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Europe Emerging City Report - Bratislava (2015)

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Abstracts

Companies all around the world are dealing with a well-known problem: where to locate their headquarters, new branches, R&D centers and operations for maximizing their geographical advantage. IT/ITeS companies are exploring new emerging locations globally for expansion and growth in order to remain competitive. Companies are trying to leverage their expansion plans by reducing operational costs and improving the bottom line. Talent and infrastructure have always been the key operational costs and point of competitive differentiation in the IT/ITeS industry. The trend is to increase location feasibility and to frequently evaluate emerging cities for the skills, capacity and cost which are the key aspects in a continuous process of transformation. It's in this context that Bratislava affords excellent growth opportunities.

This report explores and analyzes potential of Bratislava for following parameters:

1. Demand and supply of talent (Lateral and Fresher/Upcoming)

2. Cost reduction factors

3. IT/ITeS Industry and Business Ecosystem

4. Infrastructural ecosystem

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