#### Where should a high tech footloose company locate a new plant?

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| **Your Task:** You are a director for Okyanos Heart Institute. You are a stem cell research facility and therapy clinic in Freeport, GB. Your company is thinking about developing a new location somewhere else in the world. The board of directors have narrowed the choice to these locations : * **France – Nord-Pas de Calais United Kingom – Cardiff, Wales**
* **U.S.A. – Phoenix, Arizona Mexico - Cuidad Juarez**
* **Malaysia – Kuala Lumpur Canada - Waterloo**

**TASK:** Complete the three tasks outlined below to decide where best to locate your industry. You must complete research on each location and come up with a justification for why your choice of the above areas is the best decision.* For more information on why Okyanos chose the Freeport, Bahamas [**http://okyanos.com/about-okyanos/stem-cell-clinics/**](http://okyanos.com/about-okyanos/stem-cell-clinics/)
* Use Section 4.2 from textbook to read up on the changing location of tertiary/quaternary industries (hint: pages 101-103).
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**TASK ONE: Things to consider:** What are the location factors are most important for this industry? You’ll need to research Okyanos and answer the questions below.

**What is the Type of Industry:**

* 1. Describe your ideal location/labour force:

*Close to your main market? Close to the ports? Close to areas of high population density? Close to resources? Highly educated people or unskilled labourers?*

* 1. Describe your ideal costs:

*Cost of resources? Taxes? Costs to import and export products? Employment cost?*

* 1. Describe your ideal political situation:

*Are there demonstrations? Conflict? Is the government reliable? Could there be political change? What about human rights? Workers' rights?*

* 1. Describe your ideal type of infrastructure:

*Good roads? Good transports links? Airports? Ports? Trains?*

**TASK TWO: Where to Go? Conducting your research on a new location:** The web sites provided below have been developed to promote the advantages of the areas to encourage companies to develop industries in their area.

1. FRANCE

Nord-Pas de Calais Développement,

<http://www.lillegrandpalais.co.uk/blog/nord-pas-de-calais-picardie-a-perfect-fit-for-international-businesses/>

2. USA

The Greater Phoenix Economic Council (GPEC) provides the first point of contact for many growing companies, along with an array of services designed to assist in evaluating, planning and implementing a corporate relocation or expansion to the Greater Phoenix area. <http://www.gpec.org/>

3. MALAYSIA

Malaysian Industrial Development Authority (MIDA), is the Malaysian Government's principal agency for the promotion and co-ordination of industrial development in Malaysia.
<http://www.mida.gov.my/>

4. WALES

Invest in Cardiff is the Welsh Assemblies website to attract new businesses to locate in Wales, part of the United Kingdom.

<http://www.investincardiff.com/>

5. Canada

The Waterloo region has many sites for businesses on offer

<http://www.waterloo.ca/en/business/invest.asp>

7. Mexico

Choose from one of the sites available

<http://www.juarezinvest.com/>

Compare at least three options from those give in the table below

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| **Place** | **Pros (Specific Evidence)** | **Cons (Specific Evidence)** |
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**TASK THREE: Decision Time:** Based on your desired location factors and the research you have done on the locations, decide which area is best for your new location. Write a 10 point paragraph below describing the reasons for your decision.