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LOCATION, LOCATION, LOCATION

A Plant Location and Site Selection Guide



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Choosing the right location for a business can assure its success, and avoid costly problems. Location, Location, Location examines this foundational aspect of business profitability, and outlines the principles and procedures necessary to identify an optimal site. This practical book offers advice on how to invest wisely on real estate to minimize risks, and maximize returns. This concise guide by Marcel De Meirleir, a leading site consultant with over fifty years of professional practice, explains how to measure the positive and negative attributes of a site. Its useful and accessible format includes anecdotes, cases studies, and tools for evaluating and selecting sites for different kinds of facilities like headquarters, warehouses, call centers, among others. Other topics include: Analysis of critical and intangible factors Taxes and tax incentives Industrial location and ecology Location feasibility studies The BERI rating Infrastructure Costs analysis, and much more! Location, Location, Location is an authoritative and valuable resource for business owners, decision makers, and consultants who wish to find, expand, or relocate their facilities. This comprehensive volume also provides strategies for regional government officials seeking to attract investments in their area.

An inspiring and stimulating account of real-world cases and experiences... Accessible, yet authoritative. --Gilbert Marquenie, Katholieke Universiteit Leuven, Belgium His detailed checklists can make the difference between a crash and a safe take off. --Herman De Croo, Minister of State, Speaker of the Belgian House of Representatives A roadbook on industrial location. Concise, but relevant and complete. --Dr. Jef Vuchelen, Professor of Economics, Free University Brussels (VUB) About the Author Professor emeritus Dr. Marcel De Meirleir obtained a Ph.D. at the University of Chicago in June 1950, at the age of 27. His dissertation was titled Manufacturing Occupancies in the West Central Area of Chicago. It was the first study of its kind in America dealing with the issue of moving manufacturing locations from the center to the urban part of the city of Chicago. For three years, he studied in the geography department under giants such as Professor Charles Colby, Robert C. Platt, Mrs. Edith Parker, and others, famous for their pioneering role in geography in America. He was allowed to combine his major geography courses with minors in economics under Senator Professor Douglas and Professor Milton Friedman, the Nobel Prize laureate. Furthermore, he took courses in the planning department under Professors Meyers, Ludlow, Perlow, and others who had played a major role in the establishment of the Tennessee Valley Authority (TVA) under President Roosevelt before World War II. To conduct research for his dissertation topic, he was employed under the guidance of the Research Director Professor Dr. Harold Mayer at the Chicago Plan Commission. This American background explains the success Professor De Meirleir had in dealing with United States companies in their overseas expansion, particularly to areas in Europe. Recently, to celebrate the 50th anniversary of having received his Ph.D. at the University of Chicago, Dr. De Meirleir and many other alumni were made members of the University of Chicago Emeritus Club. Since his return from the United States in late 1950, De Meirleir became a professor at the University of Brussels. Later on, from 1975 to 1990, he initiated the first graduate program (in English) on Industrial Location and Regional Economic Development, training some 500 students from 28 countries. In the 1950s, he assisted the Mayor of Mechelen (a city of 60,000 people located halfway between Brussels and Antwerp) in solving the unemployment problem, changing the industrial economy from hand-carved furniture and railroad repair shops to the establishment of more than a dozen mainly American investors such as Procter Gamble and DuPont who still employ the majority of the labor in Mechelen today. From 1960 to 1989, De Meirleir served as founder and president of Plant Location International (PLI) in Brussels, Belgium. For those 29 years, he was involved in some 1,500 studies worldwide, and had a pioneering role in this field, such as assisting the locating of the first American companies to venture abroad post World War II in Japan, Malaysia, China, and Australia. The clients of PLI belonged to the top 500 industrial companies. During this period, De Meirleir published more than 200 articles on the subject of his profession, and gave numerous lectures and seminars worldwide, many at well-known American and European universities. During these 29 years, PLI was involved in dealing with more than \$20 billion in projects, which ultimately created a half-million new jobs. From 1989 to 1999, and even beyond his retirement at age 65, De Meirleir continued as a private consultant primarily in providing guidance for the locating of hotels in Europe. From 1989 to 2004, he was Director of the International Location Advisory Services (ILAS) of Ernst Young in Brussels, Belgium. Since December 1, 2004, he has been the CEO of Business Location International of Brussels, Belgium.