

# HERE OR THERE? REVISITED

Susan Sauer Sloan

GUIRR Meeting  
February 9, 2011

**THE NATIONAL ACADEMIES**

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## BACKGROUND

- GUIRR working group established in 2002 to explore trend of multinational corporations (MNCs)
  - Industry lead: Harold Schmitz, Mars Inc.
  - University lead: Robert Powell, UC Davis
- First survey of MNCs conducted in 2005
  - Professors Jerry and Marie Thursby
  - Goal: To find out where MNCs planned to locate R&D facilities in the near future and factors influencing those location decisions
- Project conducted with generous support from the Ewing Marion Kauffman Foundation + industry partners of GUIRR, Georgia Tech, Emory Univ.
- Partners Orgs: Industrial Research Institute (IRI), European Industrial Research Management Association (EIRMA), American Chemical Society (ACS), and others

# Here or There?

**A Survey of Factors in Multinational R&D Location –  
Report to the Government-University-Industry Research Roundtable**  
*48 pages \* Published 2006*



## New Project Here or There? REVISITED

- New survey aimed at many of the same issues may provide us with information on possible trends and on how the globalization of R&D has been affected by the recent global economic slowdown.
- Discussion underway to survey firms again that are sufficiently large that multiple R&D sites are feasible
- Jerry and Marie Thursby on board
- IRI, EARMA, and SRC have expressed interest
- Plan to amend survey to not only ask about recently established or planned R&D sites but also sites that had been recently downsized or eliminated
- Plan to expand on questions regarding cooperation among firms and cooperation of firms with universities
- Working group just get assembled now

# Working Group

- Meeting Thursday, February 17, 2011 from 12– 3 p.m. at National Academies' Keck Center
- Items to be discussed include:
  - What is the goal of the follow-up study?
    - Repeat? Focus? Expand on original study?
  - How will candidate companies to be surveyed be identified/selected?
  - What is the timeline/budget?
  - What sources of support are there?



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Questions?