

Investment in Industrial Areas

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Main Reasons for Site Selection by Investors 1

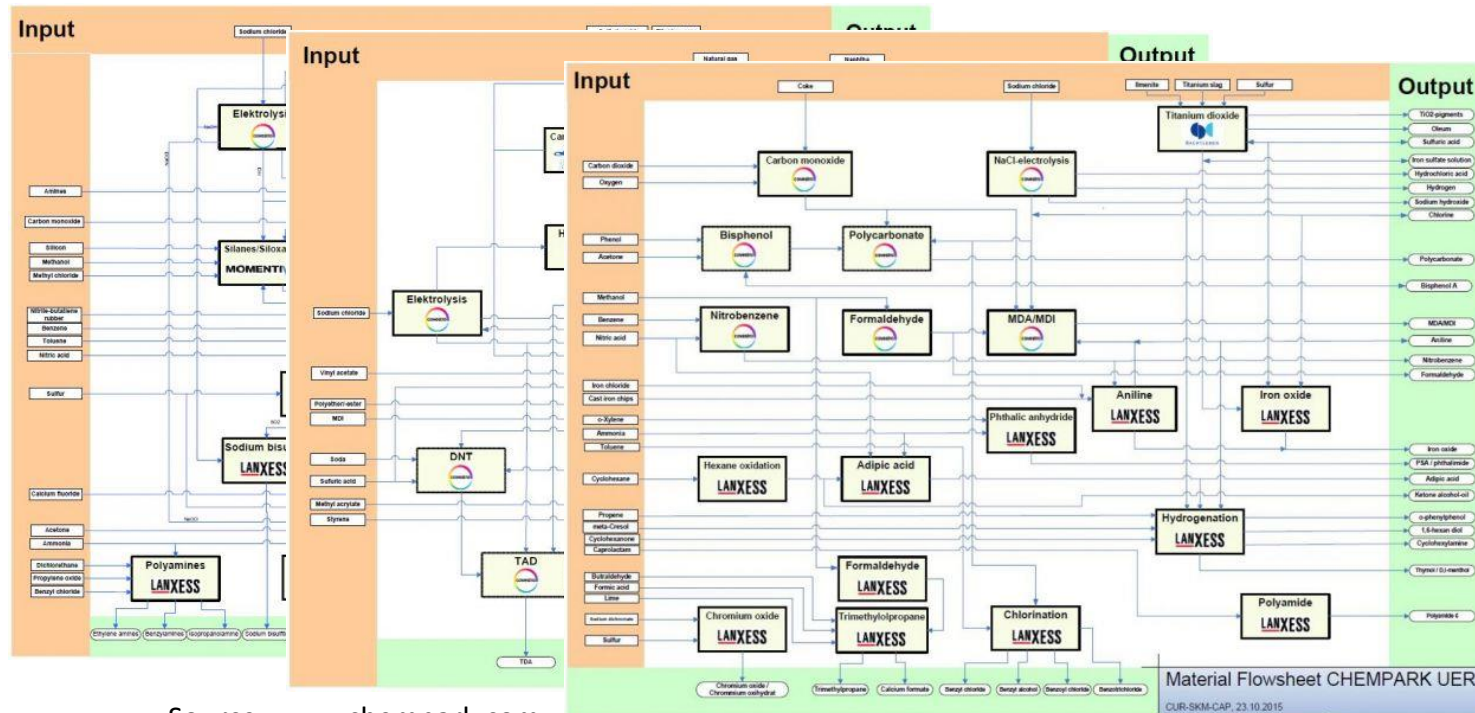
- Focus on Market
- or
- Focus on Raw Material Supply
- => select the region

Main Reasons for Site Selection by Investors 2

Local factors:

- Raw material supply – „Verbund“
- Permits (availability, speed, political support, ...)
- Brownfield liabilities
- Logistics
- Skilled labor
- Cultural fit (most underestimated factor!)
- Access to knowledge (Universities, Research Institutes, ...)
- Time to market
- Expat living conditions

Main Reasons for Selection 3 / “Verbund”-Example



Source: www.chempark.com

What can Park Management do?

- Organize the site well and safe
 - Provide relevant services (utilities, security, maintenance, ...)
- Know and develop your „Verbund“ on product, energy and knowledge level
 - Facilitate between park member companies
 - Create synergies across the park members
- Keep a good relationship to neighbors and politics
- Keep local authorities cooperative
- Answer all questions in due time, be transparent
- Keep cost under control
- Keep Expats happy
- Expect the unexpected

Does Sustainability attract Investors?

Sustainability in a broader sense means

- Reliability / Long term planning and stability
 - Resource efficiency / closed circuits wherever possible
 - Renewable energy and/or raw materials where possible
 - Not exhausting the site and its surroundings
 - Cost control, no unpleasant surprises
 - Good relationship to employees, neighbors, politics, ...
- => Investors like that

Dr. Ernst Grigat



- Ph D in Chemistry
- Industrial career as researcher, corp. strategy, production manager
- Based in Germany, USA, Belgium, projects in China, Russia
- A decade head of „CHEMPARK“, three chemical parks in Germany with 45.000 employees, including the transformation of „Bayer-sites“ to „CHEMPARK“
- Consultant for industrial areas and services
- Now Managing Director of the „Metropolregion Rheinland“ area association, representing 8.6 million people in the industrial heart of Germany

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