

BUSINESSEUROPE



ECOWAS

Trade and Investment Conference

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What is BUSINESSEUROPE?



- ✓ The Confederation of European business, representative of more than 20 million small, medium and large companies
- ✓ A Social Partner

Mission

- ✓ "Actively promote and represent business in Europe"
- ✓ "Advocate a favourable and competitive business environment to foster sustainable economic growth"

Purpose

- ✓ Influence EU policies to create a business-friendly environment

Pillars

- ✓ Members FIRST
- ✓ Staff: about 50 persons
- ✓ Supporting network of 31 companies (AS Group)
- ✓ Alliance for a Competitive European Industry
- ✓ European Employers Network



ECOWAS: Potential

A region with tremendous trade and investment potential:

- High consumer demand
- Endowed with raw materials
- Good natural conditions for renewable energy
- Relative proximity to EU
- Common institutions and willingness to further integration
- Nucleus of a common currency (CFA)
- EPAs further spur regional economic integration
- Customs free exports to EU
- International financial and technical assistance for infrastructure development, budget support etc.



ECOWAS: Challenges

A region facing tremendous challenges:

- Intra-regional trade limited to 15% of total trade
- Intra-regional transport infrastructure insufficient
- Export infrastructure insufficient
- Red tape at the border
- Electricity costly and unreliable: Weak grids, low rural electrification rates
- Business climate has to improve:
 - Costs of doing business
 - Transparency
 - Risks



ECOWAS: Opportunities to move forward

- Intra-regional trade: **EPA**
- Intra-regional transport infrastructure: **Infrastructure Trust Fund**
- Export infrastructure insufficient: **Aid for Trade**
- Red tape at the border: **Trade Facilitation**
- Energy costly and unreliable: Weak grids, low rural electrification rates: **AU/EU Energy Partnership**
- Business climate has to improve: **World Bank and bilateral technical assistance**



Business Climate: Criteria

- Starting a business
- Construction permits
- Employing workers
- Registering property
- Getting credit
- Protecting investors
- Paying taxes
- Trading across borders
- Enforcing contracts
- Closing a business



ECOWAS World Bank Country Ranking

Country	Rank 2008	Rank 2009
Benin	157	169
Burkina Faso	164	148
Cape Verde	137	143
Cote d'Ivoire	155	161
Gambia	128	130
Ghana	82	87
Guinea-Bissau	179	179
Liberia	167	157
Mali	160	166
Niger	171	172
Nigeria	114	118
Senegal	168	149
Sierra Leone	163	156
Togo	159	163



Working together

Businesses in the European Union and Africa should join forces to....

- Propose how to enhance business climate
- Promote private sector development (i.e. CDE)
- Enhance trade and regional integration (i.e. JV)
- Improve transport and energy infrastructure (PPP)
- Target the right priorities for development cooperation



Thank you for your attention

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