



European Commission
DG International Partnerships
(DG INTPA)

Mapping the European business presence

EU Investment Mappings
EBOWN Annual Meeting 2024



Agenda for today

- 1 What are EU Investment Mappings
- 2 Our tools
- 3 Our pipeline
- 4 Our purpose
- 5 How EBOWN can participate
- 6 Call to action!

EU Investment Mappings are our tools to understand EU business presence in a country

EU Investment Mappings are exercises to identify the presence of EU businesses in a country, their impact, and the obstacles they face

The results are useful to produce



Business intelligence



Visual material

They are prepared in coordination with



EUDs, DG INTPA HQ; MS



EBOs, Bilateral Chambers of Commerce, Other Comm services...

There are three key tools in the process to producing EU Investment Mappings

Our survey

- 1 A survey to understand firm size, main sectors, economic and social impacts, local and regional market outlook, CSR and main barriers faced by EU businesses

Translated as needed



Our matrix

- 2 After receiving responses, the data is reviewed and processed in our “matrix”. Through it, we obtain the results to be reflected in the brochures

Our brochures

- 3 Aggregate data is reflected in visual products that can be showcased in Business Fora, in dialogue with governments, for communication purposes, etc.



We have a total of 26 completed, ongoing and open EU Investment Mappings in our portfolio



Note: Completed mappings (brochure is finished and published) are in Ivory Coast, Uganda, Ghana, Somalia, Benin, Zambia, Namibia, Jordan, Cameroon, Cabo Verde, Angola, Tanzania, Kenya, Mozambique, Rwanda, Lao PDR; Ongoing mappings (brochure is under preparation) are in Angola, Ghana, Nepal and Malawi; Open mappings (survey is still open for responses) are in Ethiopia, Honduras, Pakistan, Togo, Timor Leste and Zimbabwe; and Foreseen mappings (still not launched) in Argentina

For our EU Investment Mapping pipeline, there are actions that can be explored with EBOWN



Ongoing



Open



Foreseen

Countries (05/06)	Angola Ghana Nepal Malawi	Ethiopia Honduras Pakistan Togo	Timor Leste Zimbabwe	Argentina
Deadline	July-September 2024	June-July 2024		Pending
Potential action	<ul style="list-style-type: none"> Dissemination of mapping results Organization of publication events with membership Sharing other studies and information to enrich the products 	<ul style="list-style-type: none"> Dissemination of survey (local EBOs and neighboring) Organization of explanation calls Follow up with membership 		<ul style="list-style-type: none"> All of the actions described for “Ongoing” and “Open” mappings

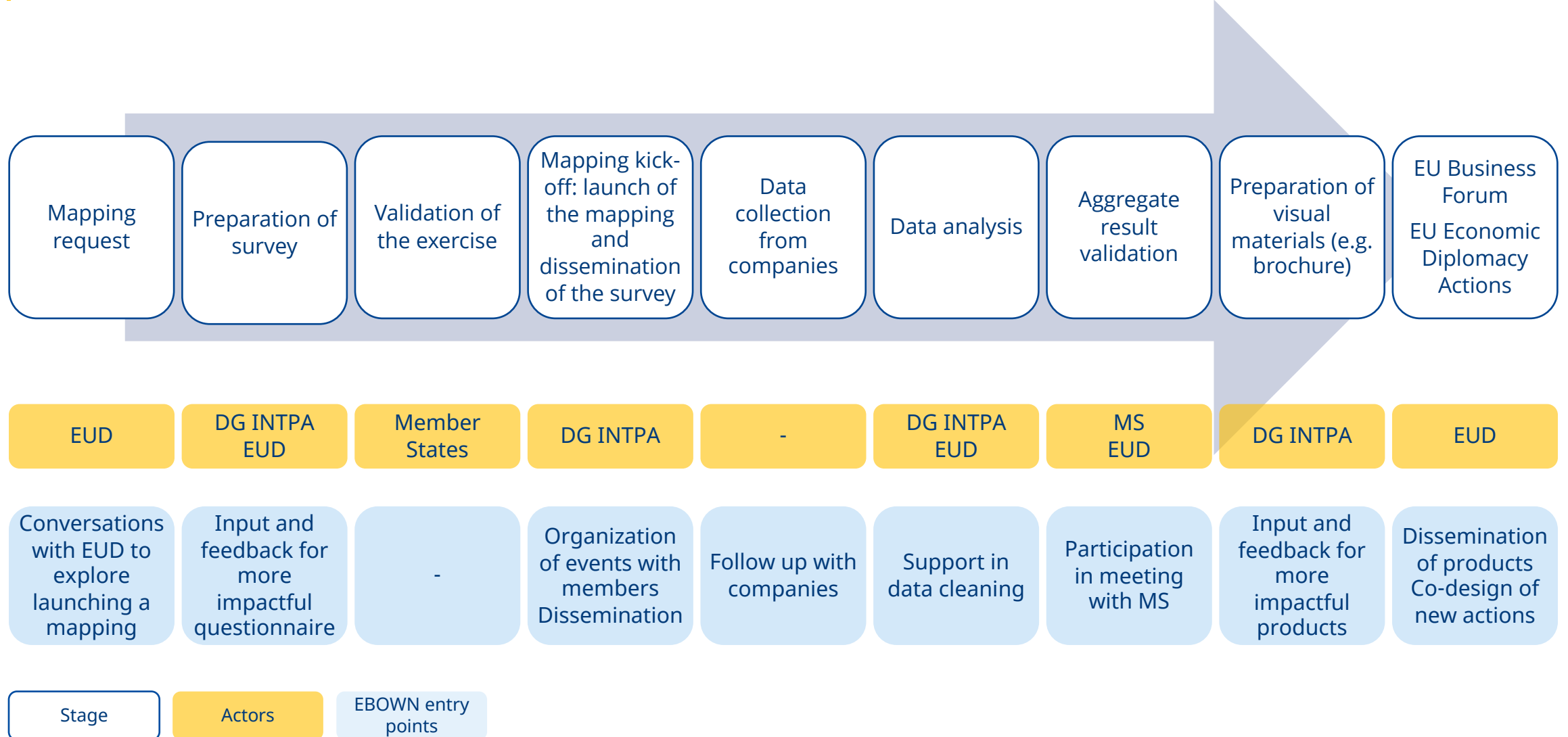
The mappings support us promoting EU investments and improving local business conditions

The results of EU Investment Mappings support the activity of the EUD, the European Commission and Member States in the partner country



EBOWN can also benefit from our business intelligence activities

EBOWN can be involved and add value in many ways, and DG INTPA is open to exploring additional synergies



Let's keep in touch!



Find our open and completed investment mappings here

1

Reach out to your **membership** if there is a survey that applies to your country or region

2

Contact your **EUD** to explore if it would make sense to conduct a mapping

3

Let us know if you can think of **additional synergies** and we will happily work together!

Q&A

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Thank you

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