Rethinking Global City Competitiveness
A new language of city competitiveness

Source: JLL
A new language of city competitiveness

technology  infrastructure  health  innovation

diversity  entrepreneurship  liveability  transparency  agility

environment  governance  talent  brand  business friendliness

culture  future-proofing

Source: JLL
A new language of city competitiveness

- technology
- infrastructure
- health
- innovation
- diversity
- entrepreneurship
- liveability
- transparency
- agility
- governance
- culture
- talent
- business friendliness

Source: JLL

future-proofing
The evolving typology of world cities

Source: JLL and The Business of Cities, January 2018
Polish cities in the typology of world cities
Polish cities in the typology of world cities

Polish Tier 2 Cities
- Prague
- Budapest
- Bucharest
- Cape Town
- Santiago
- Dubai
- Abu Dhabi

Warsaw

Innovators
- Tel Aviv
- Berlin
- Austin
- Munich
- Stockholm
- Boston
- Denver
- Dublin
- San Diego

Established World Cities
- Madrid
- Amsterdam
- Toronto
- Sydney
- Frankfurt
- Vienna
- Barcelona
- Geneva

Contenders
- London
- New York
- Paris
- Hong Kong
- Tokyo
- Singapore
- Seoul

Big Seven World Cities
- London
- New York
- Paris
- Hong Kong
- Tokyo
- Singapore
- Seoul

Hybrids
- Taipei
- Kuala Lumpur
- Shenzhen
- Guangzhou
- Bangalore
- Hyderabad

Established World Cities
- Los Angeles
- Washington, DC
- Shanghai
- Beijing
- Tokyo
- Singapore
- Seoul

Emerging World Cities
- Moscow
- Istanbul
- Cairo
- Jakarta
- Jakarta
- Osaka
- Mumbai

New World Cities
- Copenhagen
- Helsinki
- Oslo
- Melbourne
- Vancouver
- Auckland
- Brisbane
- Hamburg

Lifestyle
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Polish cities in the typology of world cities

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Polish cities punch above their weight
Cross-Border Real Estate Investment Intensity Index

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
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<tbody>
<tr>
<td>1</td>
<td>London</td>
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<td>2</td>
<td>Edinburgh</td>
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<td>3</td>
<td>Krakow</td>
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<td>4</td>
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<td>Wroclaw</td>
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<td>Vienna</td>
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<td>Sofia</td>
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<td>28</td>
<td>Seattle</td>
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<tr>
<td>29</td>
<td>Washington DC</td>
</tr>
<tr>
<td>30</td>
<td>Boston</td>
</tr>
</tbody>
</table>

Global Top 30 Q1 2018

- Lodz (58)
- Gdansk (72)

Ranking includes top 150 cities in JLL’s Global300, plus Polish cities.
The world’s most transparent cities

Source: Global Real Estate Transparency Index, JLL, 2016
The world’s most transparent cities

Highly Transparent

1. London
2. Sydney
3. Toronto
4. New York
5. Paris
6. Auckland
7. Amsterdam
8. Dublin
9. Frankfurt
10. Helsinki

Transparent

11. Singapore
12. Stockholm
13. Warsaw
14. Zurich
15. Hong Kong
16. Brussels
17. Copenhagen
18. Oslo
19. Tokyo
20. Prague

Source: Global Real Estate Transparency Index, JLL, 2016
The world’s most transparent cities

1. London
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17. Copenhagen
18. Oslo
19. Tokyo
20. Prague

Source: Global Real Estate Transparency Index, JLL, 2016
10 Imperatives for City Success

Foundations
1. Cultivate Innovation Pathways
2. Nurture and Attract Talent
3. Build Infrastructure Platform

Management
4. Good Governance
5. Work Towards Transparency
6. Build ‘Smartness’
7. Safeguard Affordability
8. Develop Effective Branding

Long-Term
9. Develop Resilience

Globalisation
10. Think Globally
How can Polish cities stay ahead?
How can Polish cities stay ahead?

**Innovation**
- Start-Ups
- ‘Next Generation’ Firms
- Funding

**Governance**
- Efficient Public Services
- Co-ordinated Approach
- Real Estate Transparency

**Going Global**
- Exporting Polish Ideas
- Engagement with Peers
- World-Beating Firms

**Talent**
- Liveability & Branding
- Migration Balance
- Ageing Populations
Real estate is a driver of city success, not just a consequence.
Real estate is a driver of city success, not just a consequence

- Smart, productive and flexible real estate
- Creating a ‘sense of place’
- Fostering innovation and collaboration
- Improving liveability
- Driving the sustainability agenda
- Facilitating transparent business practices
Thank you

Jeremy Kelly
jeremy.kelly@eu.jll.com
+44 (0)20 3147 1199

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