	2 2.3
Inflation	6 .9	4 2.8	1 .7	- -	- -	- -	4 1.2	1 1.1	1 .5	- -	- -	2 2.3
Political situation	34 4.8	15 10.6	7 5.0	- -	1 14.3	1 14.3	18 5.4	3 3.3	14 6.4	3 9.7	3 6.1	5 5.8
Government attitude towards business	57 8.1	33 23.2	12 8.6	- -	- -	- -	34 10.1	9 9.9	12 5.5	5 16.1	1 2.0	8 9.3
Same language	22 3.1	9 6.3	3 2.2	- -	- -	- -	11 3.3	- -	6 2.7	1 3.2	1 2.0	2 2.3
Similarity to own country	27 3.8	5 3.5	6 4.3	- -	- -	- -	12 3.6	1 1.1	4 1.8	- -	1 2.0	1 1.2
NET: Costs	101 14.3	20 14.1	59 42.4	2 25.0	1 14.3	1 14.3	44 13.1	10 11.0	39 17.8	3 9.7	3 6.1	15 17.4
Labour costs	86 12.2	17 12.0	52 37.4	2 25.0	1 14.3	1 14.3	40 11.9	8 8.8	34 15.5	3 9.7	2 4.1	14 16.3
Costs of plant construction	9 1.3	1 .7	4 2.9	- -	- -	- -	6 1.8	1 1.1	1 .5	- -	- -	2 2.3
Energy costs	12 1.7	4 2.8	8 5.8	- -	- -	- -	4 1.2	- -	8 3.7	- -	- -	2 2.3
Costs (general mention)	10 1.4	2 1.4	5 3.6	- -	- -	- -	3 .9	1 1.1	3 1.4	- -	1 2.0	1 1.2

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Risk	3 .4	- -	- -	1 12.5	- -	- -	1 .3	- -	- -	- -	- -	- -
Not part of the EU/ different from our market	2 .3	- -	- -	1 12.5	- -	- -	1 .3	- -	- -	- -	- -	- -
Risk level	1 .1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Corporate desire to invest	7 1.0	1 .7	1 .7	1 12.5	1 14.3	- -	3 .9	- -	1 .5	1 3.2	1 2.0	- -
Want to expand	5 .7	1 .7	- -	- -	1 14.3	- -	2 .6	- -	1 .5	1 3.2	1 2.0	- -
Prefer to invest elsewhere	2 .3	- -	1 .7	1 12.5	- -	- -	1 .3	- -	- -	- -	- -	- -
NET: Need for information	9 1.3	1 .7	2 1.4	- -	- -	- -	4 1.2	- -	3 1.4	- -	1 2.0	2 2.3
Market is new/ young	3 .4	- -	- -	- -	- -	- -	2 .6	- -	- -	- -	- -	- -
Do not know enough about the country	6 .9	1 .7	2 1.4	- -	- -	- -	2 .6	- -	3 1.4	- -	1 2.0	2 2.3
NET: Market growth	325 46.2	92 64.8	60 43.2	3 37.5	2 28.6	1 14.3	237 70.7	51 56.0	98 44.7	18 58.1	17 34.7	41 47.7
Growth of market	311 44.2	83 58.5	58 41.7	3 37.5	2 28.6	- -	230 68.7	49 53.8	96 43.8	15 48.4	16 32.7	37 43.0
Quality of life	26 3.7	13 9.2	4 2.9	- -	- -	1 14.3	19 5.7	5 5.5	4 1.8	3 9.7	2 4.1	5 5.8

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
NET: Technology	75 10.7	13 9.2	16 11.5	1 12.5	- -	2 28.6	43 12.8	42 46.2	15 6.8	6 19.4	3 6.1	8 9.3
Telecommunications	8 1.1	1 .7	5 3.6	- -	- -	- -	5 1.5	2 2.2	4 1.8	2 6.5	- -	3 3.5
Level of technology	69 9.8	12 8.5	12 8.6	1 12.5	- -	2 28.6	40 11.9	40 44.0	12 5.5	4 12.9	3 6.1	7 8.1
NET: Location	187 26.6	31 21.8	50 36.0	1 12.5	2 28.6	- -	82 24.5	20 22.0	125 57.1	5 16.1	12 24.5	28 32.6
Proximity to markets	157 22.3	29 20.4	36 25.9	1 12.5	2 28.6	- -	66 19.7	17 18.7	110 50.2	4 12.9	9 18.4	21 24.4
Transportation	38 5.4	4 2.8	14 10.1	1 12.5	1 14.3	- -	18 5.4	6 6.6	20 9.1	1 3.2	3 6.1	10 11.6
Cost of transportation	33 4.7	8 5.6	15 10.8	- -	- -	- -	17 5.1	2 2.2	27 12.3	4 12.9	- -	4 4.7
Location (general mention)	1 .1	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	- -	- -
NET: Local Economic Conditions	18 2.6	7 4.9	3 2.2	- -	- -	- -	7 2.1	4 4.4	4 1.8	9 29.0	- -	- -
Cost of capital/ interest	15 2.1	5 3.5	2 1.4	- -	- -	- -	5 1.5	4 4.4	3 1.4	7 22.6	- -	- -
Government debt	4 .6	3 2.1	1 .7	- -	- -	- -	3 .9	1 1.1	1 .5	2 6.5	- -	- -
NET: Competition	31 4.4	7 4.9	5 3.6	- -	- -	1 14.3	16 4.8	2 2.2	9 4.1	- -	4 8.2	2 2.3

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
Competition/ competitors	6 .9	2 1.4	- -	- -	- -	- -	2 .6	1 1.1	2 .9	- -	1 2.0	- -
Our business is not suited for that market	2 .3	- -	- -	- -	- -	- -	1 .3	- -	- -	- -	- -	- -
Timing/ waiting for the right opportunity	2 .3	2 1.4	- -	- -	- -	- -	1 .3	- -	1 .5	- -	- -	1 1.2
Demand for our products/ services/ ability to sell products	21 3.0	3 2.1	5 3.6	- -	- -	1 14.3	12 3.6	1 1.1	6 2.7	- -	3 6.1	1 1.2
NET: Resources	69 9.8	16 11.3	23 16.5	2 25.0	- -	- -	28 8.4	11 12.1	30 13.7	3 9.7	6 12.2	34 39.5
Labour force skills	49 7.0	12 8.5	16 11.5	2 25.0	- -	- -	22 6.6	8 8.8	25 11.4	2 6.5	2 4.1	26 30.2
Availability of natural resources	20 2.8	4 2.8	8 5.8	- -	- -	- -	6 1.8	3 3.3	7 3.2	1 3.2	3 6.1	8 9.3
Availability of facilities	1 .1	- -	- -	- -	- -	- -	- -	- -	1 .5	- -	- -	1 1.2
Availability of labour force	2 .3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2.0	- -
Other	232 33.0	49 34.5	42 30.2	2 25.0	2 28.6	2 28.6	104 31.0	31 34.1	69 31.5	11 35.5	19 38.8	34 39.5

DATE 07/16/97

774005

S.1 Q.8 Why did you say that? --- Total Mentions

REPORT 25 (continuation)

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	704 100.0	142 100.0	139 100.0	8 100.0	7 100.0	7 100.0	335 100.0	91 100.0	219 100.0	31 100.0	49 100.0	86 100.0
D.N.S.	63 8.9	1 .7	4 2.9	1 12.5	-	2 28.6	4 1.2	-	4 1.8	1 3.2	3 6.1	-





DATE 07/16/97

774005

REPORT 32 (continuation)

S.1 Q.13 What do you consider to be the main advantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	111 100.0	30 100.0	19 100.0	1 100.0	1 100.0	1 100.0	64 100.0	13 100.0	41 100.0	3 100.0	14 100.0	12 100.0
NET: Corporate desire to invest	3 2.7	-	-	-	-	-	1 1.6	-	1 2.4	-	1 7.1	-
Want to expand	2 1.8	-	-	-	-	-	-	-	1 2.4	-	1 7.1	-
Prefer to invest elsewhere	1 .9	-	-	-	-	-	1 1.6	-	-	-	-	-
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	41 36.9	11 36.7	4 21.1	1 100.0	-	1 100.0	32 50.0	6 46.2	13 31.7	-	2 14.3	4 33.3
Growth of market	39 35.1	10 33.3	4 21.1	1 100.0	-	-	32 50.0	6 46.2	11 26.8	-	1 7.1	3 25.0
Quality of life	3 2.7	1 3.3	-	-	-	1 100.0	-	-	2 4.9	-	1 7.1	1 8.3
NET: Technology	4 3.6	2 6.7	1 5.3	-	-	-	3 4.7	-	2 4.9	-	-	-
Telecommunications	1 .9	-	-	-	-	-	-	-	1 2.4	-	-	-
Level of technology	3 2.7	2 6.7	1 5.3	-	-	-	3 4.7	-	1 2.4	-	-	-
NET: Location	29 26.1	7 23.3	6 31.6	-	-	-	16 25.0	4 30.8	14 34.1	-	3 21.4	2 16.7
Proximity to markets	25 22.5	7 23.3	5 26.3	-	-	-	14 21.9	3 23.1	13 31.7	-	3 21.4	2 16.7

S.1 Q.13 What do you consider to be the main advantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	111 100.0	30 100.0	19 100.0	1 100.0	1 100.0	1 100.0	64 100.0	13 100.0	41 100.0	3 100.0	14 100.0	12 100.0
Transportation	2 1.8	- -	- -	- -	- -	- -	- -	- -	1 2.4	- -	- -	- -
Cost of transportation	6 5.4	1 3.3	3 15.8	- -	- -	- -	3 4.7	1 7.7	4 9.8	- -	- -	- -
NET: Local Economic Conditions	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Competition	8 7.2	1 3.3	1 5.3	- -	- -	- -	5 7.8	- -	6 14.6	- -	3 21.4	- -
Demand for our products/ services/ ability to sell products	8 7.2	1 3.3	1 5.3	- -	- -	- -	5 7.8	- -	6 14.6	- -	3 21.4	- -
NET: Resources	10 9.0	4 13.3	2 10.5	- -	- -	- -	4 6.3	1 7.7	3 7.3	- -	2 14.3	5 41.7
Labour force skills	4 3.6	2 6.7	1 5.3	- -	- -	- -	2 3.1	- -	1 2.4	- -	- -	2 16.7
Availability of natural resources	5 4.5	2 6.7	1 5.3	- -	- -	- -	1 1.6	1 7.7	2 4.9	- -	1 7.1	2 16.7
Availability of facilities	1 .9	- -	- -	- -	- -	- -	1 1.6	- -	- -	- -	1 7.1	1 8.3
Other	28 25.2	8 26.7	6 31.6	- -	1 100.0	- -	11 17.2	1 7.7	10 24.4	2 66.7	2 14.3	5 41.7
D.N.S.	7 6.3	1 3.3	- -	- -	- -	- -	5 7.8	- -	1 2.4	- -	2 14.3	- -



S.1 Q.14 What do you consider to be the main disadvantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	111 100.0	30 100.0	19 100.0	1 100.0	1 100.0	1 100.0	64 100.0	13 100.0	41 100.0	3 100.0	14 100.0	12 100.0
NET: Need for information	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Market growth	5 4.5	1 3.3	- -	- -	- -	- -	4 6.3	1 7.7	1 2.4	- -	2 14.3	1 8.3
Growth of market	4 3.6	1 3.3	- -	- -	- -	- -	3 4.7	- -	1 2.4	- -	2 14.3	1 8.3
Quality of life	1 .9	- -	- -	- -	- -	- -	1 1.6	1 7.7	- -	- -	- -	- -
NET: Technology	1 .9	- -	1 5.3	- -	- -	- -	1 1.6	- -	1 2.4	- -	- -	- -
Level of technology	1 .9	- -	1 5.3	- -	- -	- -	1 1.6	- -	1 2.4	- -	- -	- -
NET: Location	21 18.9	6 20.0	8 42.1	- -	- -	- -	8 12.5	4 30.8	13 31.7	- -	2 14.3	2 16.7
Proximity to markets	11 9.9	4 13.3	2 10.5	- -	- -	- -	6 9.4	2 15.4	6 14.6	- -	1 7.1	1 8.3
Transportation	6 5.4	2 6.7	4 21.1	- -	- -	- -	1 1.6	1 7.7	4 9.8	- -	- -	1 8.3
Cost of transportation	3 2.7	1 3.3	3 15.8	- -	- -	- -	1 1.6	- -	2 4.9	- -	- -	- -
Location (general mention)	3 2.7	- -	1 5.3	- -	- -	- -	- -	1 7.7	1 2.4	- -	1 7.1	- -
NET: Local Economic Conditions	1 .9	- -	1 5.3	- -	- -	- -	1 1.6	- -	- -	- -	- -	- -

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REPORT 33 (continuation)

S.1 Q.14 What do you consider to be the main disadvantages of investing in Canada?

BASE: Have considered specific investment sites in Canada over the past 3 years

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	111 100.0	30 100.0	19 100.0	1 100.0	1 100.0	1 100.0	64 100.0	13 100.0	41 100.0	3 100.0	14 100.0	12 100.0
Cost of capital/ interest	1 .9	- -	1 5.3	- -	- -	- -	1 1.6	- -	- -	- -	- -	- -
NET: Competition	4 3.6	- -	- -	- -	- -	- -	2 3.1	- -	2 4.9	- -	1 7.1	1 8.3
Competition/ competitors	1 .9	- -	- -	- -	- -	- -	1 1.6	- -	- -	- -	1 7.1	- -
Our business is not suited for that market	1 .9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Demand for our products/ services/ ability to sell products	2 1.8	- -	- -	- -	- -	- -	1 1.6	- -	2 4.9	- -	- -	1 8.3
NET: Resources	1 .9	1 3.3	1 5.3	- -	- -	- -	1 1.6	- -	- -	- -	- -	- -
Labour force skills	1 .9	1 3.3	1 5.3	- -	- -	- -	1 1.6	- -	- -	- -	- -	- -
Other	31 27.9	12 40.0	6 31.6	- -	- -	1 100.0	15 23.4	3 23.1	12 29.3	2 66.7	2 14.3	3 25.0
D.N.S.	31 27.9	7 23.3	1 5.3	1 100.0	- -	- -	18 28.1	2 15.4	10 24.4	- -	5 35.7	2 16.7

S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?  
BASE: Have not considered any specific investment sites in Canada over the past 3 years

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	584 100.0	109 100.0	118 100.0	7 100.0	6 100.0	6 100.0	266 100.0	78 100.0	176 100.0	27 100.0	35 100.0	73 100.0
NET: Politics	30 5.1	12 11.0	4 3.4	- -	- -	1 16.7	8 3.0	- -	9 5.1	4 14.8	2 5.7	2 2.7
Currency stability	3 .5	- -	- -	- -	- -	- -	- -	- -	1 .6	- -	- -	1 1.4
Political situation	4 .7	1 .9	- -	- -	- -	1 16.7	1 .4	- -	1 .6	1 3.7	1 2.9	- -
Government attitude towards business	20 3.4	11 10.1	4 3.4	- -	- -	- -	7 2.6	- -	6 3.4	3 11.1	- -	1 1.4
Same language	2 .3	1 .9	- -	- -	- -	- -	1 .4	- -	1 .6	- -	1 2.9	- -
Similarity to own country	2 .3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: Costs	41 7.0	7 6.4	21 17.8	- -	1 16.7	1 16.7	23 8.6	9 11.5	12 6.8	3 11.1	1 2.9	7 9.6
Labour costs	30 5.1	3 2.8	15 12.7	- -	- -	1 16.7	18 6.8	9 11.5	9 5.1	3 11.1	1 2.9	7 9.6
Costs of plant construction	7 1.2	2 1.8	3 2.5	- -	1 16.7	- -	5 1.9	1 1.3	1 .6	- -	- -	- -
Costs (general mention)	5 .9	2 1.8	3 2.5	- -	- -	- -	1 .4	- -	3 1.7	- -	- -	- -
NET: Risk	7 1.2	2 1.8	- -	- -	- -	- -	3 1.1	- -	- -	- -	2 5.7	- -

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REPORT 34 (continuation)

S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?  
BASE: Have not considered any specific investment sites in Canada over the past 3 years

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	584 100.0	109 100.0	118 100.0	7 100.0	6 100.0	6 100.0	266 100.0	78 100.0	176 100.0	27 100.0	35 100.0	73 100.0
Not part of the EU/ different from our market	3 .5	-	-	-	-	-	-	-	-	-	1 2.9	-
Risk level	4 .7	2 1.8	-	-	-	-	3 1.1	-	-	-	1 2.9	-
NET: Corporate desire to invest	32 5.5	3 2.8	4 3.4	-	-	1 16.7	12 4.5	4 5.1	12 6.8	-	1 2.9	4 5.5
Prefer to invest elsewhere	32 5.5	3 2.8	4 3.4	-	-	1 16.7	12 4.5	4 5.1	12 6.8	-	1 2.9	4 5.5
NET: Need for information	10 1.7	-	1 .8	-	-	-	5 1.9	3 3.8	3 1.7	-	1 2.9	4 5.5
Market is new/ young	2 .3	-	-	-	-	-	2 .8	2 2.6	-	-	-	1 1.4
Do not know enough about the country.	8 1.4	-	1 .8	-	-	-	3 1.1	1 1.3	3 1.7	-	1 2.9	3 4.1
NET: Market growth	91 15.6	23 21.1	21 17.8	-	-	-	66 24.8	11 14.1	26 14.8	8 29.6	5 14.3	6 8.2
Growth of market	90 15.4	23 21.1	21 17.8	-	-	-	66 24.8	11 14.1	26 14.8	8 29.6	5 14.3	6 8.2
Quality of life	1 .2	-	-	-	-	-	-	-	-	-	-	-
NET: Technology	15 2.6	2 1.8	5 4.2	-	-	1 16.7	6 2.3	3 3.8	4 2.3	1 3.7	-	3 4.1



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REPORT 34 (continuation)

S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?

BASE: Have not considered any specific investment sites in Canada over the past 3 years

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	584 100.0	109 100.0	118 100.0	7 100.0	6 100.0	6 100.0	266 100.0	78 100.0	176 100.0	27 100.0	35 100.0	73 100.0
Level of technology	15 2.6	2 1.8	5 4.2	- -	- -	1 16.7	6 2.3	3 3.8	4 2.3	1 3.7	- -	3 4.1
NET: Location	102 17.5	13 11.9	24 20.3	- -	- -	- -	36 13.5	11 14.1	37 21.0	4 14.8	9 25.7	9 12.3
Proximity to markets	71 12.2	11 10.1	13 11.0	- -	- -	- -	24 9.0	5 6.4	31 17.6	2 7.4	7 20.0	8 11.0
Transportation	21 3.6	4 3.7	5 4.2	- -	- -	- -	10 3.8	3 3.8	9 5.1	2 7.4	1 2.9	2 2.7
Cost of transportation	21 3.6	4 3.7	6 5.1	- -	- -	- -	11 4.1	4 5.1	2 1.1	- -	- -	- -
Location (general mention)	5 .9	- -	2 1.7	- -	- -	- -	- -	- -	1 .6	- -	1 2.9	- -
NET: Local Economic Conditions	12 2.1	1 .9	5 4.2	- -	- -	- -	6 2.3	- -	4 2.3	1 3.7	- -	5 6.8
Cost of capital/ interest	12 2.1	1 .9	5 4.2	- -	- -	- -	6 2.3	- -	4 2.3	1 3.7	- -	5 6.8
NET: Competition	82 14.0	8 7.3	20 16.9	3 42.9	1 16.7	- -	36 13.5	10 12.8	29 16.5	4 14.8	3 8.6	15 20.5
Competition/ competitors	22 3.8	3 2.8	6 5.1	1 14.3	- -	- -	13 4.9	5 6.4	1 .6	2 7.4	- -	4 5.5
Our business is not suited for that market	32 5.5	3 2.8	8 6.8	2 28.6	1 16.7	- -	15 5.6	4 5.1	13 7.4	2 7.4	1 2.9	6 8.2

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REPORT 34 (continuation)

S.1 Q.15 What are the main reasons why your company has not considered investing in Canada in the past three years?

BASE: Have not considered any specific investment sites in Canada over the past 3 years

## MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Politics	Costs	Risk	Corporate		Market Growth	Technology	Location	Local		Resources
					Desire to Invest	Need for Information				Economic Conditions	Competition	
TOTAL INTERVIEWS	584 100.0	109 100.0	118 100.0	7 100.0	6 100.0	6 100.0	266 100.0	78 100.0	176 100.0	27 100.0	35 100.0	73 100.0
Timing/ waiting for the right opportunity	4 .7	- -	3 2.5	- -	- -	- -	2 .8	- -	2 1.1	- -	- -	1 1.4
Demand for our products/ services/ ability to sell products	26 4.5	2 1.8	3 2.5	- -	- -	- -	6 2.3	1 1.3	13 7.4	- -	2 5.7	4 5.5
NET: Resources	11 1.9	3 2.8	5 4.2	- -	- -	- -	6 2.3	1 1.3	3 1.7	2 7.4	1 2.9	5 6.8
Labour force skills	2 .3	- -	- -	- -	- -	- -	2 .8	1 1.3	- -	- -	- -	1 1.4
Availability of natural resources	8 1.4	2 1.8	4 3.4	- -	- -	- -	4 1.5	- -	3 1.7	2 7.4	1 2.9	4 5.5
Availability of facilities	1 .2	1 .9	1 .8	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	267 45.7	51 46.8	53 44.9	5 71.4	4 66.7	3 50.0	122 45.9	42 53.8	79 44.9	10 37.0	17 48.6	30 41.1
D.N.S.	30 5.1	5 4.6	2 1.7	- -	1 16.7	2 33.3	12 4.5	2 2.6	6 3.4	- -	3 8.6	5 6.8

**COUNTRY OFFERING BEST ENVIRONMENT FOR FACTOR  
CHOSEN AS MOST IMPORTANT**

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REPORT 19

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those answering 1st Mention in Q.3

MAIN FACTORS WHEN CHOOSING AN INVESTMENT LOCATION IN NDRTH AMERICA (1st MENTION)

	TOTAL	Politics	Costs	Risk	Corporate Desire to Invest	Need for Information	Market Growth	Technology	Location	Local Economic Conditions	Competition	Resources
TOTAL INTERVIEWS	647 100.0	35 100.0	31 100.0	5 100.0	6 100.0	5 100.0	233 100.0	25 100.0	116 100.0	5 100.0	27 100.0	21 100.0
The United States	446 68.9	25 71.4	9 29.0	2 40.0	5 83.3	2 40.0	183 78.5	23 92.0	86 74.1	3 60.0	15 55.6	14 66.7
Canada	55 8.5	6 17.1	5 16.1	- -	- -	- -	15 6.4	1 4.0	13 11.2	- -	3 11.1	6 28.6
Mexico	76 11.7	4 11.4	17 54.8	1 20.0	- -	- -	32 13.7	- -	10 8.6	1 20.0	1 3.7	1 4.8
D.N.S.	70 10.8	- -	- -	2 40.0	1 16.7	3 60.0	3 1.3	1 4.0	7 6.0	1 20.0	8 29.6	- -

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REPORT CTAB5A

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Avail. of Nat. Res.	Growth of Market	Proximity to Markets	Transportation	Telecomm./ telephones	Skills of Labour Force	Labour Costs/Wages	Cost of Transportation to Market	Costs of Plant Construction	Costs of Capital/ Int. Rates
TOTAL INTERVIEWS	647 100.0	23 100.0	324 100.0	160 100.0	52 100.0	7 100.0	56 100.0	107 100.0	27 100.0	19 100.0	30 100.0
The United States	446 68.9	15 65.2	248 76.5	129 80.6	36 69.2	6 85.7	46 82.1	66 61.7	19 70.4	11 57.9	23 76.7
Canada	55 8.5	7 30.4	26 8.0	14 8.8	5 9.6	1 14.3	2 3.6	6 5.6	3 11.1	3 15.8	4 13.3
Mexico	76 11.7	1 4.3	45 13.9	12 7.5	7 13.5	- -	6 10.7	32 29.9	4 14.8	4 21.1	1 3.3
D.N.S.	70 10.8	- -	5 1.5	5 3.1	4 7.7	- -	2 3.6	3 2.8	1 3.7	1 5.3	2 6.7

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REPORT CTAB5A (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Currency Stability	Energy Costs	Inflation	Government Debt/Deficit	Labour Relations	Political Situation	Quality of Life	Gov. Legis./ Attitudes toward Bus.	Level of Internat./ Openness	Same Language /Culture
TOTAL INTERVIEWS	647 100.0	46 100.0	6 100.0	3 100.0	1 100.0	24 100.0	30 100.0	24 100.0	58 100.0	39 100.0	16 100.0
The United States	446 68.9	38 82.6	5 83.3	2 66.7	1 100.0	16 66.7	20 66.7	17 70.8	43 74.1	33 84.6	11 68.8
Canada	55 8.5	4 8.7	1 16.7	- -	- -	4 16.7	5 16.7	4 16.7	7 12.1	2 5.1	4 25.0
Mexico	76 11.7	4 8.7	- -	1 33.3	- -	4 16.7	5 16.7	2 8.3	8 13.8	4 10.3	1 6.3
D.N.S.	70 10.8	- -	- -	- -	- -	- -	- -	1 4.2	- -	- -	- -

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REPORT CTAB5A (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Similarity to Own Country	Level of Technology	Incentives for R & D	Taxes	Access to Markets in U.S.	Regulation of Markets	Climate/ Weather	Base Investment on Advice	Market Volume/ Density
TOTAL INTERVIEWS	647 100.0	7 100.0	85 100.0	24 100.0	26 100.0	2 100.0	1 100.0	3 100.0	5 100.0	42 100.0
The United States	446 68.9	6 85.7	69 81.2	16 66.7	14 53.8	2 100.0	1 100.0	2 66.7	-	37 88.1
Canada	55 8.5	-	5 5.9	2 8.3	2 7.7	-	-	-	-	2 4.8
Mexico	76 11.7	1 14.3	9 10.6	5 20.8	7 26.9	-	-	1 33.3	-	3 7.1
D.N.S.	70 10.8	-	2 2.4	1 4.2	3 11.5	-	-	-	5 100.0	-

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REPORT CTAB5A (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Production strength	Economy (general)	Market Development	Ability to Compete	Profitabil./ Economic Interests	Market Stability	Availability of Facil./ Land	Availability of Labour Force	Consider Canada Part of U.S. Mkt.
TOTAL INTERVIEWS	647 100.0	6 100.0	1 100.0	3 100.0	16 100.0	8 100.0	11 100.0	7 100.0	1 100.0	1 100.0
The United States	446 68.9	5 83.3	1 100.0	1 33.3	6 37.5	5 62.5	10 90.9	5 71.4	1 100.0	1 100.0
Canada	55 8.5	1 16.7	-	1 33.3	3 18.8	-	1 9.1	1 14.3	-	-
Mexico	76 11.7	-	-	1 33.3	3 18.8	2 25.0	-	1 14.3	-	-
D.N.S.	70 10.8	-	-	-	4 25.0	1 12.5	-	-	-	-



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REPORT CTAB5A (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	No Opportunity Available	Waiting For Right Time	Foreign Currency Access/Rates	Demand For Prod./Serv. in That Mkt.	Access to Market	Market is New/Young	Invested There Previously	Previous Experience	Different from Our Market	Location (general)
TOTAL INTERVIEWS	647 100.0	8 100.0	3 100.0	1 100.0	22 100.0	3 100.0	2 100.0	13 100.0	3 100.0	5 100.0	5 100.0
The United States	446 68.9	2 25.0	2 66.7	- -	19 86.4	3 100.0	1 50.0	10 76.9	2 66.7	3 60.0	2 40.0
Canada	55 8.5	2 25.0	- -	- -	1 4.5	- -	- -	- -	- -	- -	- -
Mexico	76 11.7	- -	- -	1 100.0	2 9.1	- -	- -	2 15.4	1 33.3	1 20.0	2 40.0
D.N.S.	70 10.8	4 50.0	1 33.3	- -	- -	- -	1 50.0	1 7.7	- -	1 20.0	1 20.0

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REPORT CTAB5A (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Infrast- ructure (Unspecified)	Want to Expand/ Enter Mkt.	Depends on Our Profits	Avail. of Strategic Alliances	Costs (general)	NAFTA	Co. Size Prevents Expansion	Invested in Another Country	Risk Level
TOTAL INTERVIEWS	647 100.0	7 100.0	2 100.0	6 100.0	13 100.0	18 100.0	2 100.0	1 100.0	5 100.0	3 100.0
The United States	446 68.9	6 85.7	2 100.0	3 50.0	11 84.6	12 66.7	2 100.0	1 100.0	3 60.0	2 66.7
Canada	55 8.5	1 14.3	-	1 16.7	1 7.7	1 5.6	-	-	-	-
Mexico	76 11.7	-	-	1 16.7	-	4 22.2	-	-	1 20.0	-
D.N.S.	70 10.8	-	-	1 16.7	1 7.7	1 5.6	-	-	1 20.0	1 33.3

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REPORT CTAB5A (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Customer Relations/ Contracts	Disposable Income Levels	Proximity to Suppliers	Would Have to Research Country in N.America	No Interest in Investing in N.America	Don't Know	Other
TOTAL INTERVIEWS	647 100.0	7 100.0	1 100.0	5 100.0	5 100.0	17 100.0	22 100.0	9 100.0
The United States	446 68.9	5 71.4	1 100.0	4 80.0	3 60.0	- -	5 22.7	6 66.7
Canada	55 8.5	1 14.3	- -	- -	- -	- -	- -	- -
Mexico	76 11.7	1 14.3	- -	- -	- -	- -	2 9.1	- -
D.N.S.	70 10.8	- -	- -	1 20.0	2 40.0	17 100.0	15 68.2	3 33.3

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REPORT CTAB5B

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3, second mention in S.1 Q.3 and third mention in S.1 Q.3?

BASE: Those Answering

FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Avail. of Nat. Res.	Growth of Market	Proximity to Markets	Transportation	Telecomm./ telephones	Skills of Labour Force	Labour Costs/Wages	Cost of Transportation to Market	Costs of Plant Construction	Costs of Capital/ Int. Rates
TOTAL INTERVIEWS	651 100.0	23 100.0	324 100.0	160 100.0	52 100.0	7 100.0	56 100.0	107 100.0	27 100.0	19 100.0	30 100.0
The United States	516 79.3	18 78.3	289 89.2	142 88.8	48 92.3	7 100.0	50 89.3	90 84.1	23 85.2	15 78.9	28 93.3
Canada	113 17.4	7 30.4	56 17.3	28 17.5	12 23.1	2 28.6	8 14.3	14 13.1	6 22.2	5 26.3	7 23.3
Mexico	157 24.1	7 30.4	89 27.5	39 24.4	15 28.8	- -	16 28.6	76 71.0	8 29.6	10 52.6	7 23.3
D.N.S.	65 10.0	- -	4 1.2	4 2.5	2 3.8	- -	2 3.6	1 .9	1 3.7	1 5.3	2 6.7

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REPORT CTAB5B (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3, second mention in S.1 Q.3 and third mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Currency Stability	Energy Costs	Inflation	Government Debt/Deficit	Labour Relations	Political Situation	Quality of Life	Gov. Legis./ Attitudes toward Bus.	Level of Internat./ Openness	Same Language /Culture
TOTAL INTERVIEWS	651 100.0	46 100.0	6 100.0	3 100.0	1 100.0	24 100.0	30 100.0	24 100.0	58 100.0	39 100.0	16 100.0
The United States	516 79.3	46 100.0	6 100.0	3 100.0	1 100.0	22 91.7	26 86.7	18 75.0	53 91.4	36 92.3	14 87.5
Canada	113 17.4	8 17.4	2 33.3	- -	1 100.0	7 29.2	10 33.3	8 33.3	14 24.1	7 17.9	7 43.8
Mexico	157 24.1	11 23.9	1 16.7	1 33.3	- -	7 29.2	9 30.0	5 20.8	16 27.6	6 15.4	2 12.5
D.N.S.	65 10.0	- -	- -	- -	- -	- -	- -	1 4.2	- -	- -	- -

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REPORT CTAB5B (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3, second mention in S.1 Q.3 and third mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Similarity to Own Country	Level of Technology	Incentives for R & D	Taxes	Access to Markets in U.S.	Regulation of Markets	Climate/ Weather	Base Investment on Advice	Market Volume/ Density
TOTAL INTERVIEWS	651 100.0	7 100.0	85 100.0	24 100.0	26 100.0	2 100.0	1 100.0	3 100.0	5 100.0	42 100.0
The United States	516 79.3	7 100.0	78 91.8	20 83.3	19 73.1	2 100.0	1 100.0	2 66.7	1 20.0	39 92.9
Canada	113 17.4	3 42.9	13 15.3	3 12.5	5 19.2	- -	- -	1 33.3	- -	7 16.7
Mexico	157 24.1	1 14.3	19 22.4	7 29.2	9 34.6	- -	- -	1 33.3	- -	6 14.3
D.N.S.	65 10.0	- -	2 2.4	1 4.2	1 3.8	- -	- -	- -	4 80.0	- -

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REPORT CTAB5B (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3, second mention in S.1 Q.3 and third mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHDOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Production strength	Economy (general)	Market Development	Ability to Compete	Profitabil./ Economic Interests	Market Stability	Availability of Facil./ Land	Availability of Labour Force	Consider Canada Part of U.S. Mkt.
TOTAL INTERVIEWS	651 100.0	6 100.0	1 100.0	3 100.0	16 100.0	8 100.0	11 100.0	7 100.0	1 100.0	1 100.0
The United States	516 79.3	5 83.3	1 100.0	2 66.7	10 62.5	7 87.5	10 90.9	5 71.4	1 100.0	1 100.0
Canada	113 17.4	1 16.7	-	1 33.3	5 31.3	2 25.0	2 18.2	3 42.9	-	-
Mexico	157 24.1	-	-	2 66.7	7 43.8	5 62.5	1 9.1	2 28.6	1 100.0	-
D.N.S.	65 10.0	-	-	-	2 12.5	-	-	-	-	-

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REPORT CTAB5B (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3, second mention in S.1 Q.3 and third mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	No Opportunity Available	Waiting For Right Time	Foreign Currency Access/Rates	Demand For Prod./Serv. in That Mkt.	Access to Market	Market is New/Young	Invested There Previously	Previous Experience	Different from Our Market	Location (general)
TOTAL INTERVIEWS	651 100.0	8 100.0	3 100.0	1 100.0	22 100.0	3 100.0	2 100.0	13 100.0	3 100.0	5 100.0	5 100.0
The United States	516 79.3	2 25.0	2 66.7	1 100.0	20 90.9	3 100.0	1 50.0	11 84.6	2 66.7	3 60.0	2 40.0
Canada	113 17.4	2 25.0	- -	- -	2 9.1	3 100.0	- -	1 7.7	1 33.3	1 20.0	1 20.0
Mexico	157 24.1	- -	- -	1 100.0	3 13.6	1 33.3	- -	3 23.1	2 66.7	1 20.0	2 40.0
D.N.S.	65 10.0	4 50.0	1 33.3	- -	- -	- -	1 50.0	1 7.7	- -	1 20.0	1 20.0



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REPORT CTAB5B (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3, second mention in S.1 Q.3 and third mention in S.1 Q.3?

BASE: Those Answering

## FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Infrast- ructure (Unspecified)	Want to Expand/ Enter Mkt.	Contract Restrictions With Companies	Depends on Our Profits	Avail. of Strategic Alliances	Costs (general)	NAFTA	Co. Size Prevents Expansion	Invested in Another Country	Risk Level
TOTAL INTERVIEWS	651 100.0	8 100.0	2 100.0	1 100.0	6 100.0	14 100.0	18 100.0	2 100.0	1 100.0	5 100.0	3 100.0
The United States	516 79.3	8 100.0	2 100.0	- -	4 66.7	12 85.7	16 88.9	2 100.0	1 100.0	4 80.0	2 66.7
Canada	113 17.4	2 25.0	1 50.0	- -	1 16.7	4 28.6	4 22.2	- -	- -	- -	- -
Mexico	157 24.1	1 12.5	- -	- -	3 50.0	- -	7 38.9	1 50.0	- -	1 20.0	- -
D.N.S.	65 10.0	- -	- -	1 100.0	1 16.7	1 7.1	1 5.6	- -	- -	1 20.0	1 33.3

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REPORT CTAB5B (continuation)

S.1 Q.4 Do you believe the United States, Canada or Mexico offers the best environment in terms of the factor chosen as your first mention in S.1 Q.3, second mention in S.1 Q.3 and third mention in S.1 Q.3?

BASE: Those Answering

FACTORS TO CONSIDER WHEN CHOOSING AN INVESTMENT LOCATION IN NORTH AMERICA

	TOTAL	Customer Relations/ Contracts	Disposable Income Levels	Proximity to Suppliers	Would Have to Research in Country	No Interest in Investing in N.America	Don't Know	Other
TOTAL INTERVIEWS	651 100.0	7 100.0	1 100.0	5 100.0	5 100.0	17 100.0	23 100.0	9 100.0
The United States	516 79.3	6 85.7	1 100.0	4 80.0	3 60.0	-	6 26.1	6 66.7
Canada	113 17.4	1 14.3	-	-	-	-	-	-
Mexico	157 24.1	3 42.9	-	-	1 20.0	-	2 8.7	1 11.1
D.N.S.	65 10.0	-	-	1 20.0	1 20.0	17 100.0	15 65.2	3 33.3

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REPORT 37

S.1 Q.18 How do you perceive Canada in terms of labour costs in comparison to the United States? Do you believe labour costs in Canada are much higher than they are in the United States, somewhat higher, about the same, somewhat lower or much lower than they are in the United States? Labour costs in Canada are ...

	MOST ATTRACTIVE OVERALL			
	TOTAL	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	466 100.0	77 100.0	98 100.0
Much higher than in the U.S. (100)	17 2.4	13 2.8	- -	2 2.0
Somewhat higher (75)	154 21.9	97 20.8	16 20.8	25 25.5
About the same (50)	253 35.9	181 38.8	25 32.5	32 32.7
Somewhat lower (25)	198 28.1	128 27.5	24 31.2	33 33.7
Much lower (0)	13 1.8	5 1.1	3 3.9	2 2.0
Don't know	68 9.7	42 9.0	9 11.7	4 4.1
D.N.S.	1 .1	- -	- -	- -
Index (Maximum=100)	48.6	49.1	44.9	47.9

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REPORT 38

S.1 Q.19a How do you perceive Canada in terms of production costs in comparison to the United States? Do you believe the costs of production in Canada are much higher than they are in the United States, somewhat higher, about the same, somewhat lower or much lower than they are in the United States? Production costs in Canada are ...

MOST ATTRACTIVE  
OVERALL

	-----			
	TOTAL	U.S.	Canada	Mexico
	-----	-----	-----	-----
TOTAL INTERVIEWS	704 100.0	466 100.0	77 100.0	98 100.0
Much higher than in the U.S. (100)	3 .4	2 .4	- -	- -
Somewhat higher (75)	149 21.2	100 21.5	12 15.6	22 22.4
About the same (50)	276 39.2	191 41.0	27 35.1	43 43.9
Somewhat lower (25)	176 25.0	117 25.1	20 26.0	21 21.4
Much lower (0)	16 2.3	7 1.5	4 5.2	4 4.1
Don't know	82 11.6	48 10.3	14 18.2	8 8.2
D.N.S.	2 .3	1 .2	- -	- -
Index (Maximum=100)	47.9	48.4	43.7	48.1

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REPORT 39

S.1 Q.19b And how do you perceive Canada in terms of the business climate and economic conditions in comparison to the United States? Do you believe the business climate and economic conditions in Canada are much more competitive than the United States, somewhat more competitive, about the same, somewhat less competitive, or much less competitive than the United States? Business climate and economic conditions in Canada are ...

	MOST ATTRACTIVE OVERALL			
	TOTAL	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	466 100.0	77 100.0	98 100.0
Much more competitive than in the U.S. (100)	15 2.1	8 1.7	4 5.2	3 3.1
Somewhat competitive (75)	114 16.2	59 12.7	21 27.3	19 19.4
About the same (50)	284 40.3	205 44.0	25 32.5	38 38.8
Somewhat less competitive (25)	183 26.0	128 27.5	15 19.5	27 27.6
Much less competitive (0)	14 2.0	8 1.7	2 2.6	4 4.1
Don't know	85 12.1	52 11.2	9 11.7	7 7.1
D.N.S.	9 1.3	6 1.3	1 1.3	- -
Index (Maximum=100)	47.3	45.8	53.7	47.3

**BEST ENVIRONMENT FOR NORTH AMERICAN  
INVESTMENT ATTRIBUTES**

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REPORT CTAB1A

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

BEST ENVIRONMENT IN TERMS OF ...

	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Availability of natural resources	9	4	5	-	5	2	1	4	2	1	6	5	1
	1.3	.9	9.1	-	1.4	3.2	1.3	1.5	4.4	1.5	1.2	4.4	.6
Growth of market	230	182	14	32	150	19	28	106	13	28	205	34	63
	32.7	40.4	25.5	41.0	41.7	30.6	37.3	40.8	28.9	41.8	39.6	29.8	39.6
Proximity to markets	95	73	11	7	53	10	15	37	5	12	80	17	25
	13.5	16.2	20.0	9.0	14.7	16.1	20.0	14.2	11.1	17.9	15.4	14.9	15.7
Transportation (roads, rail, sea, air)	13	9	2	-	6	2	2	5	2	1	10	4	2
	1.8	2.0	3.6	-	1.7	3.2	2.7	1.9	4.4	1.5	1.9	3.5	1.3
Telecommunications/ telephones	-	-	-	-	-	-	-	-	-	-	-	-	-
The skills of the labour force	10	9	-	1	8	1	1	3	2	2	9	3	2
	1.4	2.0	-	1.3	2.2	1.6	1.3	1.2	4.4	3.0	1.7	2.6	1.3
Labour costs/ wages	21	5	2	14	12	1	5	10	3	3	16	5	15
	3.0	1.1	3.6	17.9	3.3	1.6	6.7	3.8	6.7	4.5	3.1	4.4	9.4
Costs of transportation to market	5	4	-	1	2	-	3	3	-	1	4	-	3
	.7	.9	-	1.3	.6	-	4.0	1.2	-	1.5	.8	-	1.9
Costs of plant construction	3	1	2	-	1	-	2	1	-	1	3	2	3
	.4	.2	3.6	-	.3	-	2.7	.4	-	1.5	.6	1.8	1.9
Costs of capital/ interest rates	5	3	-	1	4	-	-	3	-	-	4	-	1
	.7	.7	-	1.3	1.1	-	-	1.2	-	-	.8	-	.6
Currency stability	12	11	-	1	10	-	1	9	1	1	12	1	2
	1.7	2.4	-	1.3	2.8	-	1.3	3.5	2.2	1.5	2.3	.9	1.3

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REPORT CTAB1A (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Energy costs	.1	-	1	-	-	1	-	1	-	-	1	1	-
	.1	-	1.8	-	-	1.6	-	.4	-	-	.2	.9	-
Inflation	-	-	-	-	-	-	-	-	-	-	-	-	-
Government debt/ deficit	-	-	-	-	-	-	-	-	-	-	-	-	-
Labour relations	.2	.3	1	-	.3	1.6	-	.4	2.2	-	.2	.9	-
	.3	.2	1.8	-	.3	1.6	-	.4	2.2	-	.2	.9	-
Political situation	.6	.6	-	-	.3	2	-	.3	-	1	.6	.2	1
	.9	1.3	-	-	.8	3.2	-	1.2	-	1.5	1.2	1.8	.6
The quality of life	.3	.1	1	-	-	2	-	-	1	1	1	2	1
	.4	.2	1.8	-	-	3.2	-	-	2.2	1.5	.2	1.8	.6
Government legislation/ attitudes toward business	14	7	4	3	8	1	3	6	3	2	11	5	4
	2.0	1.6	7.3	3.8	2.2	1.6	4.0	2.3	6.7	3.0	2.1	4.4	2.5
Level of internationalism/ openness	13	11	2	-	8	4	-	11	1	-	13	5	-
	1.8	2.4	3.6	-	2.2	6.5	-	4.2	2.2	-	2.5	4.4	-
Same language/ culture	3	1	2	-	-	-	-	-	-	-	1	2	-
	.4	.2	3.6	-	-	-	-	-	-	-	.2	1.8	-
Similarity to own country	-	-	-	-	-	-	-	-	-	-	-	-	-
The level of technology	25	23	1	-	19	2	1	11	1	3	24	3	4
	3.6	5.1	1.8	-	5.3	3.2	1.3	4.2	2.2	4.5	4.6	2.6	2.5



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REPORT CTAB1A (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

BEST ENVIRONMENT IN TERMS OF ...

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Incentives for research and development	2	2	-	-	2	-	-	1	-	-	2	-	-
	.3	.4	-	-	.6	-	-	.4	-	-	.4	-	-
Taxes	7	4	-	1	3	-	2	3	1	1	6	1	2
	1.0	.9	-	1.3	.8	-	2.7	1.2	2.2	1.5	1.2	.9	1.3
Regulation of markets	1	1	-	-	1	-	-	1	-	-	1	-	-
	.1	.2	-	-	.3	-	-	.4	-	-	.2	-	-
Climate/ weather	1	1	-	-	1	-	-	1	-	-	1	-	-
	.1	.2	-	-	.3	-	-	.4	-	-	.2	-	-
We base our investment on someone else's advice/ based on what head office tells us to do/ where our financial advisor tells us to invest	5	-	-	-	1	-	-	1	-	-	1	-	-
	.7	-	-	-	.3	-	-	.4	-	-	.2	-	-
Size of the market/ market volume/ market density	22	20	1	1	16	2	1	8	2	2	20	3	3
	3.1	4.4	1.8	1.3	4.4	3.2	1.3	3.1	4.4	3.0	3.9	2.6	1.9
Production strength/ industrial intersts/ amount of industry	4	3	1	-	3	1	-	2	1	-	3	1	-
	.6	.7	1.8	-	.8	1.6	-	.8	2.2	-	.6	.9	-
The economy (general mention)	1	1	-	-	1	-	-	1	-	-	1	-	-
	.1	.2	-	-	.3	-	-	.4	-	-	.2	-	-
Market development	1	-	-	1	-	-	-	1	-	-	1	-	1
	.1	-	-	1.3	-	-	-	.4	-	-	.2	-	.6

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REPORT CTAB1A (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

	BEST ENVIRONMENT IN TERMS OF ...												
	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS			
	TOTAL	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Competition/ competitors/ amount of competition/ ability to compete against local companies	.6 .9	.3 .7	- -	- -	.1 .3	.1 1.6	.1 1.3	.2 .8	- -	- -	.3 .6	.1 .9	.1 .6
Profitability/ economic interests	.4 .6	.1 .2	- -	.2 2.6	.1 .3	- -	.2 2.7	.2 .8	- -	- -	.3 .6	- -	.3 1.9
Market stability/ strong market	.2 .3	.2 .4	- -	- -	.1 .3	- -	.1 1.3	.1 .4	- -	- -	.2 .4	- -	.1 .6
Availability of facilities/ availability of land	.2 .3	.1 .2	.1 1.8	- -	.1 .3	.1 1.6	- -	- -	- -	.1 1.5	.1 .2	.1 .9	.1 .6
Consider Canada part of the U.S. market/ only interested in the U.S., not Canada/ can reach Canadian market through the U.S.	.1 .1	.1 .2	- -	- -	.1 .3	- -	- -	- -	- -	- -	.1 .2	- -	- -
Our business is not suited for that market/ no opportunities available/ unable to invest/ do business there/ lack of profiles suitable for our company	.6 .9	- -	.2 3.6	- -	- -	.1 1.6	- -	- -	.1 2.2	- -	- -	.2 1.8	- -

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REPORT CTAB1A (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

## BEST ENVIRONMENT IN TERMS OF ...

	BEST ENVIRONMENT IN TERMS OF ...												
	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS			
TOTAL	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Timing/ food opportunities/ waiting for the right time/ right product/ right place/ opportunity presented itself	3 .4	2 .4	-	-	1 .3	-	-	-	-	-	2 .4	-	-
Currency exchange rates/ access to foreign currency	1 .1	-	-	1 1.3	1 .3	-	-	1 .4	-	-	1 .2	-	1 .6
Demand for our products/ services/ ability to sell our products in that market/ suitability of our products for that market	12 1.7	10 2.2	1 1.8	1 1.3	6 1.7	1 1.6	1 1.3	5 1.9	1 2.2	-	11 2.1	2 1.8	2 1.3
Access to market	2 .3	2 .4	-	-	-	2 3.2	-	1 .4	-	1 1.5	2 .4	2 1.8	1 .6
Market is new/ young	2 .3	1 .2	-	-	1 .3	-	-	1 .4	-	-	1 .2	-	-
Have invested there previously/ already/ have an agency/ sister company there/ want to balance/ spread out investments/ balance in the market	8 1.1	7 1.6	-	-	3 .8	1 1.6	-	2 .8	-	1 1.5	7 1.4	1 .9	1 .6

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REPORT CTAB1A (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Previous experience/ familiar with that area/ company history	2 .3	1 .2	-	1 1.3	-	-	-	-	-	-	1 .2	-	1 .6
Not part of the EU/ EMU/ not part of Europe/ different from our market	3 .4	1 .2	-	1 1.3	-	1 1.6	1 1.3	-	-	-	1 .2	1 .9	1 .6
Location (general mention)	3 .4	-	-	2 2.6	-	-	-	-	-	-	-	-	2 1.3
Want to expand/ want to enter the market	2 .3	2 .4	-	-	1 .3	-	-	-	1 2.2	-	2 .4	1 .9	-
Depends on how well our company is doing/ what our profits are like/ how well our products are doing	1 .1	-	-	1 1.3	1 .3	-	-	-	-	1 1.5	1 .2	-	1 .6
Availability of business partners/ strategic alliances/ joint ventures/ commercial interests available	11 1.6	9 2.0	1 1.8	-	4 1.1	2 3.2	-	1 .4	1 2.2	-	9 1.7	4 3.5	-

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	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Costs (general mention)/ local production costs/ overhead/start-up costs/ business costs	.6	.3	-	.3	.4	-	.1	.2	.1	.1	.5	.1	.4
	.9	.7	-	3.8	1.1	-	1.3	.8	2.2	1.5	1.0	.9	2.5
NAFTA	.1	.1	-	-	.1	-	-	-	-	-	.1	-	-
	.1	.2	-	-	.3	-	-	-	-	-	.2	-	-
Prefer to invest elsewhere/ have already invested in another country/ region	.4	.3	-	-	.2	-	-	-	-	-	.3	-	-
	.6	.7	-	-	.6	-	-	-	-	-	.6	-	-
Risk level	.2	.1	-	-	-	-	-	-	-	-	.1	-	-
	.3	.2	-	-	-	-	-	-	-	-	.2	-	-
Customer relations/ customer contracts	.4	.4	-	-	.3	-	.1	.2	-	.1	.4	-	.2
	.6	.9	-	-	.8	-	1.3	.8	-	1.5	.8	-	1.3
Disposable income levels/ per-capita income	.1	.1	-	-	.1	-	-	.1	-	-	.1	-	-
	.1	.2	-	-	.3	-	-	.4	-	-	.2	-	-
Proximity to suppliers	.2	.2	-	-	.2	-	-	.2	-	-	.2	-	-
	.3	.4	-	-	.6	-	-	.8	-	-	.4	-	-
Do not know enough about that country/ region/ would have to do more research/ not familiar with it/ have not investigated it	.3	.1	-	-	.1	-	.1	.1	-	-	.1	-	.1
	.4	.2	-	-	.3	-	1.3	.4	-	-	.2	-	.6

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REPORT CTAB1A (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- First Mention

## BEST ENVIRONMENT IN TERMS OF ...

	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS			
	TOTAL	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
No interest in North America/ that area/ never thought of it/ never occurred to us to consider investing there	17	-	-	-	-	-	-	-	-	-	-	-	-
	2.4	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	16	1	-	1	-	-	-	-	-	-	1	-	1
	2.3	.2	-	1.3	-	-	-	-	-	-	.2	-	.6
Other	6	3	-	-	2	-	-	2	-	-	3	-	-
	.9	.7	-	-	.6	-	-	.8	-	-	.6	-	-
D.N.S.	57	4	-	2	3	1	1	1	1	1	5	1	2
	8.1	.9	-	2.6	.8	1.6	1.3	.4	2.2	1.5	1.0	.9	1.3

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REPRT CTAB1B

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Second Mention

## BEST ENVIRONMENT IN TERMS OF ...

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Availability of natural resources	8	6	1	1	4	1	3	5	-	1	7	1	3
	1.1	1.3	1.8	1.3	1.1	1.6	4.0	1.9	-	1.5	1.4	.9	1.9
Growth of market	71	50	9	8	52	7	9	39	7	7	63	17	17
	10.1	11.1	16.4	10.3	14.4	11.3	12.0	15.0	15.6	10.4	12.2	14.9	10.7
Proximity to markets	49	40	4	5	41	5	2	21	4	5	47	10	9
	7.0	8.9	7.3	6.4	11.4	8.1	2.7	8.1	8.9	7.5	9.1	8.8	5.7
Transportation (roads, rail, sea, air)	28	18	2	6	25	2	1	13	4	8	27	6	10
	4.0	4.0	3.6	7.7	6.9	3.2	1.3	5.0	8.9	11.9	5.2	5.3	6.3
Telecommunications/ telephones	6	6	-	-	5	1	-	5	-	-	6	1	-
	.9	1.3	-	-	1.4	1.6	-	1.9	-	-	1.2	.9	-
The skills of the labour force	25	21	1	2	18	-	5	15	-	4	22	1	7
	3.6	4.7	1.8	2.6	5.0	-	6.7	5.8	-	6.0	4.2	.9	4.4
Labour costs/ wages	49	34	2	11	13	3	32	28	-	9	39	4	36
	7.0	7.6	3.6	14.1	3.6	4.8	42.7	10.8	-	13.4	7.5	3.5	22.6
Costs of transportation to market	13	7	2	3	9	3	-	5	2	2	10	5	3
	1.8	1.6	3.6	3.8	2.5	4.8	-	1.9	4.4	3.0	1.9	4.4	1.9
Costs of plant construction	8	5	1	2	4	2	2	3	2	1	6	3	3
	1.1	1.1	1.8	2.6	1.1	3.2	2.7	1.2	4.4	1.5	1.2	2.6	1.9
Costs of capital/ interest rates	18	15	2	-	12	2	3	7	2	5	17	4	6
	2.6	3.3	3.6	-	3.3	3.2	4.0	2.7	4.4	7.5	3.3	3.5	3.8
Currency stability	15	12	2	1	14	1	-	9	1	3	15	3	4
	2.1	2.7	3.6	1.3	3.9	1.6	-	3.5	2.2	4.5	2.9	2.6	2.5

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REPORT CTAB1B (continuation)

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BEST ENVIRONMENT IN TERMS OF ...

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Energy costs	2 .3	2 .4	- -	- -	1 .3	1 1.6	- -	2 .8	- -	- -	2 .4	1 .9	- -
Inflation	2 .3	1 .2	- -	1 1.3	1 .3	- -	- -	- -	- -	1 1.5	2 .4	- -	1 .6
Government debt/ deficit	1 .1	1 .2	- -	- -	1 .3	- -	- -	- -	1 2.2	- -	1 .2	1 .9	- -
Labour relations	11 1.6	7 1.6	1 1.8	3 3.8	10 2.8	- -	1 1.3	5 1.9	2 4.4	2 3.0	10 1.9	2 1.8	4 2.5
Political situation	8 1.1	5 1.1	2 3.6	1 1.3	5 1.4	1 1.6	2 2.7	2 .8	2 4.4	1 1.5	6 1.2	2 1.8	2 1.3
The quality of life	10 1.4	6 1.3	3 5.5	1 1.3	6 1.7	4 6.5	- -	5 1.9	2 4.4	- -	7 1.4	4 3.5	1 .6
Government legislation/ attitudes toward business	20 2.8	14 3.1	2 3.6	4 5.1	15 4.2	2 3.2	1 1.3	16 6.2	- -	1 1.5	19 3.7	4 3.5	4 2.5
Level of internationalism/ openness	15 2.1	12 2.7	- -	3 3.8	13 3.6	- -	2 2.7	10 3.8	- -	4 6.0	13 2.5	- -	5 3.1
Same language/ culture	8 1.1	7 1.6	1 1.8	- -	6 1.7	2 3.2	- -	2 .8	2 4.4	1 1.5	8 1.5	3 2.6	1 .6
Similarity to own country	4 .6	4 .9	- -	- -	4 1.1	- -	- -	3 1.2	- -	- -	4 .8	- -	- -
The level of technology	32 4.5	26 5.8	2 3.6	3 3.8	24 6.7	6 9.7	1 1.3	19 7.3	2 4.4	3 4.5	28 5.4	6 5.3	5 3.1



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	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS			
	TOTAL	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Incentives for research and development	11	7	1	2	8	-	2	6	1	-	9	1	3
	1.6	1.6	1.8	2.6	2.2	-	2.7	2.3	2.2	-	1.7	.9	1.9
Taxes	8	6	-	1	6	-	2	5	-	-	6	-	2
	1.1	1.3	-	1.3	1.7	-	2.7	1.9	-	-	1.2	-	1.3
Access to markets in the U.S.	1	1	-	-	1	-	-	-	-	-	1	-	-
	.1	.2	-	-	.3	-	-	-	-	-	.2	-	-
Climate/ weather	1	1	-	-	-	1	-	-	1	-	1	1	-
	.1	.2	-	-	-	1.6	-	-	2.2	-	.2	.9	-
Size of the market/ market volume/ market density	13	11	1	1	12	1	-	6	1	1	12	2	2
	1.8	2.4	1.8	1.3	3.3	1.6	-	2.3	2.2	1.5	2.3	1.8	1.3
Competition/ competitors/ amount of competition/ ability to compete against local companies	4	2	1	1	1	1	1	1	-	1	3	1	3
	.6	.4	1.8	1.3	.3	1.6	1.3	.4	-	1.5	.6	.9	1.9
Profitability/ economic interests	2	2	-	-	-	2	-	-	-	2	2	2	2
	.3	.4	-	-	-	3.2	-	-	-	3.0	.4	1.8	1.3
Market stability/ strong market	7	6	1	-	5	2	-	5	-	-	6	2	-
	1.0	1.3	1.8	-	1.4	3.2	-	1.9	-	-	1.2	1.8	-
Availability of facilities/ availability of land	2	1	-	1	1	-	-	-	-	-	1	-	1
	.3	.2	-	1.3	.3	-	-	-	-	-	.2	-	.6

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	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Availability of labour force	1 .1	1 .2	-	-	1 .3	-	-	-	-	1 1.5	1 .2	-	1 .6
Our business is not suited for that market/ no opportunities available/ unable to invest/ do business there/ lack of profiles suitable for our company	2 .3	2 .4	-	-	1 .3	-	-	1 .4	-	-	2 .4	-	-
Demand for our products/ services/ ability to sell our products in that market/ suitability of our products for that market	7 1.0	7 1.6	-	-	7 1.9	-	-	2 .8	-	-	7 1.4	-	-
Access to market	1 .1	1 .2	-	-	1 .3	-	-	-	1 2.2	-	1 .2	1 .9	-
Have invested there previously/ already/ have an agency/ sister company there/ want to balance/ spread out investments/ balance in the market	2 .3	2 .4	-	-	2 .6	-	-	-	-	-	2 .4	-	-

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	BEST ENVIRONMENT IN TERMS OF ...												
	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS			
	TOTAL	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Previous experience/ familiar with that area/ company history	.1	.2	-	-	-	1.6	-	-	-	1.5	.2	.9	.6
Not part of the EU/ EMU/ not part of Europe/ different from our market	.1	.2	-	-	.3	-	-	.4	-	-	.2	-	-
Location (general mention)	.1	.2	-	-	.3	-	-	.4	-	-	.2	-	-
Infrastructure (unspecified)	.9	1.1	1.8	-	.8	3.2	1.3	.4	2.2	1.5	1.2	1.8	.6
Agreements/ contracts with other companies restrict where we can invest	.1	-	-	-	-	-	-	-	-	-	-	-	-
Depends on how well our company is doing/ what our profits are like/ how well our products are doing	.3	.2	1.8	-	-	1.6	1.3	.4	2.2	-	.2	.9	.6
Availability of business partners/ strategic alliances/ joint ventures/ commercial interests available	.4	.7	-	-	.8	-	-	.4	-	-	.6	-	-

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	BEST ENVIRONMENT IN TERMS OF ...												
	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS			
	TOTAL	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Costs (general mention)/ local production costs/ overhead/ start-up costs/ business costs	3 .4	3 .7	-	-	2 .6	1 1.6	-	1 .4	1 2.2	-	3 .6	2 1.8	-
NAFTA	1 .1	1 .2	-	-	-	-	1 1.3	1 .4	-	-	1 .2	-	1 .6
The size of our company prevents expansion	1 .1	1 .2	-	-	1 .3	-	-	-	-	-	1 .2	-	-
Customer relations/ customer contracts	1 .1	1 .2	-	-	1 .3	-	-	-	-	-	1 .2	-	-
Proximity to suppliers	2 .3	1 .2	-	-	1 .3	-	-	-	-	-	1 .2	-	-
Do not know enough about that country/ region/ would have to do more research/ not familiar with it/ have not investigated it	2 .3	2 .4	-	-	2 .6	-	-	2 .8	-	-	2 .4	-	-
Don't know	5 .7	4 .9	-	1 1.3	-	-	-	-	-	-	4 .8	-	1 .6
Other	3 .4	3 .7	-	-	2 .6	-	1 1.3	1 .4	-	-	3 .6	-	1 .6
D.N.S.	206 29.3	73 16.2	12 21.8	16 20.5	14 3.9	7 11.3	2 2.7	10 3.8	5 11.1	2 3.0	76 14.7	20 17.5	18 11.3

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REPORT CTAB1C

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

## BEST ENVIRONMENT IN TERMS OF ...

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Availability of natural resources	6	5	1	-	3	1	2	3	-	1	5	1	3
	.9	1.1	1.8	-	.8	1.6	2.7	1.2	-	1.5	1.0	.9	1.9
Growth of market	32	23	4	5	21	7	4	21	3	7	29	9	11
	4.5	5.1	7.3	6.4	5.8	11.3	5.3	8.1	6.7	10.4	5.6	7.9	6.9
Proximity to markets	18	17	-	-	11	2	4	14	1	2	17	2	5
	2.6	3.8	-	-	3.1	3.2	5.3	5.4	2.2	3.0	3.3	1.8	3.1
Transportation (roads, rail, sea, air)	12	9	1	1	9	1	2	11	-	-	12	2	3
	1.7	2.0	1.8	1.3	2.5	1.6	2.7	4.2	-	-	2.3	1.8	1.9
Telecommunications/ telephones	1	-	1	-	1	-	-	1	-	-	1	1	-
	.1	-	1.8	-	.3	-	-	.4	-	-	.2	.9	-
The skills of the labour force	21	16	1	3	13	2	4	16	2	2	19	4	7
	3.0	3.6	1.8	3.8	3.6	3.2	5.3	6.2	4.4	3.0	3.7	3.5	4.4
Labour costs/ wages	37	27	2	7	28	3	5	12	1	23	35	5	25
	5.3	6.0	3.6	9.0	7.8	4.8	6.7	4.6	2.2	34.3	6.8	4.4	15.7
Costs of transportation to market	9	8	1	-	8	-	1	7	-	2	9	1	2
	1.3	1.8	1.8	-	2.2	-	1.3	2.7	-	3.0	1.7	.9	1.3
Costs of plant construction	8	5	-	2	4	-	3	3	-	4	6	-	4
	1.1	1.1	-	2.6	1.1	-	4.0	1.2	-	6.0	1.2	-	2.5
Costs of capital/ interest rates	7	5	2	-	5	2	-	6	1	-	7	3	-
	1.0	1.1	3.6	-	1.4	3.2	-	2.3	2.2	-	1.4	2.6	-
Currency stability	19	15	2	2	16	-	3	15	3	-	19	4	5
	2.7	3.3	3.6	2.6	4.4	-	4.0	5.8	6.7	-	3.7	3.5	3.1

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REPORT CTAB1C (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

BEST ENVIRONMENT IN TERMS OF ...

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Energy costs	3 .4	3 .7	- -	- -	2 .6	- -	1 1.3	3 1.2	- -	- -	3 .6	- -	1 .6
Inflation	1 .1	1 .2	- -	- -	1 .3	- -	- -	1 .4	- -	- -	1 .2	- -	- -
Government debt/ deficit	-	-	-	-	-	-	-	-	-	-	-	-	-
Labour relations	11 1.6	8 1.8	2 3.6	1 1.3	8 2.2	2 3.2	1 1.3	9 3.5	- -	1 1.5	11 2.1	4 3.5	3 1.9
Political situation	16 2.3	9 2.0	3 5.5	4 5.1	11 3.1	1 1.6	3 4.0	8 3.1	4 8.9	2 3.0	14 2.7	6 5.3	6 3.8
The quality of life	11 1.6	10 2.2	- -	1 1.3	7 1.9	1 1.6	3 4.0	9 3.5	1 2.2	1 1.5	10 1.9	2 1.8	3 1.9
Government legislation/ attitudes toward business	24 3.4	22 4.9	1 1.8	1 1.3	16 4.4	2 3.2	6 8.0	16 6.2	5 11.1	2 3.0	23 4.4	5 4.4	8 5.0
Level of internationalism/ openness	11 1.6	10 2.2	- -	1 1.3	9 2.5	1 1.6	1 1.3	9 3.5	1 2.2	1 1.5	10 1.9	2 1.8	1 .6
Same language/ culture	5 .7	3 .7	1 1.8	1 1.3	5 1.4	- -	- -	3 1.2	2 4.4	- -	5 1.0	2 1.8	1 .6
Similarity to own country	3 .4	2 .4	- -	1 1.3	1 .3	2 3.2	- -	- -	2 4.4	- -	3 .6	3 2.6	1 .6
The level of technology	28 4.0	20 4.4	2 3.6	6 7.7	17 4.7	4 6.5	7 9.3	24 9.2	2 4.4	1 1.5	26 5.0	4 3.5	10 6.3

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REPORT CTAB1C (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

## BEST ENVIRONMENT IN TERMS OF ...

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Incentives for research and development	11	7	1	3	7	2	2	6	2	1	9	2	4
	1.6	1.6	1.8	3.8	1.9	3.2	2.7	2.3	4.4	1.5	1.7	1.8	2.5
Taxes	11	4	2	5	4	4	2	4	2	3	7	4	5
	1.6	.9	3.6	6.4	1.1	6.5	2.7	1.5	4.4	4.5	1.4	3.5	3.1
Access to markets in the U.S.	1	1	-	-	1	-	-	1	-	-	1	-	-
	.1	.2	-	-	.3	-	-	.4	-	-	.2	-	-
Climate/ weather	1	-	-	1	-	-	1	-	-	1	-	-	1
	.1	-	-	1.3	-	-	1.3	-	-	1.5	-	-	.6
Size of the market/ market volume/ market density	7	6	-	1	4	2	1	6	-	-	7	2	1
	1.0	1.3	-	1.3	1.1	3.2	1.3	2.3	-	-	1.4	1.8	.6
Production strength/ industrial interests/ amount of industry	2	2	-	-	2	-	-	2	-	-	2	-	-
	.3	.4	-	-	.6	-	-	.8	-	-	.4	-	-
Market development	2	1	1	-	1	1	-	1	-	1	1	1	1
	.3	.2	1.8	-	.3	1.6	-	.4	-	1.5	.2	.9	.6
Competition/ competitors/ amount of competition/ ability to compete against local companies	6	1	2	2	4	2	-	2	2	2	4	3	3
	.9	.2	3.6	2.6	1.1	3.2	-	.8	4.4	3.0	.8	2.6	1.9
Profitability/ economic interests	2	2	-	-	2	-	-	2	-	-	2	-	-
	.3	.4	-	-	.6	-	-	.8	-	-	.4	-	-

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REPORT CTAB1C (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Market stability/ strong market	.2 .3	.2 .4	-	-	.2 .6	-	-	.2 .8	-	-	.2 .4	-	-
Availability of facilities/ availability of land	.3 .4	.3 .7	-	-	.3 .8	-	-	.1 .4	.2 4.4	-	.3 .6	.2 1.8	-
Demand for our products/ services/ ability to sell our products in that market/ suitability of our products for that market	.3 .4	.2 .4	-	.1 1.3	.2 .6	-	.1 1.3	.2 .8	-	-	.2 .4	-	.1 .6
Have invested there previously/ already/ have an agency/ sister company/ there/ want to balance/ spread out investments/ balance in the market	.3 .4	.1 .2	-	.2 2.6	.1 .3	-	.1 1.3	.2 .8	-	-	.2 .4	-	.2 1.3
Not part of the EU/ EMU/ not part of Europe/ different from our market	.1 .1	.1 .2	-	-	.1 .3	-	-	.1 .4	-	-	.1 .2	-	-
Location (general mention)	.1 .1	.1 .2	-	-	-	.1 1.6	-	.1 .4	-	-	.1 .2	.1 .9	-
Infrastructure (unspecified)	.2 .3	.2 .4	-	-	.2 .6	-	-	.2 .8	-	-	.2 .4	-	-



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REPORT CTAB1C (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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
Depends on how well our company is doing/ what our profits are like/ how well our products are doing	3 .4	2 .4	-	-	1 .3	-	1 1.3	2 .8	-	-	2 .4	-	1 .6
Availability of business partners/ strategic alliances/ joint ventures/ commercial interests available	1 .1	1 .2	-	-	1 .3	-	-	1 .4	-	-	1 .2	-	-
Costs (general mention)/ local production costs/ overhead/ start-up costs/ business costs	9 1.3	6 1.3	1 1.8	1 1.3	7 1.9	-	1 1.3	5 1.9	1 2.2	2 3.0	8 1.5	1 .9	3 1.9
Prefer to invest elsewhere/ have already invested in another country/ region	1 .1	-	-	1 1.3	1 .3	-	-	-	-	-	1 .2	-	1 .6
Risk level	1 .1	1 .2	-	-	1 .3	-	-	1 .4	-	-	1 .2	-	-
Customer relations/ customer contracts	2 .3	-	1 1.8	1 1.3	1 .3	1 1.6	-	-	-	1 1.5	1 .2	1 .9	1 .6
Proximity to suppliers	1 .1	1 .2	-	-	1 .3	-	-	1 .4	-	-	1 .2	-	-

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REPORT CTAB1C (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Third Mention

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Don't know	3 .4	1 .2	- -	1 1.3	1 .3	- -	- -	- -	- -	- -	1 .2	- -	1 .6
Other	1 .1	1 .2	- -	- -	1 .3	- -	- -	1 .4	- -	- -	1 .2	- -	- -
D.N.S.	341 48.4	183 40.7	23 41.8	23 29.5	113 31.4	18 29.0	15 20.0	23 8.8	8 17.8	7 10.4	190 36.7	37 32.5	35 22.0

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REPORT CTAB10

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

BEST ENVIRONMENT IN TERMS OF ...

	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Availability of natural resources	23 3.3	15 3.3	7 12.7	1 1.3	12 3.3	4 6.5	6 8.0	12 4.6	2 4.4	3 4.5	18 3.5	7 6.1	7 4.4
Growth of market	324 46.0	248 55.1	26 47.3	45 57.7	218 60.6	31 50.0	40 53.3	162 62.3	21 46.7	41 61.2	289 55.8	56 49.1	89 56.0
Proximity to markets	160 22.7	129 28.7	14 25.5	12 15.4	103 28.6	17 27.4	21 28.0	71 27.3	10 22.2	19 28.4	142 27.4	28 24.6	39 24.5
Transportation (roads, rail, sea, air)	52 7.4	36 8.0	5 9.1	7 9.0	39 10.8	5 8.1	5 6.7	29 11.2	6 13.3	9 13.4	48 9.3	12 10.5	15 9.4
Telecommunications/ telephones	7 1.0	6 1.3	1 1.8	-	6 1.7	1 1.6	-	6 2.3	-	-	7 1.4	2 1.8	-
The skills of the labour force	56 8.0	46 10.2	2 3.6	6 7.7	39 10.8	3 4.8	10 13.3	34 13.1	4 8.9	8 11.9	50 9.7	8 7.0	16 10.1
Labour costs/ wages	107 15.2	66 14.7	6 10.9	32 41.0	53 14.7	7 11.3	42 56.0	50 19.2	4 8.9	35 52.2	90 17.4	14 12.3	76 47.8
Costs of transportation to market	27 3.8	19 4.2	3 5.5	4 5.1	19 5.3	3 4.8	4 5.3	15 5.8	2 4.4	5 7.5	23 4.4	6 5.3	8 5.0
Costs of plant construction	19 2.7	11 2.4	3 5.5	4 5.1	9 2.5	2 3.2	7 9.3	7 2.7	2 4.4	6 9.0	15 2.9	5 4.4	10 6.3
Costs of capital/ interest rates	30 4.3	23 5.1	4 7.3	1 1.3	21 5.8	4 6.5	3 4.0	16 6.2	3 6.7	5 7.5	28 5.4	7 6.1	7 4.4
Currency stability	46 6.5	38 8.4	4 7.3	4 5.1	40 11.1	1 1.6	4 5.3	33 12.7	5 11.1	4 6.0	46 8.9	8 7.0	11 6.9

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REPORT CTAB1D (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Energy costs	6 .9	5 1.1	1 1.8	- -	3 .8	2 3.2	1 1.3	6 2.3	- -	- -	6 1.2	2 1.8	1 .6
Inflation	3 .4	2 .4	- -	1 1.3	2 .6	- -	- -	1 .4	- -	1 1.5	3 .6	- -	1 .6
Government debt/ deficit	1 .1	1 .2	- -	- -	1 .3	- -	- -	- -	1 2.2	- -	1 .2	1 .9	- -
Labour relations	24 3.4	16 3.6	4 7.3	4 5.1	19 5.3	3 4.8	2 2.7	15 5.8	3 6.7	3 4.5	22 4.2	7 6.1	7 4.4
Political situation	30 4.3	20 4.4	5 9.1	5 6.4	19 5.3	4 6.5	5 6.7	13 5.0	6 13.3	4 6.0	26 5.0	10 8.8	9 5.7
The quality of life	24 3.4	17 3.8	4 7.3	2 2.6	13 3.6	7 11.3	3 4.0	14 5.4	4 8.9	2 3.0	18 3.5	8 7.0	5 3.1
Government legislation/ attitudes toward business	58 8.2	43 9.6	7 12.7	8 10.3	39 10.8	5 8.1	10 13.3	38 14.6	8 17.8	5 7.5	53 10.2	14 12.3	16 10.1
Level of internationalism/ openness	39 5.5	33 7.3	2 3.6	4 5.1	30 8.3	5 8.1	3 4.0	30 11.5	2 4.4	5 7.5	36 6.9	7 6.1	6 3.8
Same language/ culture	16 2.3	11 2.4	4 7.3	1 1.3	11 3.1	2 3.2	- -	5 1.9	4 8.9	1 1.5	14 2.7	7 6.1	2 1.3
Similarity to own country	7 1.0	6 1.3	- -	1 1.3	5 1.4	2 3.2	- -	3 1.2	2 4.4	- -	7 1.4	3 2.6	1 .6
The level of technology	85 12.1	69 15.3	5 9.1	9 11.5	60 16.7	12 19.4	9 12.0	54 20.8	5 11.1	7 10.4	78 15.1	13 11.4	19 11.9

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REPORT CTAB1D (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Incentives for research and development	24 3.4	16 3.6	2 3.6	5 6.4	17 4.7	2 3.2	4 5.3	13 5.0	3 6.7	1 1.5	20 3.9	3 2.6	7 4.4
Taxes	26 3.7	14 3.1	2 3.6	7 9.0	13 3.6	4 6.5	6 8.0	12 4.6	3 6.7	4 6.0	19 3.7	5 4.4	9 5.7
Access to markets in the U.S.	2 .3	2 .4	-	-	2 .6	-	-	1 .4	-	-	2 .4	-	-
Regulation of markets	1 .1	1 .2	-	-	1 .3	-	-	1 .4	-	-	1 .2	-	-
Climate/ weather	3 .4	2 .4	-	1 1.3	1 .3	1 1.6	1 1.3	1 .4	1 2.2	1 1.5	2 .4	1 .9	1 .6
We base our investment on someone else's advice/ based on what head office tells us to do/ where our financial advisor tells us to invest	5 .7	-	-	-	1 .3	-	-	1 .4	-	-	1 .2	-	-
Size of the market/ market volume/ market density	42 6.0	37 8.2	2 3.6	3 3.8	32 8.9	5 8.1	2 2.7	20 7.7	3 6.7	3 4.5	39 7.5	7 6.1	6 3.8
Production strength/ industrial intersts/ amount of industry	6 .9	5 1.1	1 1.8	-	5 1.4	1 1.6	-	4 1.5	1 2.2	-	5 1.0	1 .9	-

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## BEST ENVIRONMENT IN TERMS OF ...

	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
The economy (general mention)	1 .1	1 .2	-	-	1 .3	-	-	1 .4	-	-	1 .2	-	-
Market development	3 .4	1 .2	1 1.8	1 1.3	1 .3	1 1.6	-	2 .8	-	1 1.5	2 .4	1 .9	2 1.3
Competition/ competitors/ amount of competition/ ability to compete against local companies	16 2.3	6 1.3	3 5.5	3 3.8	6 1.7	4 6.5	2 2.7	5 1.9	2 4.4	3 4.5	10 1.9	5 4.4	7 4.4
Profitability/ economic interests	8 1.1	5 1.1	-	2 2.6	3 .8	2 3.2	2 2.7	4 1.5	-	2 3.0	7 1.4	2 1.8	5 3.1
Market stability/ strong market	11 1.6	10 2.2	1 1.8	-	8 2.2	2 3.2	1 1.3	8 3.1	-	-	10 1.9	2 1.8	1 .6
Availability of facilities/ availability of land	7 1.0	5 1.1	1 1.8	1 1.3	5 1.4	1 1.6	-	1 .4	2 4.4	1 1.5	5 1.0	3 2.6	2 1.3
Availability of labour force	1 .1	1 .2	-	-	1 .3	-	-	-	-	1 1.5	1 .2	-	1 .6
Consider Canada part of the U.S. market/ only interested in the U.S., not Canada/ can reach Canadian market through the U.S.	1 .1	1 .2	-	-	1 .3	-	-	-	-	-	1 .2	-	-

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REPORT CTAB1D (continuation)

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BEST ENVIRONMENT IN TERMS OF ...

	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	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/ no opportunities available/ unable to invest/ do business there/ lack of profiles suitable for our company	8 1.1	2 .4	2 3.6	-	1 .3	1 1.6	-	1 .4	1 2.2	-	2 .4	2 1.8	-
Timing/ food opportunities/ waiting for the right time/ right product/ right place/ opportunity presented itself	3 .4	2 .4	-	-	1 .3	-	-	-	-	-	2 .4	-	-
Currency exchange rates/ access to foreign currency	1 .1	-	-	1 1.3	1 .3	-	-	1 .4	-	-	1 .2	-	1 .6
Demand for our products/ services/ ability to sell our products in that market/ suitability of our products for that market	22 3.1	19 4.2	1 1.8	2 2.6	15 4.2	1 1.6	2 2.7	9 3.5	1 2.2	-	20 3.9	2 1.8	3 1.9
Access to market	3 .4	3 .7	-	-	1 .3	2 3.2	-	1 .4	1 2.2	1 1.5	3 .6	3 2.6	1 .6
Market is new/ young	2 .3	1 .2	-	-	1 .3	-	-	1 .4	-	-	1 .2	-	-





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REPORT CTAB1D (continuation)

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## BEST ENVIRONMENT IN TERMS OF ...

	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Depends on how well our company is doing/ what our profits are like/ how well our products are doing	.6 .9	3 .7	1 1.8	1 1.3	2 .6	1 1.6	2 2.7	3 1.2	1 2.2	1 1.5	4 .8	1 .9	3 1.9
Availability of business partners/ strategic alliances/ joint ventures/ commercial interests available	14 2.0	12 2.7	1 1.8	-	7 1.9	2 3.2	-	3 1.2	1 2.2	-	12 2.3	4 3.5	-
Costs (general mention)/ local production costs/ overhead/ start-up costs/ business costs	18 2.6	12 2.7	1 1.8	4 5.1	13 3.6	1 1.6	2 2.7	8 3.1	3 6.7	3 4.5	16 3.1	4 3.5	7 4.4
NAFTA	2 .3	2 .4	-	-	1 .3	-	1 1.3	1 .4	-	-	2 .4	-	1 .6
The size of our company prevents expansion	1 .1	1 .2	-	-	1 .3	-	-	-	-	-	1 .2	-	-
Prefer to invest elsewhere/ have already invested in another country/ region	5 .7	3 .7	-	1 1.3	3 .8	-	-	-	-	-	4 .8	-	1 .6
Risk level	3 .4	2 .4	-	-	1 .3	-	-	1 .4	-	-	2 .4	-	-

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REPORT CTAB1D (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

	BEST ENVIRONMENT IN TERMS OF ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
Customer relations/ customer contracts	7 1.0	5 1.1	1 1.8	1 1.3	5 1.4	1 1.6	1 1.3	2 .8	-	2 3.0	6 1.2	1 .9	3 1.9
Disposable income levels/ per-capita income	1 .1	1 .2	-	-	1 .3	-	-	1 .4	-	-	1 .2	-	-
Proximity to suppliers	5 .7	4 .9	-	-	4 1.1	-	-	3 1.2	-	-	4 .8	-	-
Do not know enough about that country/ region/ would have to do more research/ not familiar with it/ have not investigated it	5 .7	3 .7	-	-	3 .8	-	1 1.3	3 1.2	-	-	3 .6	-	1 .6
No interest in North America/ that area/ never thought of it/ never occurred to us to consider investing there	17 2.4	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	23 3.3	6 1.3	-	2 2.6	1 .3	-	-	-	-	-	6 1.2	-	2 1.3
Other	9 1.3	6 1.3	-	-	4 1.1	-	1 1.3	3 1.2	-	-	6 1.2	-	1 .6
D.N.S.	53 7.5	1 .2	-	2 2.6	1 .3	1 1.6	1 1.3	1 .4	1 2.2	1 1.5	2 .4	1 .9	2 1.3

**OPINION OF NORTH AMERICAN ATTRIBUTES  
BASED ON CONCERN OVER THOSE ATTRIBUTES**

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REPORT CTAB2

S.1 Q.18 How do you perceive Canada in terms of labour costs in comparison to the United States? Do you believe labour costs in Canada are much higher than they are in the United States, somewhat higher, about the same, somewhat lower or much lower than they are in the United States? Labour costs in Canada are ...

## LABOUR COSTS/ WAGES

	LABOUR COSTS/ WAGES		
	TOTAL	Concerned	Not Concerned
TOTAL INTERVIEWS	704 100.0	107 100.0	597 100.0
Much higher than in the U.S. (100)	17 2.4	4 3.7	13 2.2
Somewhat higher (75)	154 21.9	29 27.1	125 20.9
About the same (50)	253 35.9	41 38.3	212 35.5
Somewhat lower (25)	198 28.1	29 27.1	169 28.3
Much lower (0)	13 1.8	2 1.9	11 1.8
Don't know	68 9.7	2 1.9	66 11.1
D.N.S.	1 .1	-	1 .2
Average	48.6	51.0	48.1

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REPORT CTAB3

S.1 Q.17 Think about the distance of possible investment locations in Canada to the major U.S. markets, versus U.S. locations to the major U.S. markets. Do you think the Canadian locations are ...

	PROXIMITY TO MARKETS		
	TOTAL	Concerned	Not Concerned
TOTAL INTERVIEWS	704 100.0	160 100.0	544 100.0
Sufficiently close to U.S. markets	397 56.4	76 47.5	321 59.0
Far from U.S. markets, but not a major problem	160 22.7	38 23.8	122 22.4
Too far from U.S. markets to be considered as a location	68 9.7	27 16.9	41 7.5
Depends/ Don't know	76 10.8	18 11.3	58 10.7
D.N.S.	3 .4	1 .6	2 .4

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REPORT CTAB4A

S.1 Q.11a Which country do you believe is the world's largest exporter to ... the United States

	MOST ATTRACTIVE OVERALL			
	TOTAL	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	466 100.0	77 100.0	98 100.0
Japan	447 63.5	302 64.8	50 64.9	62 63.3
Canada	69 9.8	50 10.7	8 10.4	9 9.2
Mexico	18 2.6	10 2.1	1 1.3	6 6.1
Other	132 18.8	82 17.6	15 19.5	18 18.4
D.N.S.	38 5.4	22 4.7	3 3.9	3 3.1

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S.1 Q.11b Which country do you believe is the world's largest exporter to ... Canada

REPORT CTAB4B

	MOST ATTRACTIVE OVERALL			
	TOTAL	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	466 100.0	77 100.0	98 100.0
United States	474 67.3	329 70.6	44 57.1	69 70.4
Japan	75 10.7	45 9.7	13 16.9	13 13.3
Mexico	6 .9	3 .6	2 2.6	1 1.0
Other	87 12.4	51 10.9	13 16.9	10 10.2
D.N.S.	62 8.8	38 8.2	5 6.5	5 5.1

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REPORT CTAB4C

S.1 Q.11c Which country do you believe is the world's largest exporter to ... Mexico

	MOST ATTRACTIVE OVERALL			
	TOTAL	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	466 100.0	77 100.0	98 100.0
United States	537 76.3	363 77.9	58 75.3	82 83.7
Japan	24 3.4	14 3.0	5 6.5	4 4.1
Canada	9 1.3	6 1.3	2 2.6	1 1.0
Other	65 9.2	40 8.6	6 7.8	4 4.1
D.N.S.	69 9.8	43 9.2	6 7.8	7 7.1



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REPORT CTAB4D

S.1 Q.17 Think about the distance of possible investment locations in Canada to the major U.S. markets, versus U.S. locations to the major U.S. markets. Do you think the Canadian locations are ...

	TOTAL	MOST ATTRACTIVE OVERALL		
		U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	466 100.0	77 100.0	98 100.0
Sufficiently close to U.S. markets	397 56.4	262 56.2	46 59.7	65 66.3
Far from U.S. markets, but not a major problem	160 22.7	103 22.1	19 24.7	21 21.4
Too far from U.S. markets to be considered as a location	68 9.7	54 11.6	5 6.5	6 6.1
Depends/ Don't know	76 10.8	45 9.7	7 9.1	6 6.1
D.N.S.	3 .4	2 .4	-	-

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Perceptions of European business  
executives of Canada as an  
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