

London celebrates more than a decade at the top in foreign direct investment ranking

UK capital still reigns as Europe's FDI star but Dublin is closing the gap, while Paris Region shines at the regional level.

12 February 2018: In a study of the most promising investment locations in Europe, fDi Magazine – a publication from the Financial Times – London and Paris Region have respectively won top billing as overall European City and Region of the Future 2018/19 titles. But Dublin is capitalising on Brexit jitters and now sits in second place on the cities league table after a raft of financial services investment wins.

London welcomed 1,880 foreign investments in the five years to September 2017, the highest of all 301 cities included in the ranking. The city's investment landscape was dominated by the service sectors. Nearly half of all investments made were in software and IT services, followed by almost one-fifth in business services and more than 12% in financial services.

The UK's capital city also topped the ranking for Business Friendliness and Human Capital and Lifestyle categories - following the UK's high performance in various indices, including the World Bank's Ease of Doing Business ranking and three of the city's business schools feature in the Global MBA Rankings for 2016.

Paris Region attracted more than 1,000 investments between October 2012 and September 2017, greater any other region in the study, helping it become the regional winner in the European Cities and Regions of the Future 2018/19 ranking.

Second place Dublin, rises above Paris in **fDi's** ranking of European cities. With eyes on the unfolding Brexit negotiations across the Irish Sea, the city is seeking to benefit from companies that might consider leaving London to find a new financial services hub to call home. Dublin received the same number of projects in the financial services sector in the first three quarters of 2017 as it received in the whole of 2016 and 2015 combined.

Rising from fifth place in 2016/17's ranking, the wider region of Dublin has placed second and has also been named **fDi's** Northern European Region of the Future, top small European region overall, as well as top small region for Economic Potential and Business Friendliness.

Barcelona, the capital of Catalonia, is **fDi's** European Cities and Regions of the Future 2018/19 FDI Strategy winner for major cities. Despite the major political upheavals in the region, **fDi** found Barcelona was a city thoroughly engaged with its FDI landscape and ready to adapt to the new challenges it was facing.

"In an ever more competitive global investment landscape and at a time when Europe is moving into a new political chapter with continuing uncertainties, it is equally challenging and important for cities and regions across to Europe to bolster their appeal for foreign direct investment. **fDi Magazine's** rankings are the result of a detailed, in-depth benchmarking exercise to determine the European locations with the brightest prospects for future inward investment. We applaud all cities and regions success in these rankings," said **fDi Magazine's** editor-in-chief Courtney Fingar.

Highlights include:

- Birmingham has ranked first, of all large European cities for its FDI Strategy.
- Bordeaux, a city of more than 250,000 people in south-west France, has ranked first, of all mid-sized European cities for its FDI Strategy.
- Germany's largest state with nearly 18 million citizens, North Rhine-Westphalia has ranked third among all European regions.

- Catalonia has been named top large region in **fDi's** European Cities and Regions of The Future 2018/19 Ranking for its FDI Strategy.
- Greater Copenhagen has ranked first in the overall mid-sized region category.
- Greater Helsinki has ranked first, of all small European regions for FDI Strategy.
- London Local Enterprise Partnership (LEP) is the leading LEP in the UK.
- Thames Valley Berkshire LEP remains in second place of all the UK's LEPs.
- Liverpool City Region has been named top LEP for FDI Strategy.
- The Irish capital, Dublin, ranks ahead of its financial services competitors, Amsterdam (ranked fourth overall) and Frankfurt (seventh).

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For further information please contact Jay Seenundun, on jay.seenundun@ft.com or call +44(0)20 7775 6896. The full results are available on: <https://www.fdiintelligence.com/Locations/Europe/fDi-s-European-Cities-and-Regions-of-the-Future-2018-19-Winners>

You may have to go through a short registration process to access the page.

Notes to editors

Methodology of the rankings

To categorise cities, **fDi** took into account both the population of the immediate city and that of the larger urban zone (LUZ). In addition, where locations were in the large or major categories, we took into consideration the location's receipt of FDI as a percentage of the country's overall total.

City size categories

Major cities: The cities in this category had an immediate city population of more than 750,000 plus a LUZ of more than two million, or a LUZ of more than four million

Large cities: Cities with an immediate city population over 500,000 plus a LUZ of more than one million, or a LUZ more than two million people

Mid-sized cities: Cities with an immediate city population more than 200,000 plus a LUZ over 750,000, or an immediate city population over 350,000.

Small cities: Cities with an immediate city population between 100,000 and 350,000

Micro cities: Cities with an immediate city population below 100,000

City FDI Parameters

Where a capital city was not classed as major by its population, we looked at its inward FDI figures. Any capital city which received more than 30% of its country's FDI was upgraded to the 'Major' category. In addition, we looked at FDI stats for any non-capital cities whose populations were classed as 'Major'. Any city which received less than 10% of its country's FDI was classed as 'Large'.

Regional size categories

Large regions: More than 4 million people

Mid-sized regions: Between 1.5 and 4 million people

Small regions: Fewer than 1.5 million people

Referencing

Please state the source as **fDi** Magazine, from the Financial Times. The source is *not* the Financial Times newspaper.

About fDi Magazine

fDi Magazine (www.fDiIntelligence.com) is a specialist publication which reports on crossborder investment and is read by senior-level executives at multinational corporations and others involved in corporate greenfield site-selection decisions.

A bi-monthly publication, **fDi** Magazine is part of the **fDi** Intelligence division of the Financial Times.

About fDi Intelligence

fDi Intelligence is the largest global FDI centre of excellence. Specialising in all areas relating to foreign direct investment and investment promotion, the full suite of services includes: location advertising to generate brand awareness; industry-leading intelligence tools to develop FDI strategies and identify potential investors; and tailored FDI events and investor roundtables to meet target companies and generate business leads.

Products within the portfolio include **fDi** Markets, a database tracking crossborder greenfield investment on a real-time basis; **fDi** Benchmark, a database which benchmarks global locations on their attractiveness to foreign investors; and **fDi** Magazine.