

EMA RACE TO THE FINISH

1. FTI SWEEPSTAKE

This Brexit sweepstake ensures a hardy field of expectant contenders for one of Europe's prized agencies. It remains a hard bet to place. If we assume good old politics will work its magic, the best team will not necessarily win. As we near the home stretch, will it be the seasoned work horse dominating the race, the artful apprentice or the feisty filly coming up on the outside and surprising everyone? FTI Consulting's Brussels healthcare team takes a punt and provides an overview ahead of race day.

2. THE STEWARDS' RULES

- **Premises** – ready, available and affordable, nice view?
- **Accessible** – major hub, good hotels, and nice watering holes?
- **Education** – opportunities for the kids, places to nurture new talent?
- **Labour markets** – feeding the EMA workforce, ensuring the professional fulfilment of trailing spouses?
- **Business continuity** – readiness to pick up the slack, capacity to step into MHRA's* shoes?
- **Geography** – in the end, it's not only who you are, but where you are!

Bookies Tips:
balance what staff want, what business needs and how politics will play its part.


OUTSIDERS
Athens, Bonn, Brussels, Bucharest, Helsinki, Porto, Sofia, Valletta, Zagreb


DARK HORSES
Barcelona, Warsaw


MAIN RUNNERS
Copenhagen, Dublin, Lille, Stockholm, Vienna


FAVOURITES
Amsterdam, Bratislava, Milan

THE OUTSIDERS

Off-the-board and unlikely to get much further than the starting gate. But anything is possible. Huge hurdles for the sector if they steal the show.

DARK HORSES

On the bit with an early lead but fervour has largely abated. Could still pull off a dramatic result depending on how the race goes:

Brilliant Barcelona: An early favourite, tarnished and out of form but could still pull through if staff retention becomes the priority

Willing Warsaw: Politically shut-out before the sprint but could still pull ahead if the turf gets going

MAIN RUNNERS

In the money with a chance of success, any one of these could win on the day. All have strengths but no perfect submission. A lot depends on everyone's favourite second choice.

CLEAR FAVOURITES

Three strong runners. Is it a game of chance or a question of stamina and guile? Could it be a photo-finish?

Amiable Amsterdam: The family favourite for staff retention, the cycling city may attract enough votes to come out on top

Bold Bratislava: If politics is at play and a new country is needed, this eastern European city flies to the finish

Modelling Milan: The clear choice for continuity for business, this fashion capital might have enough swagger to win the day