

3rd June 2025, Brussels

EBO Africa

Internal meeting for EBO's Africa

Welcome & Opening Remarks

- Introduction by Africa Cluster Coordinators
- Objectives of the session
- Clarify board roles and coordinator responsibilities

Preparation for External Meeting – 4 June 2025

- Review of external meeting agenda
- Align presentation content and messaging
- Assign interventions and spokespersons for:
 - Roundtables: Competitiveness, Advocacy, Global Gateway
- Confirm logistical and technical roles
- Final Q&A and coordination

Guest of Honour Geza STRAMMER's new Director and Head of Unit for Sub-Saharan Africa DG intpa

Expected Guest Speakers:

1. DG GROW - Mr Francesco LERA from DG GROW – Unit A.3 (International Value Chains).
2. DG INTPA - A1 - Strategic Partnerships with Africa and with the ACP - Mr **RUDOLPH** Nicolas - **Policy Officer**
3. DG INTPA - A1 - Strategic Partnerships with Africa and with the ACP - Ms **CEFALU** Valentina - **Policy Officer**
4. DG INTPA – A2 - Regional and Multi-Country Programmes for Africa - Mr **ANTONESCU** Alexandru - **International Aid / Cooperation Officer - Economic Integration, Trade**
5. DG INTPA – A2 - Regional and Multi-Country Programmes for Africa - Mr **HATZIPETROS** Agapitos - **International Aid / Cooperation Officer - Economic Integration, Trade**

Segment 1: EBO Support to EU Business Competitiveness

Duration: 20 minutes

This roundtable will delve into how European Business Organisations (EBOs) in Africa can concretely enhance EU business competitiveness across the continent. The discussion will highlight EBOs' pivotal role in facilitating targeted business missions, fostering strategic partnerships, and providing real-time market intelligence to European companies. Participants will explore how EBOs can better align their support services with key EU instruments—such as the Global Gateway and NDICI funding—ensuring that businesses can access and benefit from available opportunities. Additionally, the session will examine ways to foster diaspora entrepreneurship and leverage transnational business networks to drive innovation, investment, and value-added trade between the EU and Africa.

Key Discussion Points:

- Examining how European Business Organisations (EBOs) can enhance EU business competitiveness across Africa.
- Highlighting the role of EBOs in facilitating targeted business missions and fostering strategic partnerships.
- Discussing the provision of real-time market intelligence by EBOs to support European companies.
- Aligning EBO support services with key EU instruments, such as the Global Gateway and NDICI funding.
- Exploring ways to enable European businesses to access and benefit from available opportunities.
- Fostering diaspora entrepreneurship and leveraging transnational business networks to drive innovation.
- Promoting investment and value-added trade between the EU and Africa.

Segment 2: Enhancing Public-Private Dialogue, Cooperation and Business Advocacy

Duration: 20 minutes

This roundtable will focus on two interlinked priorities: enhancing public–private dialogue and business advocacy, and strengthening the role of European Business Organisations (EBOs) in EU–Africa trade and investment. The discussion will explore the establishment of a structured EU–EBO dialogue platform to facilitate ongoing regulatory feedback, identify and address trade and investment barriers, and support advocacy on policy coherence.

Participants will also examine how EBOs can proactively contribute to the EU’s trade and investment agenda across Africa by improving market intelligence, supporting sustainable business environments, and enabling access to EU instruments such as the Global Gateway. A particular focus will be placed on capacity-building initiatives and risk mitigation strategies to ensure European businesses can operate effectively and sustainably in diverse African markets.

Key Discussion Points:

- Focus on enhancing public–private dialogue and business advocacy.
- Establish a structured EU–EBO dialogue platform for regulatory feedback and addressing trade barriers.
- Support joint advocacy on policy coherence between the EBOs in Africa.
- Strengthen EBO contributions to the EU’s trade and investment agenda in Africa.
- Improve market intelligence and sustainable business environments for European companies.
- Enable access to EU instruments like the Global Gateway for African trade and investment.
- Prioritise capacity-building initiatives and risk mitigation strategies.

Segment 3: Leveraging the Global Gateway

Duration: 15 minutes
Opening Presentation by: EU–Africa Business Forum Facility (EABF)

A brief presentation will showcase available tools and upcoming programmes aimed at strengthening public–private collaboration, enhancing EBO capacity, and connecting European businesses with sustainable growth sectors in Africa.

The roundtable will then focus on the role of European Business Organisations (EBOs) in supporting the implementation of the EU’s flagship initiatives—namely the Global Gateway and the European Green Deal—across African markets. Furthermore, the diagnostic and the EABF EBOWN collaboration to strengthen EBO’s in African capacity to partner with EU initiatives and forums. The discussion will examine how EBOs can serve as vital intermediaries in disseminating information, guiding companies through access to funding and partnership opportunities, and promoting alignment with green investment and digital transition objectives.

Questions to be discussed in the next session:

1. What are your top strategic priorities as an EBO operating in Africa, and what do you hope this study will help address?
2. How have you been involved with EU Business forums or EU member states business forums, and in what way?
3. Can you share any recent experiences or challenges you've faced in your advocacy work at national or regional level?
4. What training or capacity-building support would be most valuable for your team to better align with the EU's Global Gateway strategy and engage in sector-specific opportunities (e.g., green energy, digital, health, transport, raw materials)?
5. In which areas do you feel your organisation most needs targeted support (e.g., service delivery, staffing, partnerships, funding)?
6. What does long-term sustainability look like for your organisation, and what would help you get there?
7. How can stronger partnerships—with EU Delegations, African BSOs, or other EBOs—better support your mission?

Closing Remarks & Next Steps

Duration:

5

minutes

Facilitator: EBOWN African Cluster

- Summary of key takeaways
- Agreement on next steps
- Coordination across EBOs in Africa