Our Advantage

By engaging IHS, clients can expect to receive the following benefits:

- Fact-based insight from an unbiased, independent source
- Deep industry expertise and access to the largest collection of economic and financial data sets
- Reliable intelligence from the most consistently accurate forecaster in the industry
- Access to country analysts with knowledge of global regions’ histories, industrial profiles, and key decision-makers
- Ability to strengthen your position during negotiations and make better planning decisions using both quantitative analysis and information on local stakeholder perspectives, preferences, and behaviors

About IHS (www.ihs.com)

IHS (NYSE: IHS) is the leading source of information, insight and analytics in critical areas that shape today’s business landscape. Businesses and governments in more than 165 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high-impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs approximately 8,000 people in 31 countries around the world.

Economic Impact Analysis

Comprehensive assessment of jobs and economic activity due to ongoing business operations or changes in market environments, policies, or infrastructure investments.

Why IHS Economic Impact Analysis?

IHS Economic Impact Analysis provides comprehensive assessments that quantify and clearly articulate the economic ripple effect (on jobs, tax revenues, etc.) arising from changes to the status quo.

Private sector companies turn to us to assess shifts in their market environments or quantify their contribution to an economy. Public agencies and trade associations engage us to determine the impact of regulatory policy changes, fiscal spending realignments or proposed infrastructure projects.

Global clients rely on us to deliver objective and defensible assessments that leverage our deep industry expertise, comprehensive economic databases and forecasts, and proven methodologies to:

- Better understand how anticipated changes will impact jobs and economic activity throughout a business ecosystem
- Provide key input to economic development plans
- Communicate the contribution a firm makes to the local, regional and national economy
- Develop comprehensive plans for fostering growth in specific industries or regions
- Provide objective assessments that can be used to positively influence negotiations for concessions, tax breaks, license to operate, etc.
- Conduct cost/benefit analysis of proposed projects or policies

Learn more

Mohsen Bonakdarpour
Managing Director
IHS Economics
Tel: +1 215 789 7412
Email: mohsen.bonakdarpour@ihs.com

Nina Laven
Director
IHS Economics
Tel: +65 6439 6191
Email: nina.laven@ihs.com

Ralf Wiegert
Director
IHS Economics
Tel: +49 69 20973 320
Email: ralf.wiegert@ihs.com
Our Approach

IHS Economic Impact Analysis consultants employ well-established processes to determine the degree to which key industry sectors and the surrounding economy will be directly affected by a change to the competitive landscape or regulatory environment.

We work with you to understand your current environment, assess the potential ramifications of change, and identify requirements for further analysis.

What We Need From You

- Your market information. In-house and third party information on the current state of and potential changes to your operating environment serve as key inputs to our analysis.
- Your open and honest participation. A key to success is effectively integrating your institutional knowledge with our economic and industry data.
- An understanding of your stakeholders. We need your active engagement in the process of distilling our findings down to key messages that resonate with these audiences.

What We Bring

- Dedication to impartiality and objectivity. We conduct economic impact analysis independent of political agendas or client marketing goals. All relevant perspectives are incorporated into a transparent process that delivers objective, defensible results.
- Depth of expertise. With over 1,000 economists, policy analysts, researchers, and industry experts on staff, our team understands the “big picture” issues within your industry.
- Unparalleled modeling capabilities. Our econometric models are well known for their accuracy and objectivity.
- Proprietary economic and industry information. Our unparalleled industry data and economic forecasts can be integrated into the analysis.

The result is an objective, clearly articulated assessment of the economic impact. Where valuable, we combine these quantitative measures with relevant qualitative information, anecdotal evidence, and infographics to help our clients tell a story that will resonate with the audience they wish to reach.

Case Studies

Sample client problems and solutions

Communications department of a US retailer

Problem: Quantify and qualify the impact the company has on the US economy to better inform their go-to-market strategy.

Solution: Using a series of fact-based model simulations that depicted how the US economy would have performed had the retailer not existed, our analysis informed their national advertising campaign, helping to solidify their “value” message to stakeholders.

Government Affairs team of an alternative energy company

Problem: Understand and more effectively communicate to policymakers and local community leaders about the full economic impact of a proposed offshore wind farm on the state level, as well as on three coastal communities.

Solution: We assessed the impact of the wind farm across key industry sectors including energy, tourism, fishing and construction, leading to a detailed study that included a review of the wind farm’s impacts on the state’s image, property values, and economic development initiatives. Scenarios were run for each of three ocean-side counties where the farm could potentially be located.

Public Affairs division of a global high tech manufacturer

Problem: Educate policymakers about the company’s contribution to the US and EU economies.

Solution: We combined both traditional social accounting models with growth economics frameworks to evaluate how the firm’s manufacturing operations and the productivity gains attributable to its technology had contributed to job creation and GDP growth in the US and EU.

Business development department of a global energy company

Problem: Quantify and articulate the company’s contribution to a national economy in Southeast Asia.

Solution: Using social accounting models and the company’s spending with local suppliers as primary inputs, we developed a model to measure the effect of the company’s operations on the country’s economy. Our analysis revealed the impact on jobs, GDP, and national government revenues including royalties, personal taxes, and corporate taxes.

Policy Director of an IT industry trade association

Problem: Help members to understand the impact of offshoring outsourced information technology services and influence the direction of national policy.

Solution: Using proprietary macroeconomic models and forecasts, our study estimated the incremental employment effect on both the IT industry and the US Economy.

Director of a State Department of Tourism

Problem: Justify the allocation of public resources for the promotion and development of the tourism industry.

Solution: We developed a detailed Tourism Satellite Account to properly quantify the size of the tourism industry as well as the nature of its jobs. Our analysis revealed the overall direct, indirect and induced economic impacts on the state’s economy.