



News release

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“Europe must create an attractive environment for investment”

Launching an EU investment report today, BUSINESSEUROPE President Emma Marcegaglia said: “The EU has seen investment decline as a share of GDP to its lowest level in 20 years. The new Commission’s €300 billion investment plan can play an important role in stimulating private investment. If we are to lay the foundations for our future competitiveness and prosperity, we need a step change in efforts to tackle the obstacles hampering private investment and to optimise the use of public investment in Europe.”

[BUSINESSEUROPE’s report](#) covers two inter-related issues. It lists a set of principles European companies believe the new Commission should follow in taking forward their €300b investment plan. It also looks at the key barriers in the way to improve long-term investment. To remove them each needs concrete and urgent actions from the EU and national policy-makers.

- **Companies need a clear commitment from governments to structural reforms, stable public finances, better regulation** and a predictable regulatory environment which supports long-term decision-making.
- **The cost of doing business in Europe is too high.** It is important to address high energy prices, uncompetitive tax regimes, and high labour costs.
- **Access to finance remains a concern.** As well as supporting bank lending through balanced regulation, Europe must also help expand non-bank financing sources.
- Greater use should be made of **EU funds**, including through the **EIB**, to leverage private-sector lending.
- **Europe must strengthen its single market and improve market access outside the EU.** Numerous barriers still make it difficult for companies to work cross-border. Global market access is also key. Concluding an ambitious transatlantic trade agreement is therefore essential.
- **Policy needs to be more supportive of risk-taking, innovation and entrepreneurship.** EU rules minimise risks to the maximum and funds for innovative projects do not allow for much risk-taking.

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