



CASE STUDY:

ROCHE DIAGNOSTICS CORPORATION

Indiana

“With our significant growth, Roche Diagnostics needed a longer range plan on how and where to put our investment. We needed to quickly assess the best location for our growing North American operations – from our corporate functions to research & development, laboratory, manufacturing, and distribution facilities. We hired Ginovus because of their experience and keen understanding of economic development opportunities. The Ginovus Team was very helpful in guiding our decisions. They designed and executed a strategy that delivered outstanding results for Roche Diagnostics. We recommend Ginovus to any company that has expansion or relocation plans.”

- WAYNE BURRIS, Chief Financial Officer, Roche Diagnostics Corporation

Roche Diagnostics was investing \$135 million in facilities and equipment at its largest medical diagnostics business unit campus in North America. At the time of the projects, the company employed 2,150 employees and planned to add 600 jobs. Ginovus provided location modeling and economic development incentive procurement and management services to Roche for the expansion of its corporate headquarters, research & development, laboratory, manufacturing, and distribution facilities in Indianapolis, Indiana.

PROJECT PARAMETERS:

Capital Investment: \$135 Million

New Jobs: 600

Square Footage: 1,619,646

TOTAL INCENTIVES AWARDED IN EXCESS OF \$23.2 MILLION

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