



Europe's Favorite Business Cities 2009

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An annual survey conducted by Cushman & Wakefield among business leaders reveals Germany as the country holding as many as three cities followed by Spain with two, in the top 10 best business cities in Europe.

The study covers the most important factors executives value the most. Easy access to markets followed by qualified staff, communications and transport connections list the main concerns leaders want to take into consideration before deciding where to open up.

- # 1 *LONDON*
- # 2 *PARIS*
- # 3 *FRANKFURT*
- # 4 *BARCELONA*
- # 5 *BRUSSELS*
- # 6 *MADRID*
- # 7 *MUNICH*
- # 8 *AMSTERDAM*
- # 9 *BERLIN*
- # 10 *MILAN*

Elaine Rossall, author of this report, says that London – a perpetual number one on the list – has not been affected by the financial crisis as people are already factoring in the up-and-coming Olympic Games on 2012.

Cities like Barcelona jumped to the top 10 ranking thanks to the great city renovation done at the time of the 1992 Olympic Games and an effective promotional plans. Barcelona ranks first for quality like of employees.

In spite of the Spanish severe economic downturn, Madrid rose one place to the number 6 city in Europe probably because international executives recognize Madrid as the economic capital of the South of Europe.