

Selection Criteria Example

Choosing the Best City in China for Your Tech Company



Dimension	Selection Criteria	Explanation	Importance
Capability and needs	Local relationships	Much easier to get started where employees, partners, and other business contacts are located.	★★★★★
	Local universities	For access to future employees with required skills.	★★★★★
	Business community and industry resources	Such as chambers of commerce, foreign commercial service offices, industry associations, trade shows, etc...	★★★★★
	Cost of living	Employees salaries will need to cover their cost of living. The higher the cost of living, the lower the company's profit margin. A high cost of living doesn't necessarily equate to higher prices for our products and services.	★★★★★
	Quality of life	Employees will want to settle down in a city with a high quality of life. Retention is very important for growing a sustainable business.	★★★★★
	Transportation	A developed transportation infrastructure within the city and other cities in a city cluster is extremely important for efficiency of doing business as well as quality of life.	★★★★★
	Cost of office space in central location	Cities in China are very large and having a central location can cut down on time commuting and traveling to business meetings.	★★★★★
	Government incentives	Various credits and incentives available to new businesses.	★★★★★
	Easy access	Direct flights from foreign headquarters make it easy to get support when needed. Good inter-city transportation makes it easy to do business on a national scale.	★★★★★
Competitive environment	Established competition	Presence of competition is a sign of market interest for similar products and services.	★★★★★
	Excessive competition	Too many competitors makes selling difficult and decreases price.	★★★★★
Market opportunity	Potential partners	Quality system integrators, consulting companies, and other types of partners with headquarters in the city.	★★★★★
	Potential customers	An adequate number of potential customers is necessary for sustainable growth.	★★★★★
	Access to nearby markets	If part of a megacity, then have easy access to other markets. Central location allows for faster travel to other parts of the country.	★★★★★
	Growing economy	An economy growing faster than other cities will create more opportunities in the future and attract more talent.	★★★★★