

Location Benchmarking – How do you identify the right location?

Global systems and markets require entrepreneurs to hold their own among international competitors. In this context, the issue of finding the right location for production, research and development is crucial.

Choosing the right location for research, development and production has a major bearing on the expansion and internationalization activities of a company and, by extension, on its overall success.

Good infrastructure, access to suppliers and suitable financing instruments are very important in this regard. In addition, it is increasingly necessary to have suitable, well-qualified employees or links to existing networks and research activities locally.

This is why Fraunhofer Center Leipzig is helping firms to select a location. Researchers from the Regional Positioning and Location Development Unit create an n-dimensional requirements matrix based on a company's individual needs. This matrix is aligned with a range of databases available to the institute as part of a multi-step process. The company is presented with a shortlist of potential locations worldwide, which are then narrowed down in further dialogue with the client.

Duration: 1/2014 – 2/2015

Funding/Partners: international automotive manufacturers, manufacturers of small electrical appliances, processors of bamboo fibre, etc.

Team: JProf. Dr. Tobias Dauth, Hans-Günter Lind, Martina Hamingerova



Contact:
JProf. Dr. Tobias Dauth

Since 1st August, 2015:
Head of Units Entering New Markets, Regional Positioning and Location Development

tobias.dauth@moez.fraunhofer.de
+49 341 231039-149



Contact:
Martina Hamingerova

Research Fellow
Unit Regional Positioning and Location Development

martina.hamingerova@moez.fraunhofer.de
+49 341 231039-234