



# Where will tomorrows investments come from ?

A presentation by Oxford Intelligence of  
declared future investment opportunities  
of European companies into North  
America.

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# Oxford Intelligence

- Established in 1996 in Oxford, UK
- Quality research and publishing company
- World class consulting data and intelligence on companies investing globally – historic and **FUTURE** intelligence
- Focus on client base of government economic agencies, EDAs and IPAs



# Products

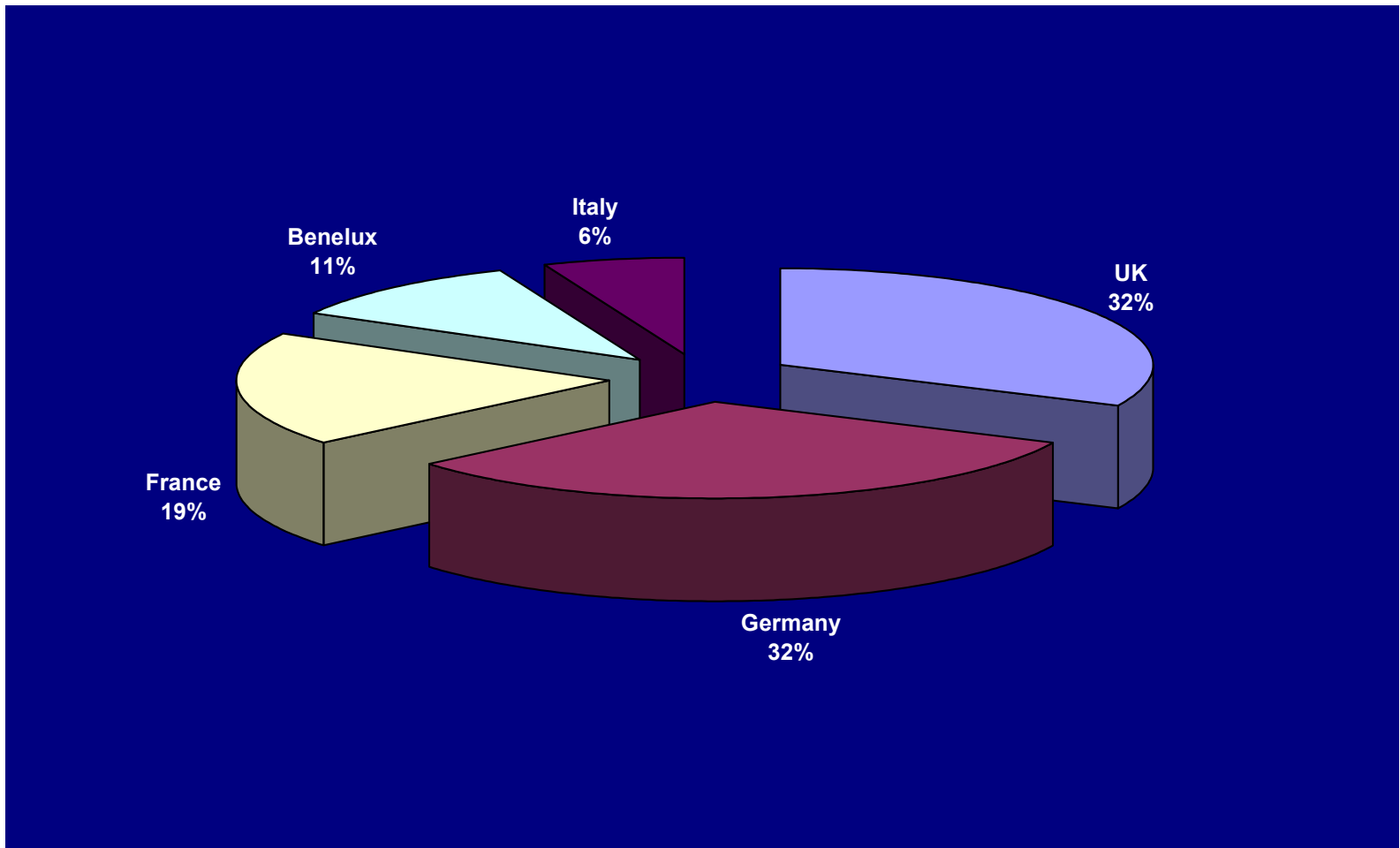
## Companies Moving Cross Border

- IPAWorld: over 20,000 news items in real time of companies moving cross border
- CorpTracker: lead generation and intelligence about *future* company moves – *over 3,500 companies*
- “European Investment Monitor” database of over 25,000 researched cross border moves

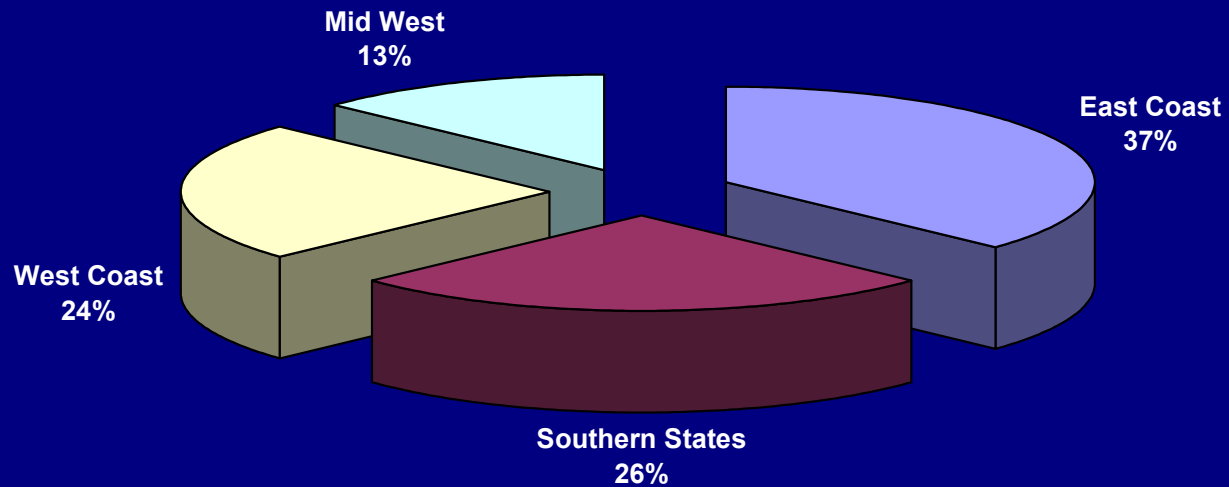
## Location Strategy and Other

- Research and Reports: Industry Sector reports focusing on corporate location drivers and key locations.
- benchmarking studies measuring the attractiveness of locations for corporate investment projects
- Contract Research and Newsletters
- CRM systems

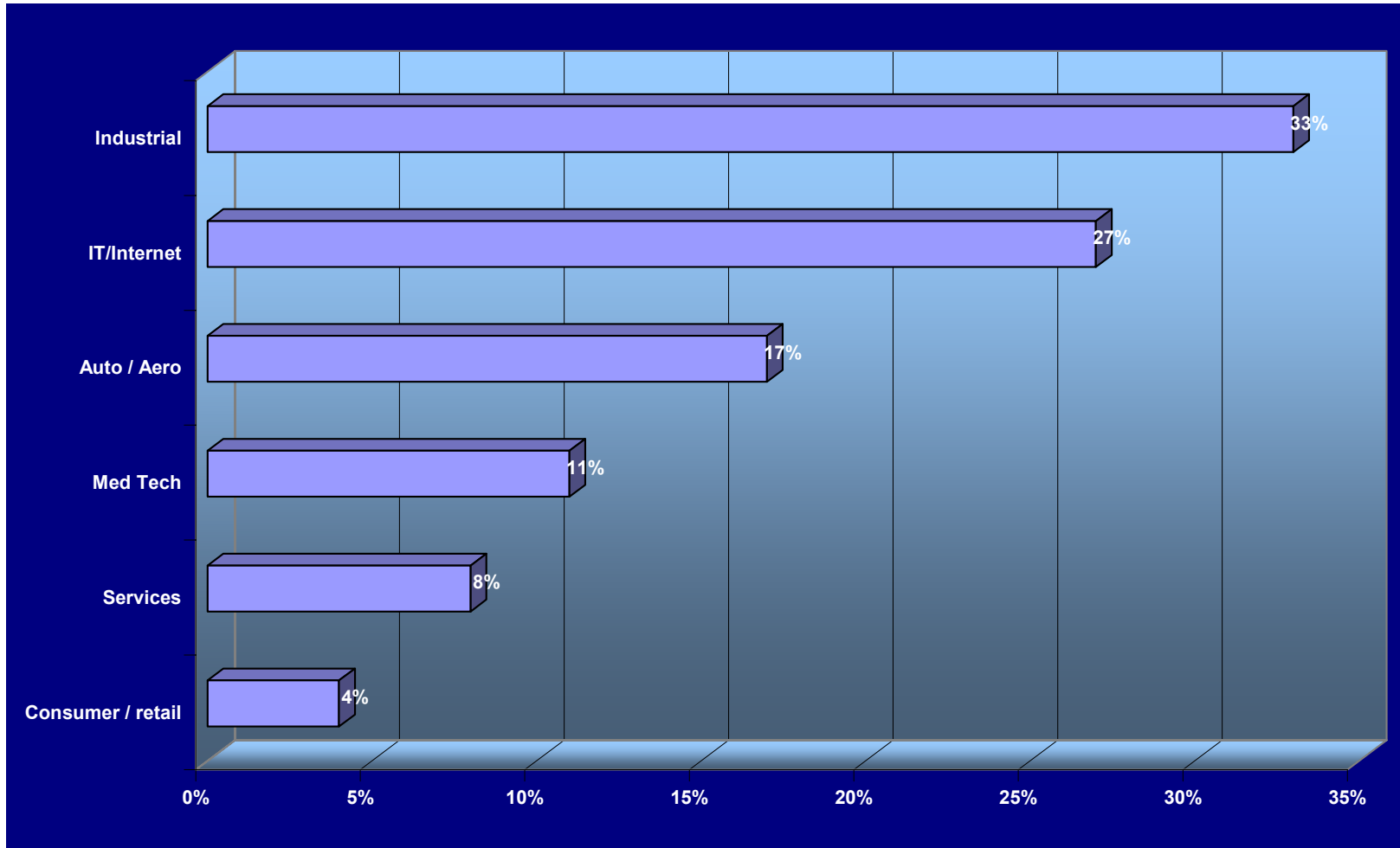
# Historical analysis – where have European investments into N America originated from in the past



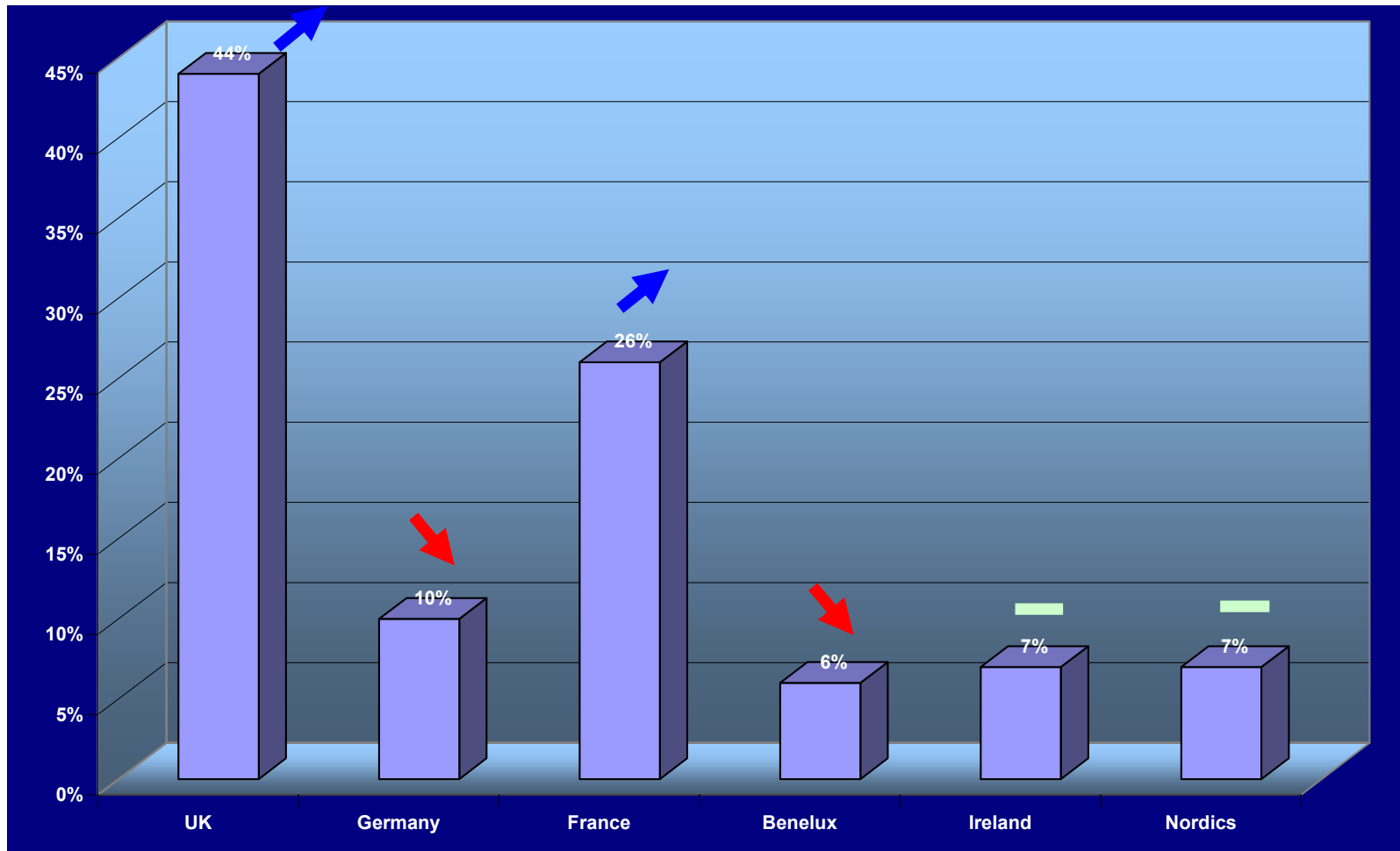
.....where have they invested ?



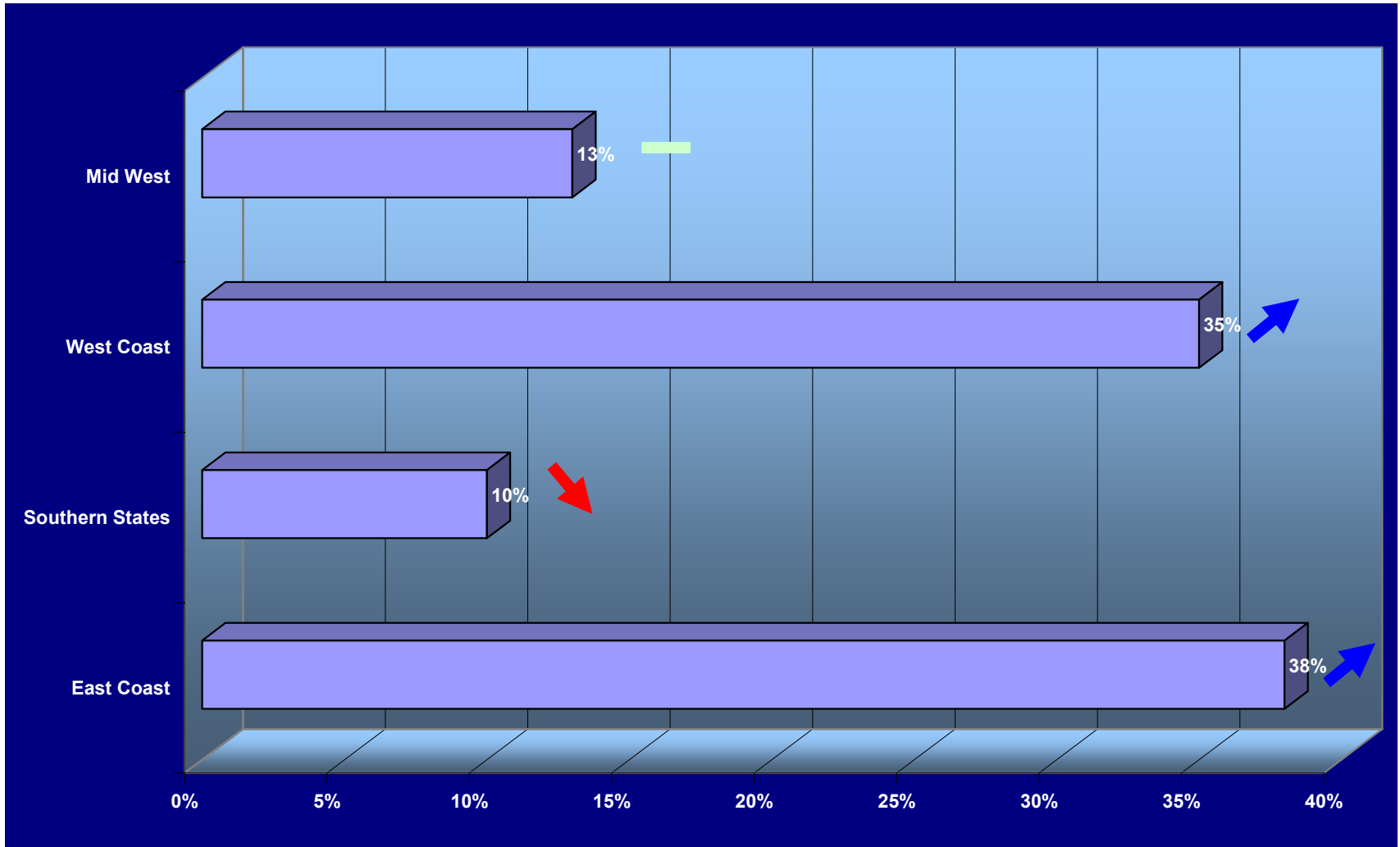
.....and in which sectors ?



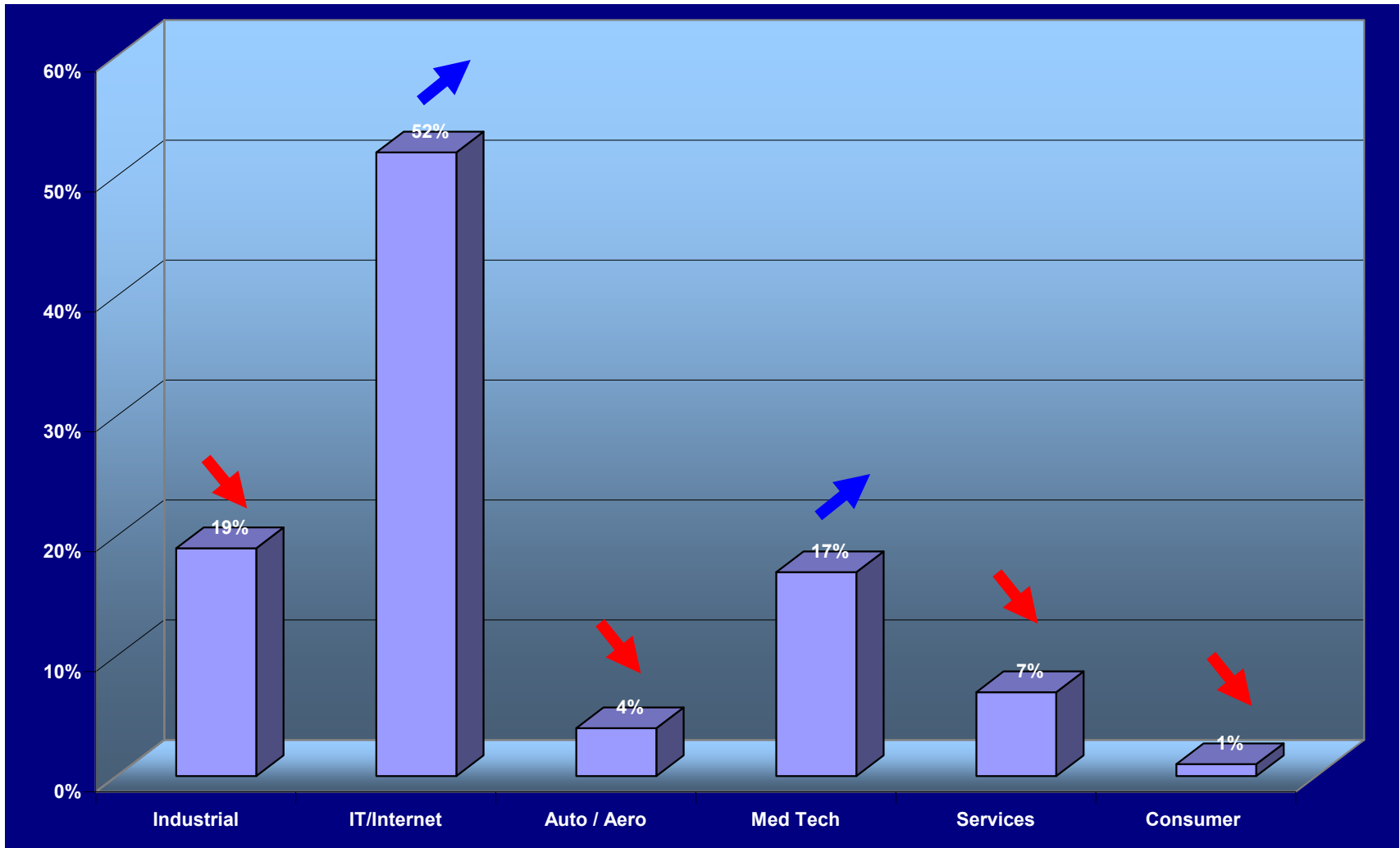
# Future analysis – where are future European investments into N America going to come from?




# .....and where will they invest ?



.....and in which sectors ?





# .....and what will be the nature of those future investments ?

- Sales & Marketing 42%
- JVs 12%
- R&D 8%
- HQs 8%
- Greenfield 6%
- M&A 5%
- Licensing 4%
- Logistics 4%
- Call Centres 3%
- Agents 3%
- Back office / SS 2%
- Other (Tech support  
co location) 3%



## .....in summary.....

- As donor countries – the UK is set to explode
- Germany ?
- The awakening high added value economies of the Nordics
- The Celtic tiger – Ireland becomes a future source of investment projects – in number
- IT and MedTech investments should be targeted
- Also JVs will play an increasingly important future role
- The West Coast and the East Coast dominate



*Thank you for listening !*