

IC OSISuggestion for a location for the ICOSI Secretariat

A Secretariat for ICOSI is likely to be established in the autumn of 1978. The purpose of this paper is to suggest an appropriate location for the offices of the Secretariat.

The Situation

The founder organisations of ICOSI are BAT, Imperial, Rothmans, Gallaher, Reynolds, Philip Morris and Reemtsma. Members consequently have headquarters in a number of U.S. and European cities. It has already been argued, however, that for a number of reasons ICOSI should be based in Europe.

The Criteria

Among the criteria against which it is suggested the suitability of a location should be measured are the following:

1. Availability of suitable accommodation at reasonable cost.
2. Ease of access by air or land from the headquarter cities of ICOSI member companies.
3. A welcoming climate, where Government views favourably the establishment of headquarters representing international groupings.
4. Good telephone and telex links.
5. Freedom from special work permits for non-nationals.
6. Adequate sources from which to recruit ancillary staff with adequate multi-lingual skills.
7. The location should not be one where there is already one or more head office of ICOSI founder member companies.

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8. An attractive city for international staff.
9. Availability of good housing, schooling and other social facilities.
10. Equitable levels of personal taxation.

Possibilities

The main possibilities appear to be:

- Amsterdam
- Athens
- Brussels
- Copenhagen
- Frankfurt
- Geneva
- Hamburg
- The Hague
- London
- Luxembourg
- Madrid
- Monte Carlo
- Paris
- Rome
- Stockholm

Judged against the criteria, the pattern of suitability is as follows:

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Criteria	1	2	3	4	5	6	7	8	9	10	Total Points in favour
Amsterdam	/	/	/	/	/	/	/	/	X	X	8
Athens	X	X	X	X	/	X	/	/	X	/	4
Brussels	/	/	/	/	/	/	/	/	/	/	10
Copenhagen	/	/	/	/	/	X	/	/	X	X	7
Frankfurt	/	/	/	/	/	/	/	X	/	/	9
Geneva	/	X	/	/	X	/	/	/	/	/	8
Hamburg	/	X	/	/	/	/	X	/	/	/	8
The Hague	/	X	/	/	/	/	/	/	/	X	8
London	/	/	/	/	/	X	X	/	/	X	7
Luxembourg	/	X	/	/	/	/	/	/	/	/	9
Madrid	/	/	/	X	/	X	/	/	/	/	8
Monte Carlo	/	X	/	X	/	/	/	/	/	/	8
Paris	/	/	/	X	/	/	/	/	/	/	9
Rome	/	/	/	X	/	X	/	/	/	/	8
Stockholm	/	/	/	/	/	X	/	/	/	X	8

In Conclusion

The criteria table suggests that the choice of location for the ICOSI headquarters organisation is between Brussels, Frankfurt, Luxembourg or Paris.

Frankfurt is relatively unattractive environmentally and Luxembourg is difficult to reach by air. Of the two remaining cities Brussels is less expensive than Paris and the telephone and telex services may be more efficient. On balance, however, it is suggested that either Brussels or Paris may be a suitable location for the headquarters of ICOSI.

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