



**Selecting the right location** is essential for the success of any corporate expansion project. Choosing the wrong location can be costly and damaging to your business. However, the complexity of location selection is often underestimated and very few companies have dedicated processes and methods for location selection.

Conway Advisory advises companies on selecting locations for all types of corporate facilities, including manufacturing and assembly plants, distribution centers, headquarters, shared service centers, call centers, R&D facilities, data centers and others. Conway Advisory takes into consideration all relevant factors that influence the quality of a location and the ability of our clients to successfully establish and operate a business in a particular location.

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### **CONWAY ADVISORY SUPPORTS COMPANIES ALONG THE ENTIRE PROCESS OF THEIR LOCATION DECISION AND CAN ASSIST YOU TO:**

- Analyze and compare potential locations (for example, countries, states or cities) for new operations.
- Identify and evaluate suitable sites (land or buildings) for new facilities.
- Compare the costs of alternative location and site options.
- Review your current location footprint and develop relocation scenarios.
- Negotiate and secure investment incentives and other government support.
- Advise on closing facilities and assist in finding buyers or new users for your site.

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### **CONWAY ADVISORY PROVIDES YOU WITH THE FOLLOWING BENEFITS:**

- An efficient process for business expansion, preventing costly delays and mistakes.
- An objective and reliable basis for selecting the optimal location and site.
- A comprehensive analysis that stands up to both internal and external examination.
- An experienced team that can complete complex projects quickly and cost-effectively.





**Conway Advisory has in-depth** knowledge of investment conditions as well as a network of local contacts and information sources in key business locations around the world. We have developed an effective methodology and tools for location analysis that have been successfully applied in numerous projects across different industries and geographies.

Our team consists of specialists with many years of experience that have helped companies from a range of industries to set up all types of corporate facilities around the world.

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### SOME OF THE PROJECTS THAT OUR TEAM MEMBERS HAVE MANAGED INCLUDE:

- Developed and evaluated scenarios for the relocation of Brose's corporate headquarters.
- Identified the location and site for Hyundai Motors' US\$700 million manufacturing plant in Brazil.
- Assessed locations for Sony Pictures Entertainment's finance and accounting shared service center in Poland.
- Identified and evaluated sites in Russia for a potential manufacturing plant for Wrigley.
- Analyzed and compared cities for the relocation of Oakley's European headquarters.
- Evaluated locations and incentives opportunities for Greatview Aseptic Packaging's first manufacturing plant in Europe.
- Negotiated and secured incentives for the expansion of Visteon's manufacturing plant in Spain.
- Assessed locations in Europe, the Middle East and Southeast Asia for Commerzbank's trade processing centers.
- Assisted Hewlett Packard to identify locations in the EMEA region for future expansion.



Conway Advisory is a highly advisable partner for any company or agency with investment projects or international promotion programs to undertake. It's not only about global profile, as their professionals show an impressive track record and comprehensive knowledge of the productive investment field, a know-how that is not easy to find. They helped us to design an FDI-attraction working-plan for our international network of offices, to identify target opportunities and to develop a qualified training program for our consultants. All assistance was highly oriented to results, and we are still using their methods and perspectives. During more than one year they've been one of us; one of our team.

— **Joan Josep Berbel**, *Director, Invest in Catalonia, Government of Catalonia*

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