

International business climate and landscape services

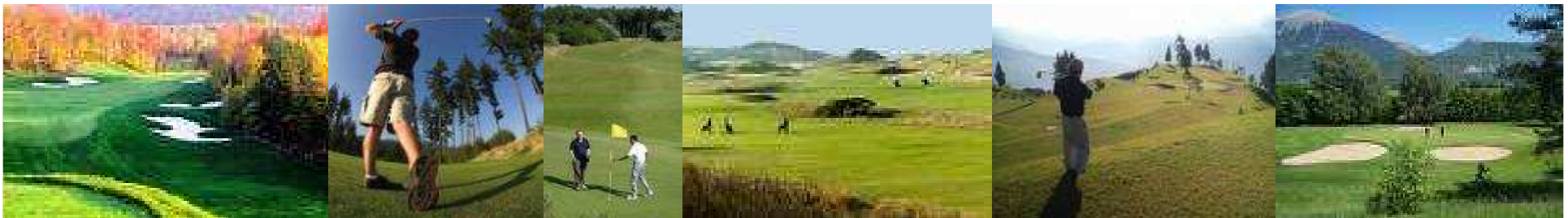


Researchers:

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Notions

- Direct Foreign Investment of knowledge-intensive firms stimulates economic growth and employment (> 500.000 jobs with foreign firms)
- It is increasingly important for these firms to attract highly educated knowledge workers (expats)



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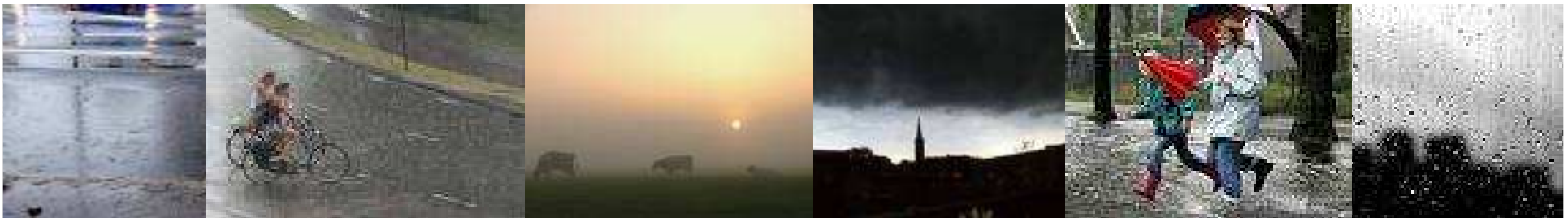


Objective

To find relationships between landscape quality and factors for location choice of foreign knowledge-intensive firms
(empirical basis for this link is weak)

Research plan for SELS and VROM Ministry

Literature study (finished), Interview expats (in progress)
Workshop landscape design (early summer 2008)



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Main question

Is landscape quality an important factor for highly educated knowledge workers? (in order to attract foreign firms)

Main findings in Dutch ministries policy documents

Agriculture and Environment: To attract foreign firms is an argument to support landscape policy

Economic Affairs: Landscape is no used as factor to attract foreign firms



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Main findings from the literature

When all essential factors for location choice of firms are met, desirable (Quality of Life) factors may become important

QoL factors: Health care, schools, cultural facilities, bureaucracy, and ...
(at the end) scenic beauty & recreation facilities

Expats consider QoL as an important location choice for themselves. What about landscape quality?



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Considerations for next steps

Differentiate expats (expertise, age, composition of household) to find their desirable QoL landscape factors

Questionnaire to find out which landscape elements and outdoor facilities are important to witch group of expats

Findings are input for workshops in the two regions (Amsterdam and Brabant) about landscape design to attract expats and foreign investors

