

FIND OUT HOW POPULAR RHEINISCHES REVIER IS WITH INTERNATIONAL CORPORATE DECISION-MAKERS.

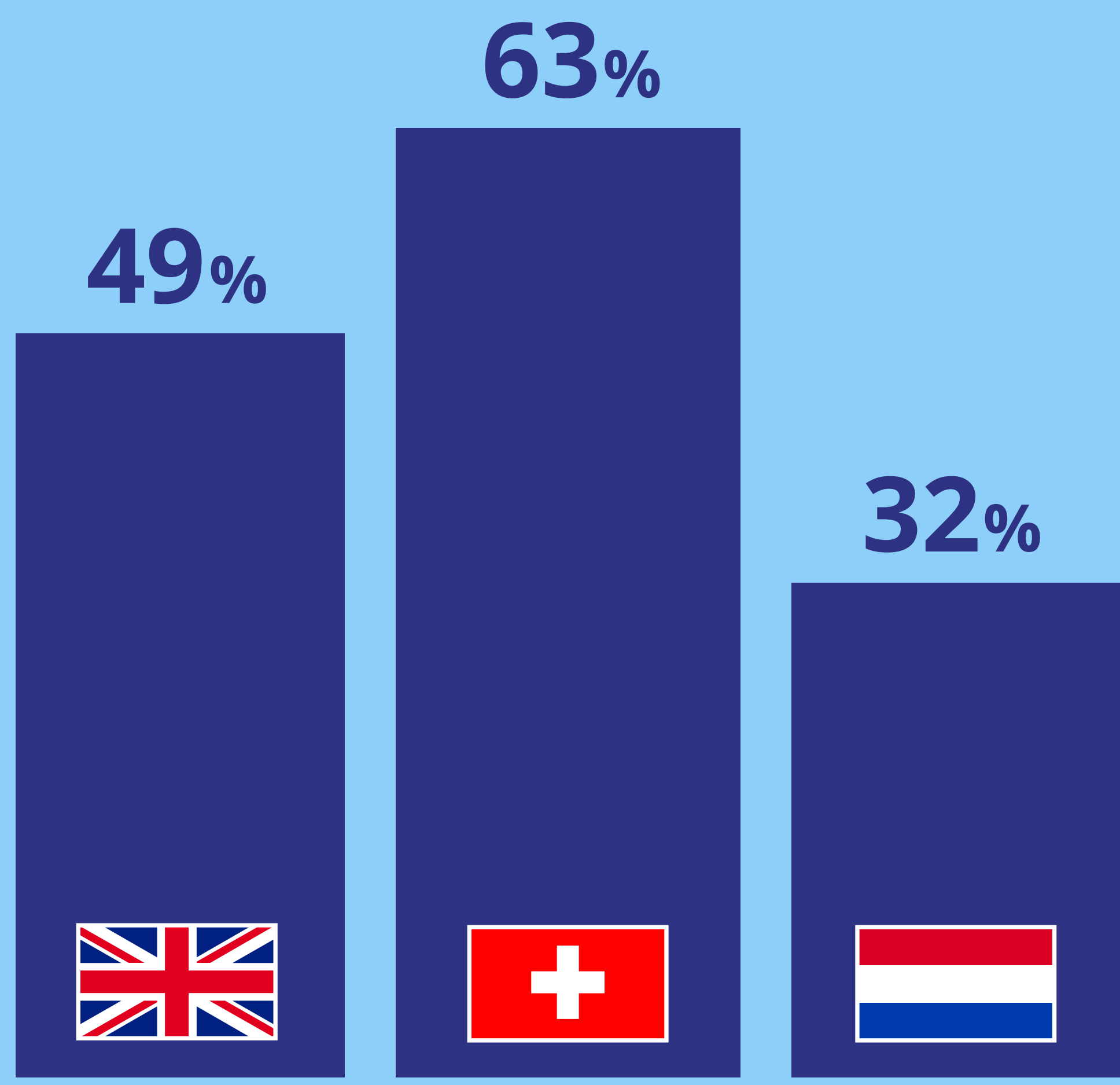
On behalf of NRW.Global Business, YouGov surveyed corporate decision-makers from Switzerland, the Netherlands and the United Kingdom. The survey focused on investment plans and the attractiveness of Germany and Rheinisches Revier.



The decision-makers in the three countries have varying degrees of enthusiasm for expansion.

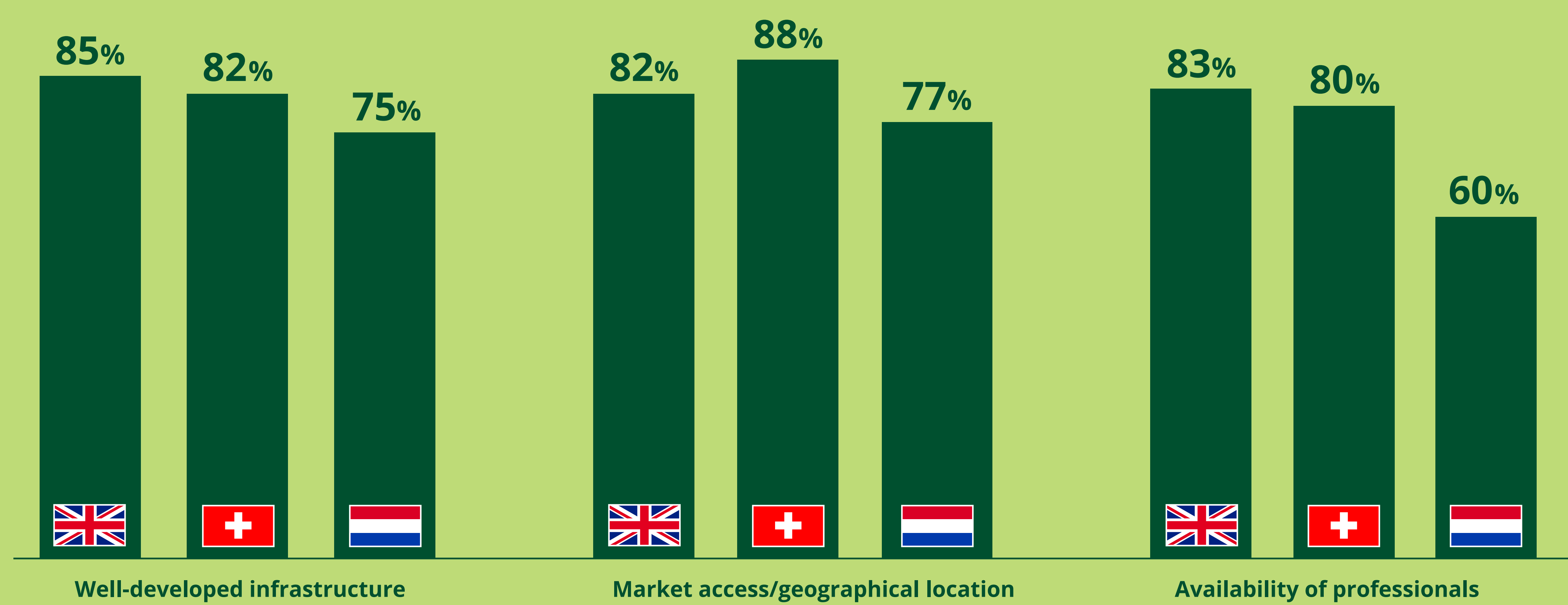
“Expanding abroad is planned for the short or medium term.”

Particularly important factors for the selection of a location (across countries):

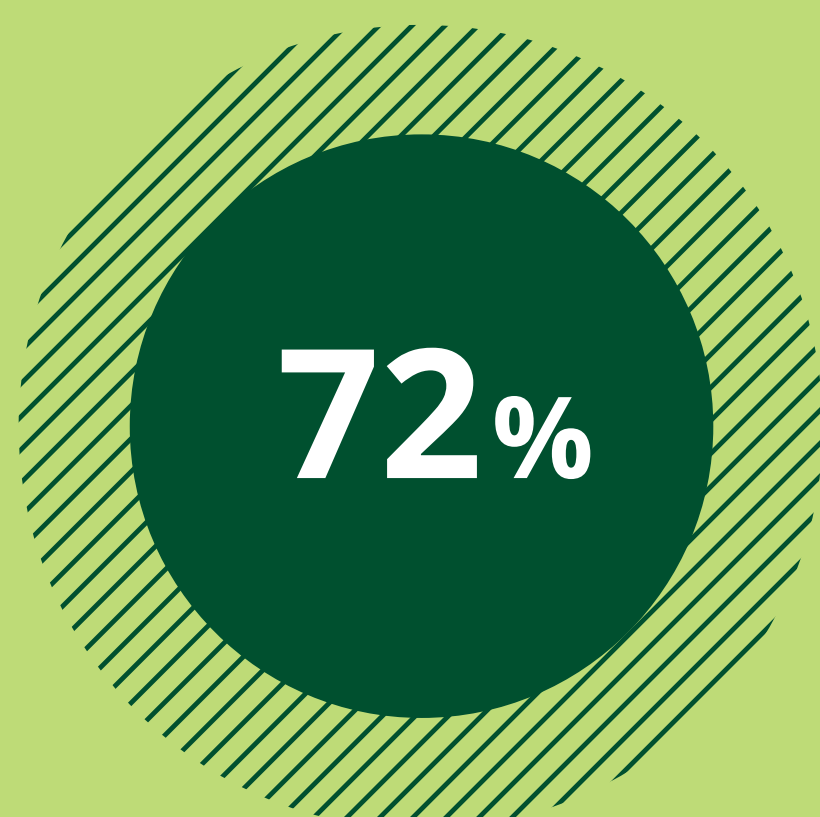


Germany is a popular investment location across the board.

Germany performs very or rather well according to these three key investment factors:



“Germany is a very or rather attractive investment location.”



United Kingdom



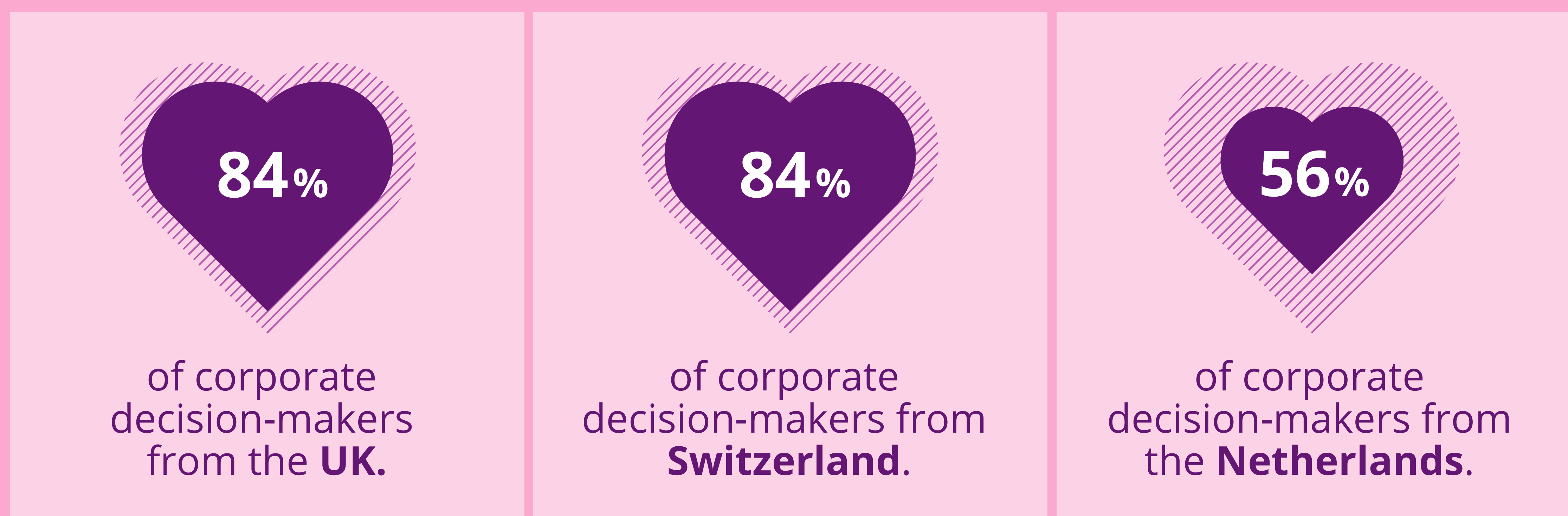
Switzerland



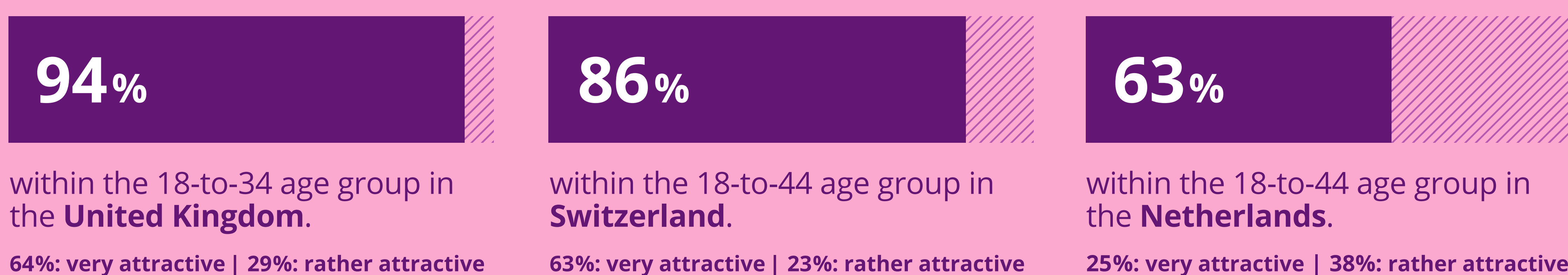
The Netherlands

The Rheinisches Revier transformation region is popular – in some cases even more popular than Germany.

“Rheinisches Revier is a very or rather attractive investment location,” say



In each country, an above average number of young decision-makers are attracted to Rheinisches Revier. The region is considered very or rather attractive by:



The following advantages of Rheinisches Revier are considered particularly important across all countries:

- Infrastructure
- Location in the center of Europe and an urban area
- Skilled professionals
- Sustainable energy supply
- Political support
- Immediate proximity to important seaports and airports

