

European Regional Forecasting Service

Essential market intelligence for investors, developers and planners

The pattern of economic growth across Europe is changing. Traditionally strong economies such as Germany and France have been replaced at the top of the growth league by the UK and Spain, smaller economies on the fringe of Europe such as Ireland and Greece, and the developing economies of Central and Eastern Europe.

Such differences in economic growth are clear between countries, but are even more apparent at the local level. For this reason, investors, policy makers and economic developers need to understand regional growth disparities within countries as well as between them, especially since policies or investments are increasingly made at local rather than national levels.

Experian Business Strategies' **European Regional Forecasting Service** highlights and explains these differences by ranking regional economic growth performance in the past, present and future. An essential source of up-to-date information for major investors, property agents, consulting houses and public sector agencies, our regional forecasts will enable you to:

- Identify new hotspots of economic activity and assess their investment potential
- Understand why some regions perform better, or worse, than others
- Test or support investment decisions against an independent benchmark
- Increase your awareness of your geographical footprint

Our data and forecasts

The **European Regional Forecasting Service** provides a wealth of historical data and 10-year forecasts for up to 2,000 regions in 30 countries. Variables include:

- Demographics (total and working age population)
- Output (value added and GDP)
- Industry performance (value added by industry)
- Labour market performance (employment by industry and unemployment)
- Consumer spending



Our European regional forecasts draw on extensive datasets of historical regional information and are constructed using our network of contacts throughout Europe, including official statistical bodies such as Eurostat, national statistical agencies and market research companies. The datasets are cleaned and checked for accuracy, then combined with econometric models to produce our suite of reliable economic and demographic forecasts. Crucially, these forecasts share a consistent macroeconomic view, enabling comparisons to be drawn between key centres in different countries.

What you receive

As a subscriber to the service, you will receive:

- Full forecast updates twice a year, delivered via a user-friendly database
- A comprehensive written report
- Two client meetings a year to discuss the latest forecasts
- Year round email and telephone support

Tailored European Regional Forecasting Service

We also provide a tailored **European Regional Forecasting Service** for clients who need a detailed focus on specific areas - data and analysis that often form the basis for major strategic decisions. Our models can also be used to test alternative macroeconomic growth assumptions, providing clients with scenario analysis of their own particular premise in given areas. In this way, the depth and focus of the European Regional Forecasting Service can easily be extended to inform specific campaigns or meet specialised information needs.

Future developments

The **European Regional Forecasting Service** is one of our largest subscription services. It continues to go from strength to strength and has grown to cover the expanded EU, Norway, Switzerland, Bulgaria and Romania. Our ongoing research programme allows us to incorporate new variables and EU membership developments.

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