

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
- Our tools
- Our pipeline
- Our purpose
- **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**

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**

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**

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
<b>Countries</b> (05/06)	Angola Ghana Nepal Malawi	Ethiopia Timor Leste Honduras Zimbabwe Pakistan Togo	Argentina
Deadline	July-September 2024	June-July 2024	Pending
Potential action	<ul> <li>Dissemination of mapping results</li> <li>Organization of publication events with membership</li> <li>Sharing other studies and information to enrich the products</li> </ul>	<ul> <li>Dissemination of survey (local EBOs and neighboring)</li> <li>Organization of explanation calls</li> <li>Follow up with membership</li> </ul>	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







Programming, as it identifies the actions with the highest impact, as well as the needs of businesses and sectors



Support to European Business Chambers

Joint EU and MS actions and advocacy efforts.



Advice to EU firms on investment opportunities and potential partners – business links

Agenda of Business Fora and/or Public-Private dialogues



Global Gateway implementation

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

Mapping request

Preparation of survey

Validation of the exercise

Mapping kick-' off: launch of the mapping and dissemination of the survey

Data collection from companies

Data analysis

Aggregate result validation

Preparation of visual materials (e.g. brochure)

EU Business Forum EU Economic Diplomacy Actions

**EUD** 

DG INTPA EUD Member States

**DG INTPA** 

DG INTPA EUD MS EUD

DG INTPA

**EUD** 

Conversations
with EUD to
explore
launching a
mapping

Input and feedback for more impactful questionnaire

Organization of events with members Dissemination

Follow up with companies

Support in data cleaning

Participation in meeting with MS

Input and feedback for more impactful products

Dissemination of products Co-design of new actions

Stage

Actors

EBOWN entry points

### 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

to explore if it would make sense to conduct a mapping 3

can think of
additional
synergies and we
will happily work
together!

Q&A



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

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### Thank you

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