



The European Business Organization Worldwide Network ASBL  
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FOR IMMEDIATE RELEASE

## MEDIA RELEASE

### **A Network of 29 European Business Organisations release Paper calling for European Economic Diplomacy**

**The European Commission and its Member States need to play a better role in facilitating the chance of business success abroad. This is why the European Business Organisation Worldwide Network (EBOWWN) has published its Position Paper that calls upon the Commission to advance its European Economic Diplomacy agenda proposal and quicken its implementation.**

September 19<sup>th</sup>, 2015 - To achieve President Junkers' priority on EU's growth and jobs strategy, Europe needs to use all the tools available, including the development of an European Economic Diplomacy. While Europe and the member states have some of the strongest diplomatic relations globally, they often fail to use such relations to help business. This is a missed opportunity. Increasingly, more and more countries are leveraging diplomatic relations to help their own companies, and Europe must do the same.

European businesses already have a strong global presence and are well represented through European business organisations in many foreign markets. The opportunity lies in bringing the local knowledge of these organisations and the companies they represent into the hands of influential European politicians and senior policy makers so that they can help businesses succeed.

Renato Pacheco Neto, Chairman of the European Business Organisation Worldwide Network (EBOWWN) – a network with business organisations in 29 countries outside of Europe stated, "Europe needs and can do better in international markets. However, a coordinated and holistic approach to helping business is missing. A European Economic Diplomacy is a great idea and needed more than ever."

Adam Dunnett, Vice-Chairman of the EBOWWN and Secretary General of the European Union Chamber of Commerce in China added, "China, for example, is contributing 30% to global GDP growth. European companies need to be here, but they need the European Commission doing more through diplomatic channels to open markets and protect business interests. In this regard, we support the negotiations on an EU-China comprehensive agreement on investment and hope for a speedy and substantial conclusion."

"Outside of the BRIC economies, there are also a handful of third market countries that are over-looked as well in ASEAN, CELAC, Mercosur, eastern Europe, Africa, the Pacific Alliance, amongst others", continued Pacheco Neto "... so much more could be done."

The EBOWWN's Position Paper offers some 40 recommendations that would contribute to a European Economic Diplomacy. They focus on four core areas: Enhancing the business image of Europe; building a shared vision of an EU economic diplomacy; improving the ease of doing business in third markets; and leveraging EU delegations and European business organisations.

#### **About the EBO Worldwide Network ASBL**

*The EBO Worldwide Network ASBL is the sole organisation representing EU-wide business interests in third countries (non-EU countries) and today has 29 registered members across the globe. EBO provides a common platform for European Business in non-EU markets (third markets). EBO shares information and best practices between the network and its stakeholders in order to provide first-rate services to European businesses outside of the European Union. The EBO as a network and individual members is the "Voice of European Business Abroad"*

For more information, please contact:

**The EBO Secretariat**

| The EBO Worldwide Network ASBL

**EBO**

C/o The International department

168, Avenue de Cortenberg

1000 Brussels, Belgium

E mail : [Secretariat@ebowwn.eu](mailto:Secretariat@ebowwn.eu)



| ☎ 00 32 (0) 485804281 | ✉ [secretariat@ebowwn.eu](mailto:secretariat@ebowwn.eu)  
| *The Voice of European Business Abroad*

**EBO**

C/o The International department  
168, Avenue de Cortenbergh  
1000 Brussels, Belgium  
E mail : [Secretratiat@ebowwn.eu](mailto:Secretratiat@ebowwn.eu)