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SPECIAL REPORT

European Cities and Regions of the Future 2022/23

THE BEST AND THE BRIGHTEST AMONG
EUROPE'S INVESTMENT DESTINATIONS





European Cities and Regions of the Future 2022/23

Winners – Small cities

BASEL'S LOCATION AND LIFE SCIENCES INDUSTRY SERVE IT WELL

Basel

fDi's best European City of the Future 2022/23 in the small cities category – which recognises cities with an immediate city population of between 100,000 and 350,000 – has been claimed by Basel in Switzerland, on the border with France and Germany.

Several major life-sciences companies are headquartered in Basel, including Switzerland's Novartis, Hoffman-La Roche, Roivant Sciences and Luye Pharmacy Group's European HQ. Away from life sciences, the city has also attracted investment into professional services. Business services firms were responsible for more than a quarter of new investments into the city between October 2016 and September 2021.

Proximity to both France and Germany lends the city easy access to an international workforce, and Basel's corresponding canton welcomes more than a third of its population from outside Swiss borders. Easy movement between countries brings an overall economic benefit. Basel ranked second among small cities for Economic Potential, as well as fourth in Human Capital and Lifestyle.

Luxembourg

Luxembourg City has risen by two places from the previous edition of the ranking to reach sixth in the Small Cities category. It received the largest inward foreign direct investment (FDI) of any of the 152 small cities reviewed, and drew in 114 investments between October 2016 and September 2021, according to fDi Markets. These feature four mega-projects, including large multinationals Google and Orange establishing new operations in communications.

The city was also a large provider of funds, with fDi Markets data showing that it had the highest outward number of FDI projects among small cities.

As a member of the EU, Luxembourg has access to one of the largest labour markets in the world, with zero costs for employees from other member states to move between countries. There are 26 other member countries in the single market, but these are not the only connections that Luxembourg can provide. The city has been developing an excellent internet infrastructure, allowing businesses located there to communicate seamlessly with the

world. As such, it comes as little surprise that Luxembourg has also been ranked as the world's third most attractive country to work in, according to the IMD World Competitiveness Centre.

From a sustainability perspective, the city competes well against its rival cities in this ranking, only beaten by Danish locations with regards to environmental protections. One of its standout organisations is the Luxembourg Green Exchange, a marketplace dedicated exclusively to sustainable finance, that enables investors to source bonds and funds with clear green, social and sustainable characteristics. ■

LUXEMBOURG
CITY RECEIVED
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ANY OF THE 152
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REVIEWED

Winners: Small European cities

TOP 10 SMALL EUROPEAN CITIES OF THE FUTURE 2022/23 – OVERALL

RANK	CITY	COUNTRY
1	Basel	Switzerland
2	Cork	Ireland
3	Reading	UK
4	Geneva	Switzerland
5	Cambridge	UK
6	Luxembourg	Luxembourg
7	Espoo	Finland
8	Eindhoven	Netherlands
9	Delft	Netherlands
10	Ghent	Belgium

TOP 10 SMALL EUROPEAN CITIES OF THE FUTURE 2022/23 – ECONOMIC POTENTIAL

RANK	CITY	COUNTRY
1	Cork	Ireland
2	Basel	Switzerland
3	Luxembourg	Luxembourg
4	Geneva	Switzerland
5	Espoo	Finland
6	Eindhoven	Netherlands
7	Cambridge	UK
8	Reading	UK
9	Ghent	Belgium
10	Vantaa	Finland

TOP 10 SMALL EUROPEAN CITIES OF THE FUTURE 2022/23 – HUMAN CAPITAL/LIFESTYLE

RANK	CITY	COUNTRY
1	Nicosia	Cyprus
2	Oxford	UK
3	Lausanne	Switzerland
4	Basel	Switzerland
5	Geneva	Switzerland
6	Linz	Austria
7	Graz	Austria
8	Espoo	Finland
9	Cambridge	UK
10	Kaunas	Lithuania

TOP 10 SMALL EUROPEAN CITIES OF THE FUTURE 2022/23 – CONNECTIVITY

RANK	CITY	COUNTRY
1	Slough	UK
2	Delft	Netherlands
3	Leiden	Netherlands
4	Crawley	UK
5	Oberhausen	Germany
6	Almere	Netherlands
7	Ghent	Belgium
8	Eindhoven	Netherlands
9	Neuss	Germany
10	Guildford	UK

TOP 10 SMALL EUROPEAN CITIES OF THE FUTURE 2022/23 – COST EFFECTIVENESS

RANK	CITY	COUNTRY
1	Ruse	Bulgaria
2	Burgas	Bulgaria
3	Kragujevac	Serbia
4	Plovdiv	Bulgaria
5	Oradea	Romania
6	Subotica	Serbia
7	Satu Mare	Romania
8	Nis	Serbia
9	Pitesti	Romania
10	Craiova	Romania

TOP 10 SMALL EUROPEAN CITIES OF THE FUTURE 2022/23 – BUSINESS FRIENDLINESS

RANK	CITY	COUNTRY
1	Milton Keynes	UK
2	Reading	UK
3	Slough	UK
4	Cluj-Napoca	Romania
5	Cambridge	UK
6	Cork	Ireland
7	Gliwice	Poland
8	Warrington	UK
9	Lublin	Poland
10	Timisoara	Romania