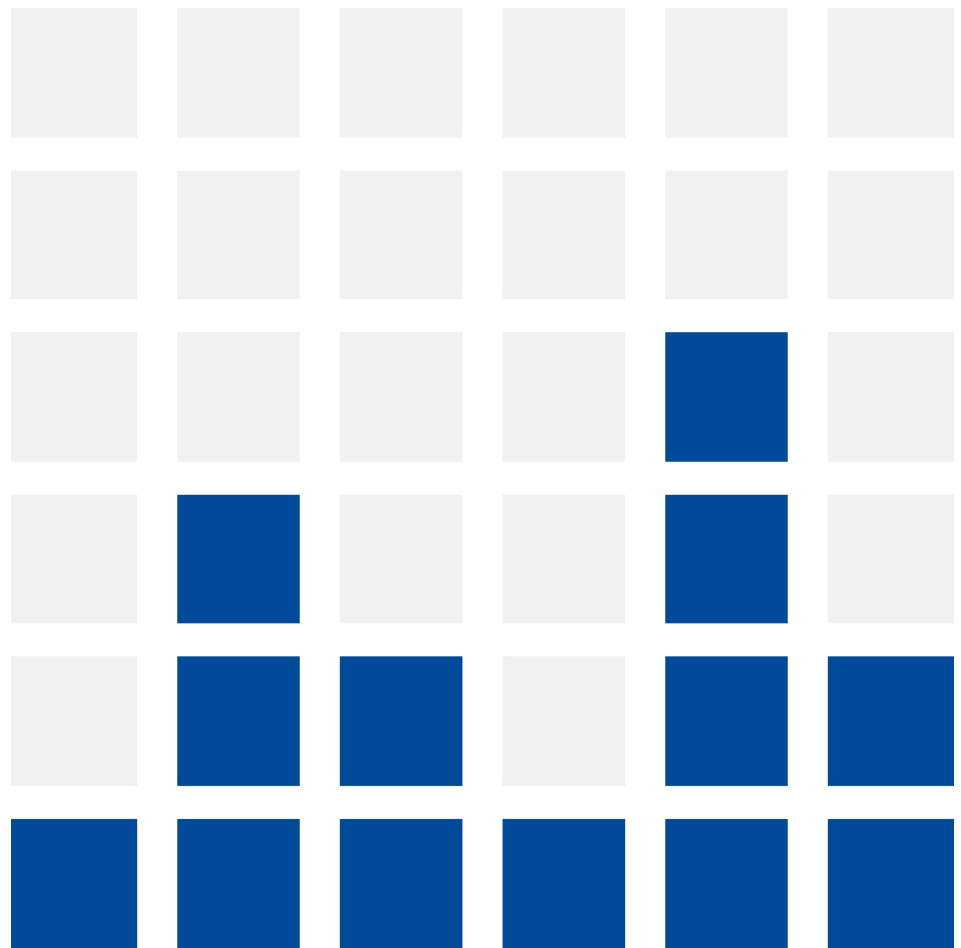


INTERNATIONAL BENCHMARKING PROGRAMME

FACTSHEET 2011



International Benchmarking Programme (IBP)

Why Benchmarking now?

What are the factors a region can rely on to exploit the chances offered and to apply their strengths towards future economic success? And where are the threats to the business model? Which actions are taken by partners and competitors? Where are opportunities for co-operation and the role models to learn from? Are there areas of increasing competition, triggering the necessity of an improved regional profile?

Regions need to answer all these questions. Even more, they not only need to answer them but repeat to ask them. The answers given at one point need to be reconsidered continuously and adopted if necessary.

The BAKBASEL International Benchmarking Programme (IBP) offers a range of services and tools which regions can use for the tasks and challenges outlined above. The IBP supports regional stakeholders to move their region into the right starting position in order to emerge stronger from the crisis and to gain substantial and sustainable economic growth. It is also a network for exchange of best practices, new trends and research results, regional economic policy and experiences, and all kind of information related to regions' economic development.

Competences and Services

BAKBASEL is a private economic research and consultancy institute based in Switzerland, advising regional stakeholders on matters of business location quality, regional and national economic policy. The IBP lays the ground for international comparative regional analyses which are based on international comparative regional databases regarding the economic performance and the most important location factors.

International Benchmarking Database (IBD)

The IBD is used to assess the competitiveness of regions. The database comprises indicators of economic performance as well as quantitative indicators on the quality of important location factors.

Regional coverage (1980/1990 – 2009, 2010 data available in summer 2011)

- More than 1500 regions and regional aggregates in 27 countries (Europe and USA)

Industry coverage

- 45 industries and additional industry aggregates for all regions

Indicators of economic performance: GDP-based concept for national and regional economies

- GDP (GVA for industries), employment, hours worked, productivity, labour cost, unit labour cost
- Incurrent and constant prices, local currency, common currency based on current exchange rate and based on (industry specific) PPP

Indicators of location quality: location factors for regions and regional economies

The databases are regularly updated, geographically extended and new indicators are implemented. In terms of both regional industry specific differentiation and data actuality, the IBD is unmatched.

International Benchmarking Forum (IBF)

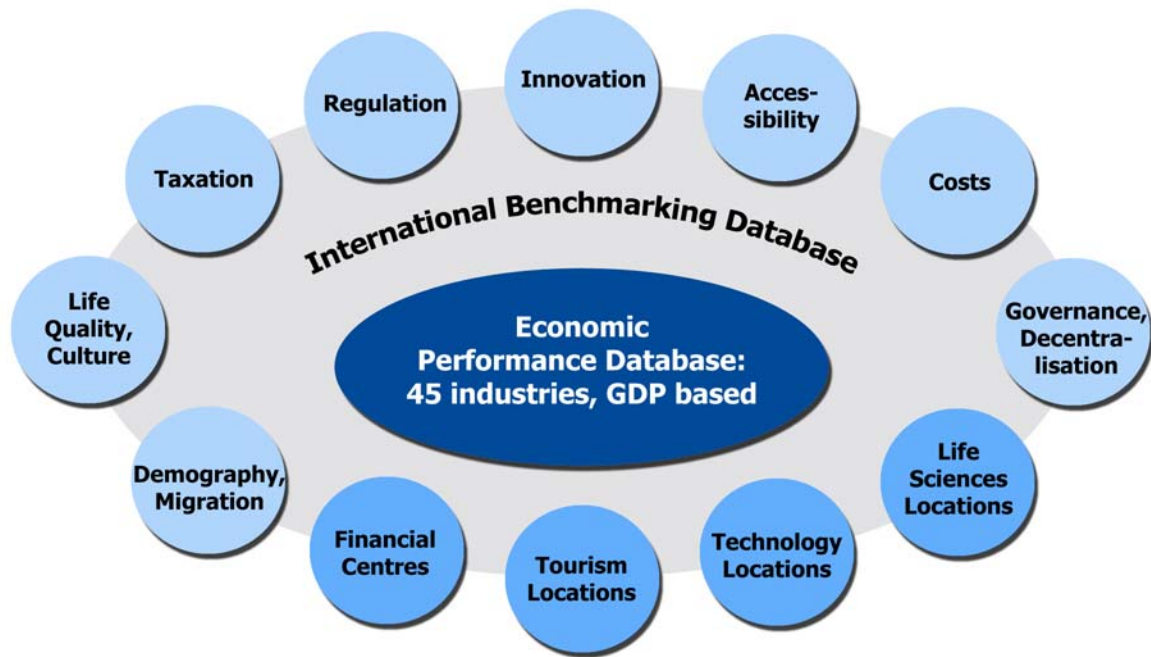
The International Benchmarking Forum (IBF) is an annual meeting for IBP participants interested in regional development and international benchmarking. Results from the IBD, new research and specific regional topics are presented and discussed in detail by BAKBASEL and international experts.

International Benchmarking Analysis and Consultancy

BAKBASEL provides research results relevant for regions as well as analyses and strategic consulting conducted for specific regions such as

- SWOT-analysis for regions and strategic development options
- International benchmarking regional reports
- International benchmarking presentation
- International benchmarking charts
- Strategic development options/recommendations

In addition to economic performance data BAKBASEL supplies quantitative indicators on the quality of location factors. All indicators are provided at the appropriate regional level:

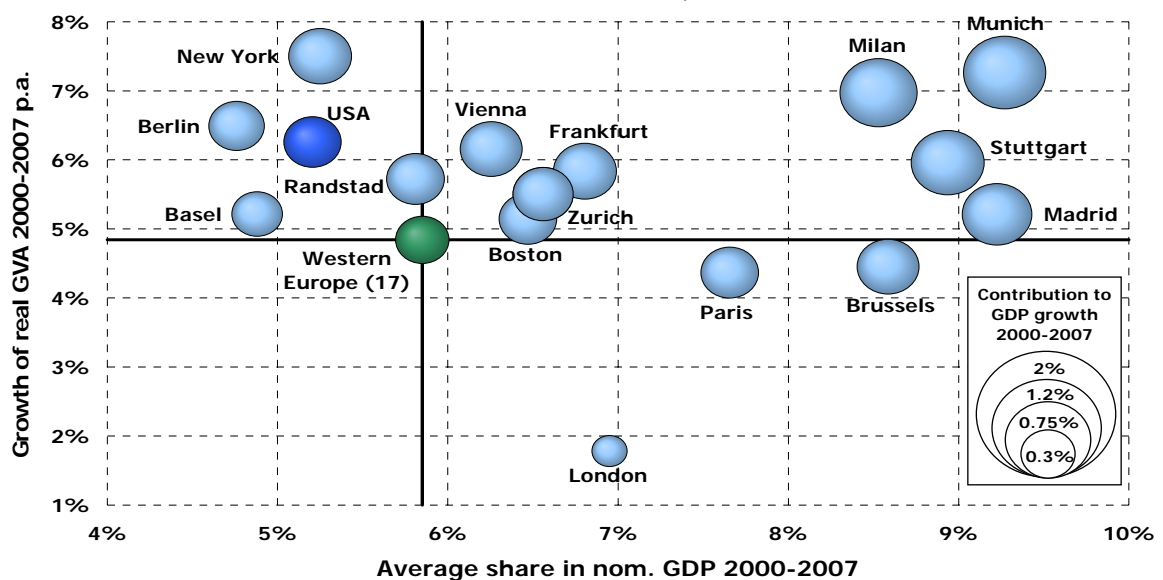


Industry specific Benchmarking

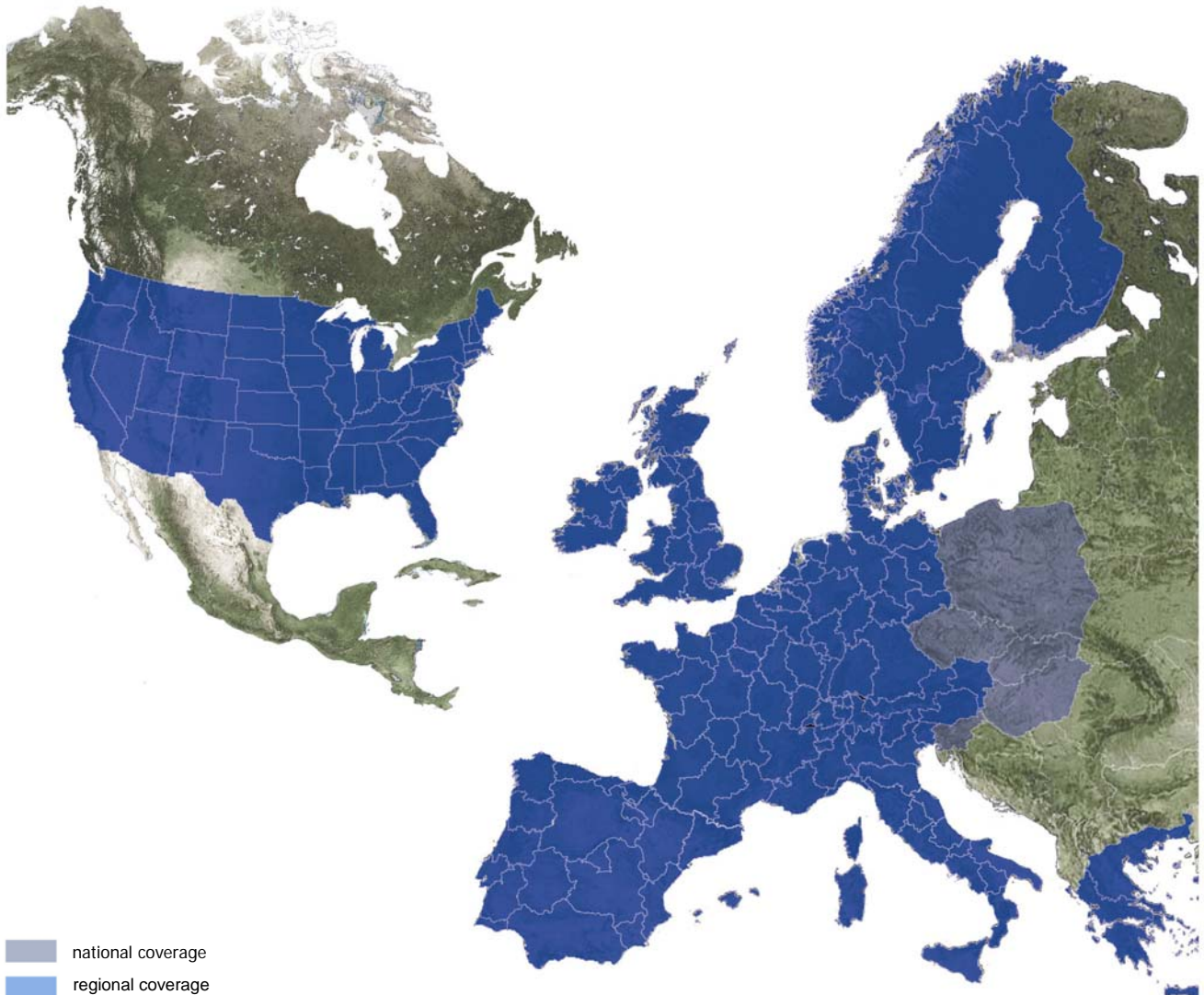
For the covered regions BAKBASEL provides detailed industry data (45 industries and aggregates). Based on the International Benchmarking Database, specific benchmarking projects for the following topics have been developed (including specifically detailed industry data):

- Tourism
- Life Sciences
- Financial Centers
- Technology Locations

Contribution of the 'New' Economy sector to GDP growth 2000-2007
in USD, PPP 1997 and 2000 prices



International Benchmarking Database (IBD): Regional coverage



Information

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