

ANNUAL REPORT 2024



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Voice of European Business Abroad

Inspiring Success - Chair's Message

Chair's Message



Striving for excellence and instigating change across 54 markets outside the European Union.





Inspiring Success

It is with great pleasure the Board presents the Annual Report for the EBO Worldwide Network, highlighting our growth and achievements over the past year. As an organisation committed to fostering collaboration and support among European Business Organisations (EBOs) worldwide, we have made significant strides in expanding our network, enhancing our framework, and strengthening our collaboration with stakeholders.

An Expanding Network

One of our primary focuses has been on expanding the size and reach of our network. The EBO Network has seen substantial growth in membership over the past year increasing from 49 EBOs in 2022 to 54 EBOs as of the current date, with new EBOs joining us from various regions. This expansion not only enriches our network but also strengthens our collective voice on key issues affecting European businesses globally.

Building a Sustainable Framework

Central to our mission is the ongoing development of a robust and sustainable framework for the EBO Network. To achieve this, we have expanded our board and allocated specific responsibilities to board members, ensuring effective governance and strategic direction. Additionally, we have strengthened our regional structures and cooperation through the appointment of regional coordinators from the six regions: Africa, ASEAN, Americas & Caribbean, East Asia and Pacific, South Asia & Middle East, and Europe & Eastern Partnership, facilitating closer collaboration and support among member organisations within their respective regions.

Understanding Member Needs

Recognising the importance of understanding the capabilities and challenges faced by EBO members, we have conducted member surveys to gain insights into their needs and priorities.

This valuable feedback has guided us in tailoring our support services and resources to better meet the needs of our members, fostering a culture of mutual support and collaboration within the network.

Engagement with Stakeholders

Effective communication with stakeholders, including EU institutions and European business organisations, remains a priority for the EBO Network. We have institutionalised regular consultations with partners in DG GROW and DG INTPA, participated in the Global Gateway Business Advisory Group, and developed position papers on key topics to articulate our priorities and perspectives. Furthermore, we have expanded the scope of our annual Brussels meeting to provide more opportunities for dialogue and engagement with relevant officials and stakeholders.

Organisational Development & Support

In line with our commitment to supporting the growth and development of our members, we have created a series of best practice workshops and online resources. Our soon to be launched intranet will further enhance access to valuable resources and facilitate knowledge sharing among members, fostering continuous learning and improvement.



Enhanced Online Presence

To better connect with our members and stakeholders, we have significantly improved our online presence. This includes the revamping of our website and the launch of a quarterly member bulletin, providing timely updates and insights on relevant issues. Our efforts in this area are ongoing as we strive to leverage digital platforms for effective communication and engagement. We need more content and more effective mechanisms to highlight and disseminate the work of EBOs across all our regions.

Financial Management & Governance

Significant progress has also been made in terms of finances and governance, essential for the sound management and strategic direction of the organisation. A number of outstanding legacy issues have been resolved, and appropriate budgeting and other reporting and oversight mechanisms are now in place allowing the Board to plan and make decisions on resource allocation and capacity.

Overall, the EBO Worldwide Network has performed admirably over the past year due to an incredibly dedicated group of EBO representatives who have taken on each of the areas described in this report. To sustain this positive momentum, we are committed to operating in an efficient manner, continually innovating our platforms, topics, engagements, and initiatives. We urge all members to actively participate in network activities, as your involvement is crucial in shaping the impact of our collective efforts.

None of these achievements would have been possible without the dedicated support of our Board Directors, Regional Coordinators, and EBO Secretariat – Helen de Mel and Gigi De Leon. Their tireless efforts have been instrumental in driving forward our initiatives and advancing the mission of the EBOWN. We are immensely proud of what we have accomplished together and remain committed to furthering our collective goals in the year ahead.

Jason Collins
Chair, EBOWN
CEO, EBO Australia

Voice of European Business Abroad

About EBOWN



The Network



Striving for excellence and instigating change across 54 markets outside the European Union.





Our Values

EBOWN is led by the European Union's underlying core values. These values guide EBOWN and its membership in their role as representatives of European Businesses and active contributors to **#TeamEurope** in the relevant external markets. As a result, the EBO guides European businesses operating within these markets to uphold the essential EU principles.

Values

- Respect for human dignity
- Freedom
- Democracy
- Equality
- Rule of law
- Human Rights

Principles



Excellence



Integrity



Teamwork



Transparency



Respect



Our Purpose

Vision

Our vision is to emerge as the foremost business network, representing European businesses in every nation outside the EU and serving as their primary support and advocacy body.

Mission

To be a trusted catalyst in creating an environment where European businesses and the community prosper in third markets.

Our Network Priorities



Support

To support the development of European Business Organisations in markets outside the European Union.



Encourage

To encourage advocating for European Business and producing position papers.



Internationalisation

To support the internationalisation of European SMEs in third markets.



Cooperation

To strengthen the links between EU institutions and EBOs in third markets.



Economic Security

To contribute to the economic security of the European Union, through increased business dialogue in third markets.



Economic Diplomacy

To further EU outreach on Economic Diplomacy.



Team Europe

To join forces to achieve better efficacy & impact by sharing our resources and knowledge as Europe.

54

Members

6

Regions

450

Experts



Global Gateway

To join forces to achieve better efficacy & impact by sharing our resources and knowledge as Europe.

AFRICA

- Chambre de Commerce Européenne du Bénin ([Link](#))
- Eurocham Burkina Faso ([Link](#))
- European Chamber of Commerce Cameroon ([Link](#))
- European Business Forum Ethiopia ([Link](#))
- EuroCham Ghana ([Link](#))
- Chambre de Commerce Européenne en Côte d'Ivoire ([Link](#))
- Conseil des Investisseurs Européens au Mali ([Link](#))
- Organisation of European Business in Nigeria ([Link](#))
- European Business Chamber in Rwanda ([Link](#))
- Chambre de Commerce Européenne au Sénégal ([Link](#))
- European Union Chamber of Commerce and Industry of Southern Africa ([Link](#))
- European Chamber of Commerce in Sudan ([Link](#))
- European Union Business Group Tanzania ([Link](#))
- Chambre de Commerce Européenne au Togo ([Link](#))
- Chambre Européenne de Commerce du Niger ([Link](#))
- *European Chamber of Commerce in Liberia (ECCL)*
- *Association of European Entrepreneurs in Mozambique ([Link](#))*

AMERICAS & CARIBBEAN

- Eurocamaras Brazil ([Link](#))
- Eurocámara Argentina ([Link](#))
- European Union Chamber of Commerce in Canada (EUCCAN) ([Link](#))
- EuroChile (Fundación Empresarial Comunidad Europea Chile) ([Link](#))
- Eurocámara de Comercio de la República Dominicana ([Link](#))
- European Business Chamber in Trinidad and Tobago ([Link](#))
- Federacion de Camaras Binacionales de Comercio e Industria del Espacio Economico Europeo (FEDEUROPA) ([Link](#))

ASEAN

- European Chamber of Commerce in Cambodia ([Link](#))
- European Business Chamber of Commerce in Indonesia ([Link](#))
- European Chamber of Commerce and Industry in Laos PDR ([Link](#))
- EU-Malaysia Chamber of Commerce & Industry ([Link](#))
- EuroCham Myanmar ([Link](#))
- European Chamber of Commerce of the Philippines ([Link](#))
- Eurocham Singapore ([Link](#))
- European Association of Business and Commerce Thailand ([Link](#))
- Eurocham Vietnam ([Link](#))

EAST ASIA & PACIFIC

- European Australian Business Council ([Link](#))
- European Union Chamber of Commerce in China ([Link](#))
- European Chamber of Commerce in Hong Kong ([Link](#))
- European Business Council in Japan ([Link](#))
- European Chamber of Commerce in Korea ([Link](#))
- Macau European Chamber of Commerce ([Link](#))
- Mongolian European Chamber of Commerce Industry & Business ([Link](#))
- New Zealand European Business Council ([Link](#))
- PNG-European Union Business Council ([Link](#))
- European Chamber of Commerce Taiwan ([Link](#))

EUROPE & EASTERN PARTNERSHIP

- European Business Association Armenia ([Link](#))
- European Business Association of Kazakhstan ([Link](#))
- European Chamber Moldova ([Link](#))
- European Business Association Macedonia ([Link](#))
- Association of European Business in the Russian Federation ([Link](#))
- European Economic Chamber of Trade, Commerce and Industry Ukraine ([Link](#))
- European Business Association Georgia ([Link](#))
- *Europe-Uzbekistan Association for Economic Cooperation ([Link](#))*

SOUTH ASIA & MIDDLE EAST

- European Economic Chamber Nepal ([Link](#))
- EBG Federation India ([Link](#))
- European Chamber of Commerce of Sri Lanka ([Link](#))

Voice of European Business Abroad

Driving Growth - Board Reports

Board Reports



Striving for excellence and instigating change across 51 markets outside the European Union.





Regional Growth

Nele Cornelis - Deputy Chair

EBO Singapore

European Chamber of Commerce Singapore

Under Nele Cornelis's leadership, considerable progress has been achieved in the operational efficacy and development of the European Business Organisation (EBO) 's regional clusters. The board has been instrumental in enhancing the role of regional coordinators, thereby strengthening the EBO's presence and influence at a regional level.

Goals

- Target support to regional coordinators was threefold.
- Support in organising regional engagements and reporting, leading to more effective regional operations and a stronger collective voice for the EBO.
- Assistance in establishing and maintaining relationships with EU Engagement Stakeholders.
- Develop a support system for member liaison and contact tracking, which will improve communication channels and member engagement.

Next Steps

- Following the annual gathering in Brussels in June 2024, a new initiative will be launched to encourage regional coordinators to produce regional reports on business conditions. This initiative is inspired by the successful model of the report for East Asia & Pacific and aims to replicate its effectiveness across other regions.

In conclusion, Nele Cornelis has demonstrated exceptional leadership and organisational skills in her role, leading to a year of productive advancements for the global network. EBO acknowledges her contributions and looks forward to the continued progress of the EBO regional clusters.

Key Deliverables Achieved

- A comprehensive tracking system has been established, which includes a detailed overview of collaborative activities and regional meetings conducted throughout the year. This system has been pivotal in ensuring transparency and accountability within the organisation.
- A specialised tracking sheet has been created to monitor EBOs' involvement in each regional cluster, particularly focusing on their engagement in significant EU projects such as the Global Gateway initiative. This has allowed for a more targeted and strategic approach to our participation in EU affairs.
- The production of reports detailing the activities and events of EBOs has been accomplished, providing valuable insights into the organisation's operations and outreach efforts.
- A report on EBOs' engagements in EU projects has been compiled. It showcases the organisation's commitment to aligning with EU objectives and contributing to shared goals.
- The development of the first East Asia Pacific Business Sentiment Report, developed by the East Asia and Pacific members under the coordination of the Regional Coordinator for East Asia and Pacific

EBOWN Advocacy



Adam Dunnett - Deputy Chair
EBO China

European Union Chamber of Commerce China

In the fall of 2023, EBOWN developed a comprehensive EU stakeholder mapping for the benefit of members - a project funded by the European Union. This was followed by an analysis of the EU's growing toolbox of mechanisms, instruments, tools, statutes and directives to defend the openness of the EU single market while upholding European values. EBOWN representatives maintained strong relations with EU stakeholders. A key highlight of the year was the publication of EBOWN's Position Paper on the EU's Corporate Sustainability Due Diligence Directive (EU CSDDD), a collaborative effort with the input and support of its members.

Goals

EBOWN's advocacy goals in 2024 were centered on understanding the European Union's legislative framework and, where possible, influencing its policies. Specifically, these goals included:

- Conducting a comprehensive stakeholder mapping of the EU
- Actively participating in Global Gateway Business Advisory Group GGBAG and other key meetings.
- Legislative Analysis and Position: Analysing major EU legislative initiatives to assess their impact on EBOs and forming an EBOWN Position.

Next Steps

- Publication of the EBOWN Position Paper on the EUCSDD with 18 recommendations for ensuring smooth and effective implementation;
- Continuing engagement with EU directorates leveraging the insights from stakeholder mapping;
- Providing feedback to Commission and supporting the Global Gateway initiative;

Next Steps

- Continuing to monitor legislative developments such as the Cross-Border Adjustment Mechanism and Deforestation Act and providing timely feedback;
- Maintaining participation in relevant EU expert groups;
- Advocating for greater private sector involvement in EU funded projects in third markets.

Key Deliverables Achieved

- EBOWN developed a comprehensive EU stakeholder list with the support of consulting firm TIEG consultancy to map EU stakeholders.
- Detailed information on Global Gateway was shared with members, and the EBOWN participated in the first Global Gateway Forum in October 2023.
- Throughout last and this year, regular calls and information sharing also took place with DG GROW, INTPA, and GGBAG.
- In January 2024, EBOWN participated as an observer to the Commission Expert Group on Enhanced Coordination of External Financial Tools. The expert group, organised by DG INTPA in collaboration with DG Trade, is a platform for EU Export Credit Agencies and Development Finance Institutions to share insights and strategies. EBOWN was represented at the meeting held on January 18.
- Analysis on EU's policy instrument toolbox.
- Presentation of the EU CSDDD Position Paper at the June EBO Annual meeting to DG Trade, DG Grow, DG INTPA, DG Justice, and President von der Leyen's Cabinet.



Visibility, Projects Administration

Geraldine Smeets - Secretary General

EBO Argentina

Eurocamara Argentina

Geraldine Smeets's goals were centred on improving the visibility and outreach of EBOWN, fostering internal communication and knowledge sharing among its members, and enhancing the network's project portfolio to leverage EU opportunities better. Additionally, improving the Networks' administrative processes.

Goals

Board Member Geraldine Smeets's goals were focused on several key areas:

- Enhance Visibility: This goal aimed to increase awareness and knowledge about the global network of EBOs and its members globally and within the EU.
- Enhance Outreach to European Stakeholders: The objective was to extend the network's reach to European stakeholders.
- Enhance EBOWN Internal Knowledge Sharing and Communications.
- Enhance EBOWN Projects Portfolio
- Increase EBO Member Capacity on Access to Projects

Key Deliverables Achieved

The key deliverables achieved, as outlined, include:
Enhanced Visibility:

- Presentation of the EBOWN compendium with the support of the European Union funded by TiEG.
- Development of a training module for EU institutions titled "What an EBO is?" with the support of the European Union.
- Created the first EBOWN newsletter to enhance the network's visibility.

- Improvement of the EBOWN website to make it more effective.
- Enhanced Outreach to European Stakeholders:
 - Conducted stakeholder mapping in Europe, focusing on EU institutions such as Directorates-General (DGs), the European Parliament (EPs), the European External Action Service (EEAS), Brussels-based European Business Organisations (BSOs), and other relevant EU players, with the support of the European Union.
- Enhanced EBOWN Internal Knowledge Sharing and Communications:
 - Development of a preliminary internal knowledge-sharing and communications platform for the EBOWN network.
 - Established an internal communication platform for EBOWN and its members to share best practices and stay informed about important policy decisions impacting third markets.
- Enhanced Projects Portfolio:
 - Access to EU Grants and Tenders with the support of the European Union, including training modules on accessing EU grants and tenders hosted in the DG INTPA Academy for EBOWN membership.
 - Participation in the RISE PH project (Resilient Inclusive Sustainable Enterprises in the Philippines) in partnership with EBO Philippines and ASSIST, which is part of the EU SWITCH Asia Call for proposal.
 - Partnership in the EU Africa Business Forum (EABF), where EBOWN was part of the winning consortium. The contract aims to boost EU-Africa trade integration and sustainable investment flows, with EBOWN supporting a component and the EABF Secretariat through its member organisations in third markets.



Next Steps

These steps are designed to build upon the key deliverables already achieved. The overarching goal is to enhance the network's visibility, broaden its reach, and deepen engagement with stakeholders, both within the EU and globally.

- **Increasing Social Media Presence:** This involves strategically boosting the network's profile and engagement on various social media platforms.
- **Strengthening the Newsletter:** The aim is to improve the content and distribution of the EBOWN Newsletter to ensure it effectively communicates the network's activities and value to its members and stakeholders.
- **Establishing Improved Collaboration with News Channels in the EU:** EBOWN plans to foster better relationships with news channels within the EU to enhance its media coverage and public relations efforts.
- **Building Capacity of the African Cluster:** The network's African cluster focuses on being empowered to actively participate in the EU Africa Business Forum (EABF) project.
- **Developing the Intranet:** EBOWN intends to create an intranet platform as a central hub for communication and resource sharing among its members.

Board Member Geraldine Smeets's diligent efforts have significantly elevated EBOWN's global presence and internal cohesion.

Network Enlargement



Freddie Höglund -Board Member
EBO Taiwan
European Chamber of Commerce Taiwan

The dedicated position for Network Enlargement was established in April 2024, and under the leadership of Freddie Höglund, EBOWN objectives have been clear and focused. EBOWN aimed to identify markets with European Business Organisations (EBOs) that are not yet part of the EBOWN and to assess their interest and eligibility for membership. The goal was to expand the network's reach, strengthening the collective influence and support system for European global businesses.

Goals

- The primary goal was to identify markets where prospective European Business Organisations (EBOs) operate independently of the EBOWN.
- Additionally, to engage with prospective organisations and assess their interest in joining EBOWN.
- Thorough evaluation of the organisation's suitability, ensuring compliance with EBOWN standards and objectives.

Next Steps

- The next step is to continue working through the file of potential new members. The file includes information on 40 markets still to be evaluated for their suitability and interest in joining the European Business Organisations Worldwide Network (EBOWN).

Key Deliverables Achieved

- A comprehensive file containing information on potential markets and EBOs has been created and is regularly updated.
- A standardised and updated application form has been introduced to streamline the application process for new EBO members.
- A standardised EU delegation letter has been incorporated into the updated application process.
- The standardisation of the application process is expected to lead to faster and more efficient processing of applications.
- Two EBOs from Mozambique and Liberia have recently joined the EBOWN.
- The EBO in Uzbekistan has been conditionally approved, with full approval pending the submission of outstanding documentation.
- The EBO Saudi Arabia (ECCCKSA) has been established with the support of the EU delegation in Saudi Arabia and is preparing to apply for membership in the EBOWN.
- Discussions are ongoing about the potential establishment of five additional EBOs in the Gulf Cooperation Council (GCC) countries, with Bahrain being a likely candidate for the next addition.

The network expansion activities of EBOWN have been greatly advanced by Freddie's assistance and support.



Visibility & Branding

Johanna Sandberg - Board Member

EBO Rwanda

European Business Chamber of Rwanda

Board Member Johanna Sandberg led the enhancement of EBOWN's brand recognition and contributed to visibility, including the development of newsletters and social media presence. She conducted a survey for actionable insights, provided weekly updates, and established brand and co-branding guidelines.

Goals

The goals for the operational year from July 2023 to June 2024 were:

- To support the development of the EBOWN Newsletter at inception.
- To enhance EBOWN's social media presence.
- To establish a well-known and visible brand desirable for stakeholders, including EU Headquarters, EU Delegations, and European companies and associations operating in markets outside the EU.
- To develop co-branding standards for EBOWN.
- To lead a visibility workshop for members of the Global Network to address challenges identified through a visibility survey.

Next Steps

The next steps following the progress and accomplishments achieved in the visibility efforts from July 2023 to June 2024 include:

- Continuing to brand EBOWN as a global partner to EU delegations in non-EU markets.
- Conducting the structured visibility workshop will focus on Value Creation through Visibility and Digital Excellence - Measuring and Tracking Online Visibility.
- After the Annual Meeting in Brussels in June 2024, compiling a list of key topics to guide efforts for the upcoming operational year.

EBOWN's profile has been raised in large part because of Johanna's efforts. Over the last year, the network's brand visibility and stakeholder participation have improved greatly via strategic initiatives, surveys, and guidelines.

Key Deliverables Achieved

The key deliverables achieved in the operational year from July 2023 to June 2024 include:

- **Visibility Strategy:** Successfully devised and executed parts of the visibility strategy to increase awareness and engagement within the network.
- **Visibility Survey and Advice:** Conducted a comprehensive survey, providing actionable insights for future visibility efforts.
- **Weekly Updates:** Regularly disseminated updates via social media to keep stakeholders informed and engaged with pivotal developments and regional highlights.
- **Contributions to Quarterly Newsletters:** Contributed to developing the first quarterly newsletters, which serve as a communication platform for EU stakeholders.
- **Brand and Co-branding Guidelines:** Developed brand guidelines for EBOWN to ensure consistency and recognition within the network and co-branding guidelines for EBOWN and its members to maintain a cohesive and unified presence.

Network Development



Cathy Murphy - Board Member
EBO Canada

European Union Chamber of Commerce Canada

In the operational year spanning July 2023 to May 2024, under the guidance of Cathy Murphy, we've made significant strides in enhancing the effectiveness and cohesion of the European Business Organisation (EBO) network.

Goals

The goals for EBO Development for the period of 2023-2024 were to:

- Increase the network's overall effectiveness by facilitating the sharing of best practices among EBO members.
- Identify and address common challenges within the network by uncovering shared pain points and responding with relevant tools and information.
- Broaden awareness of the tools and resources available to EBOs, emphasising those offered through the DG INTPA Academy.

Key Deliverables Achieved

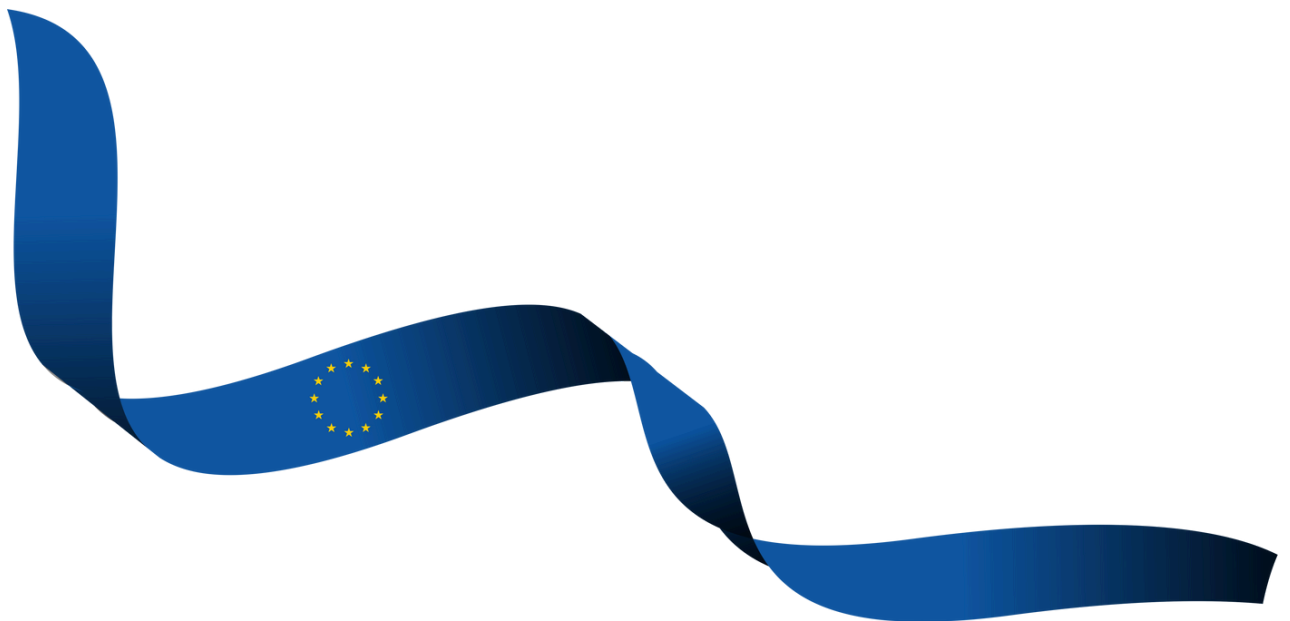
- **EBO Network Capacity Building Workshop:** Organised a workshop on policy committees and publications, expertly facilitated by Adam Dunnett, Secretary General of the European Union Chamber of Commerce in China. This workshop aimed to strengthen EBO members' policy-making capabilities and improve their publications' quality and reach.

- **Training Initiative with The EU International Partnerships Academy:** A comprehensive training program was conducted, covering essential areas such as Team Europe, private sector engagement strategies for 2023-2026, global supply chain sustainability and due diligence, and business development reform guidelines. These sessions were instrumental in equipping EBOs with the knowledge to navigate the evolving business landscape.
- **Strengthening the Network: Concurrent sessions for both new and established EBOs:**
 - **Workshop on free tools to enhance visibility,** led by Baldwin Berges from TIEG. This session was designed to bolster the presence and influence of individual EBOs within the network and beyond. This initiative was funded by the European Union.
 - **Measuring Advocacy KPIs:** A panel discussion was convened to explore the key performance indicators of advocacy efforts. The discussion focused on advocacy methods and tools, tracking and measuring progress, and sharing major advocacy breakthroughs. This was a critical step in legitimising the network's impact and enhancing its visibility.
- **EBO Network executed two webinars on improving operational engagement with EU Delegations and navigating EU projects and visits.** Part three of the series was conducted in-person and focused on negotiating and overcoming challenges. These workshops provided practical insights into best practices for network communications and visibility.

Next Steps

After the Annual Assembly in Brussels in June 2024, we will compile a list of key priorities shared by participants with respect to their development needs. These topics will guide the strategic direction of EBO development activities in the upcoming operational year, ensuring the board addresses the specific needs and challenges of the network. Aligning initiatives to improve network efficiency, address common issues, and enhance awareness of available resources will continue to be a primary goal.

Cathy Murphy's stewardship over the coordination of training initiatives and seminars has substantially augmented the efficiency of the EBO network. By increasing knowledge of accessible resources and tackling common obstacles, she has enabled EBOs to function more effectively as a cohesive and influential network. Her contributions to our collective prosperity are invaluable.



Voice of European Business Abroad

Empowering Regions - Coordinator Reports

Regional Coordinator Reports



Striving for excellence and instigating change across 51 markets outside the European Union.





Africa



Nicolas Soyere - Regional Coordinator
EBO Senegal
Eurocham Sénégal

Over the past year, the activities in the African region for 2023 to 2024 have significantly enhanced engagement and collaboration among EBOs.

EU Business Forums in the Africa region have leveraged networks to boost participation, reflecting a positive trend of EU Delegation support for EBOs and their establishment. The region has shown remarkable activity and engagement, with ongoing efforts to attract new members to EBOWN, including Kenya, showing promising signs. Despite challenges in Sudan, where no activities are currently taking place, the overall dynamism and collaboration within the network underscore the vibrant and proactive nature of the regional EBOs.

Key Highlights

Significant strides have been made in enhancing collaboration, supporting SMEs, and promoting trade across the region. Here are the key highlights of their efforts:

- **Survey Initiated:** A survey to identify the Trade Promotion Offices (TPOs) present in each country has been initiated.
- **SME Financing Position Paper:** UEMO, CEDEAO, and CEMAC have initiated a position paper on financing SMEs, with plans to extend these efforts across the entire continent.
- **EBO Exchanges:** Exchanges between various EBOs commenced in July 2023, fostering collaboration and knowledge sharing.
- **Best Practices and Funding:** A confirmed contract with Nigeria (DUE) includes new delegates from Togo to share best practices and explore funding opportunities.
- **Health Insurance Discussions:** Discussions with Benin focused on obtaining low-cost health insurance for salaried members.

- **African Continental Free Trade Area Project:** Senegal and Mali collaborated on a project related to the African Continental Free Trade Area (ZLECAF), funded by the EU.
- **Regular Contact:** Maintained regular contact with Jean Luc Ruelle, Vice President of Eurocham Ivory Coast, to ensure continuous engagement and support.
- **Regional Meetings:** Two regional meetings (May and June).

Next Steps

These efforts collectively contribute to a more dynamic and cohesive network, setting the stage for continued growth and success in the region. Moving forward, the increased engagement and strategic initiatives will enhance our ability to support SMEs, promote trade, and foster sustainable economic development across Africa.

- **Contacting Less Present TPOs:** Initiate contact with less active Trade Promotion Offices (TPOs) in Africa and propose EBO representatives to enhance their engagement.
- **Exploring New EBO Establishments:** Investigate the potential for creating new EBOs in Tanzania and Guinea to expand our network and support in these regions.
- **EBO Senegal's Trip to Abidjan:** EBO Senegal is scheduling a trip to Abidjan to strengthen relationships and explore collaborative opportunities.
- **Organising EBO African Meetings:** Plan to organise 2-3 EBO African meetings over the next two years to foster greater collaboration and knowledge sharing among members.

Americas and Caribbean



Marie Louise Norton-Murray - Regional Coordinator
EBO Trinidad and Tobago

European Business Chamber in Trinidad and Tobago

The Americas and Caribbean region has faced notable challenges in growing its EBO network due to diverse economic conditions and the presence of five different languages (Dutch, English, French, Portuguese, and Spanish). Despite these obstacles, the region has identified several common grounds to build a stronger network and foster collaboration.

Key Highlights

- **EU – CELAC Summit (16–17 July 2023):** This bi-regional summit between the Foreign Ministers of the 27 EU member states and the 33 countries of Latin America and the Caribbean took place in Brussels. Leaders committed to renewing their long-standing partnership based on shared values, interests, and strong ties.
- **Brazil (19 October 2023):** EU Commissioner for Climate Action, Wopke Hoekstra, visited Sao Paulo. EBO Brazil launched an ESG Committee to produce a white paper on decarbonisation, circular economy, and biofuels.
- **Canada (24 November 2023):** At the Canada-EU Summit, European Commission President Ursula von der Leyen and Canadian Prime Minister Justin Trudeau concluded negotiations for Canada's association with Horizon Europe, the EU's €95.5 billion programme for research and innovation.
- **Guyana (20–22 November 2023):** An EU Global Gateway Economic Mission to Guyana focused on forestry, renewable energy, water management, health, and connectivity.
- Efforts have been made to expand the EBO network in the region, including support to Venezuela and Guyana on joining EBOWN
- High Representative of the EU for Foreign Affairs and Security Policy, Josep Borrell, visited the Dominican Republic.

- EBO Trinidad and Tobago celebrated its 10th Anniversary by launching its signature annual event, the Sustainability Champion Awards.
- **Regional Meetings:** Five regional meetings were held on the following dates - 27/02/2023, 05/05/2023, 09/06/2023, 11/08/2023, and 20/10/2023.
- Two of these regional meetings were held to ensure all EBOs in the region are well-informed and involved in EBO WFN initiatives. These meetings facilitated the exchange of information on regional projects, individual EBO highlights, and EU/Global Gateway activities in each country or region.

Next Steps

- **Extension of National Initiatives to Regional Level:** EBOs in the region will extend national initiatives to the regional level, particularly focusing on sustainability topics of interest to all countries.
- **Focus on Sustainability Webinars:** Conduct webinars on various sustainability topics such as CBAM, Deforestation, Corporate Due Diligence, Social Audits ESG Measuring and Disclosure under agreements and new standards Smart Grids/ RE related topics, and Sustainable Agriculture, aiming to foster knowledge sharing and collaboration.

Moving forward, continued efforts in extending initiatives to the regional level and organising collaborative events will be instrumental in driving collective progress and achieving shared objectives in the Americas and Caribbean region.

ASEAN

In the dynamic landscape of the ASEAN region, collaboration and mutual benefit have been central themes guiding our activities from 2023 to 2024. To foster deeper collaboration, a track of different priorities and a survey were circulated among ASEAN EBOs in 2023, aiming to identify areas of mutual interest. The activities of the region reflect their commitment to fostering collaboration, advancing mutual goals, and strengthening regional ties.

Key Highlights

The ASEAN region has been thriving with productive collaboration and impactful engagements throughout 2023 and 2024. Here are the key highlights:

- **Offline Meeting Consensus:** The EBOs unanimously agreed to convene offline at least once a year, emphasising the importance of face-to-face interactions in fostering stronger relationships and collaboration.
- **EBO ASEAN convened for a significant physical meeting** hosted by EBO Cambodia in conjunction with the EBO Sustainability Summit in Phnom Penh from 3-4 April 2024. Distinguished guest speakers graced the event with their insights.
- **Guest Speaker Lineup:** The meeting featured esteemed guest speakers, including Benoit Tardy from the EU SEA IP SME Helpdesk, Henriette Faergeman from the EU Delegation Indonesia, Astrid Schomaker, EU Director of Global Sustainable Development, Chris Humphrey, Executive Director of EU-ABC, Sunita Lukhoo, Chief Rep ASEAN and the Pacific for the EIB, and Gregor Van Essen from The Water Agency.
- **Engaging online dialogues** were conducted on various topics such as EU Deforestation Regulation (EUDR) and circular economy, providing valuable insights and discussions.
- **Flagship Events:** EBO Vietnam, hosted the Green Economy Forum 2023 (GEF 2023) in Hanoi on November 2.



Edison Bako - Regional Coordinator

EBO Indonesia

EuroCham Indonesia

- **EBO Singapore**, organised the Sustainability Awards 2023 and released the Digital Economy Whitebook, providing insights into the region's digital economy landscape.
- **Collaborative workshops** were organised, focusing on eco-tourism, highlighting the region's commitment to sustainable development and environmental conservation.
- **Regional Meetings:** Four regional meetings were held on the following dates: 18/01/2023, 07/06/2023, 22/08/2023, and 28/11/2023, providing regular platforms for discussion, collaboration, and progress tracking.

Next Steps

- **Harmonising Work Efforts:** Strive to merge our efforts as one cohesive unit while ensuring that collaborative endeavors yield mutually beneficial results.
- **Collaborate among EBOs** to secure access to vital project information, such as the EU Global Gateway project, fostering greater engagement and participation.
- **Facilitate online dialogues** on crucial topics like EU Deforestation Regulation (EUDR) and Carbon Border Adjustment Mechanism (CBAM) in the first quarter of 2024, promoting knowledge sharing and awareness.
- **On January 25th**, conduct a physical sharing session on the Global Gateway project in Singapore, fostering regional collaboration and knowledge exchange.

Looking ahead, continued efforts in harmonising work efforts and promoting collaboration will be instrumental in driving collective success and achieving shared goals in the ASEAN region.



East Asia and Pacific



Nuria Sau - Regional Coordinator
EBO Hong Kong

European Chamber of Commerce in Hong Kong

In 2023, the East Asia and Pacific region showcased remarkable collaborative efforts and proactive engagement among European Business Organisations (EBOs). The region made significant strides in fostering a unified business environment, with key initiatives underscoring their dedication to mutual growth and sustainability.

Key Highlights

In 2023, the East Asia and Pacific region saw significant initiatives aimed at fostering collaboration, sustainability, and economic growth. The following are the key highlights of these activities:

- **Business Sentiment Report:** The East Asia & Pacific Cluster compiled a comprehensive business sentiment report in 2023 to capture the economic outlook and business environment in the region.
- **Sustainability Summit:** In 2024, EBOs from China, Mongolia, and Hong Kong joined the ASEAN cluster for a physical meeting hosted by EBO Cambodia at the EBO Sustainability Summit in Phnom Penh on April 3-4.
- **Flagship Events/Visits:**
 - EBO Hong Kong, hosted the Green Way Forward 2023, an annual forum focused on sustainability.
 - EBO Japan, facilitated G7 related visits, promoting international cooperation.
 - EBO Korea, organised the EU Korea Summit and the Sustainability Awards to honor achievements in sustainability.
 - EBO Macau, held the MECC 9th Gala, a major networking event.
 - EBO New Zealand, conducted the Europe Summit and Gala Dinner, fostering business ties between Europe and New Zealand.

- **Flagship Publications:** EBO China, released the European Business in China Position Paper 2023/2024, outlining key business challenges and recommendations. EBO Taiwan, published the ECCT 2024 Position Paper on the Business Climate, providing insights into the economic environment and business prospects.
- **Regional Meetings:** Two regional meetings were held on March 13th and May 4th, 2023, providing platforms for discussions, knowledge sharing, and collaboration among EBOs within the East Asia and Pacific network.

Next Steps

- **Organising Joint Trade Missions:** Discussions were held on the possibility of organising joint trade missions within the East Asia and Pacific network, aiming to strengthen regional collaboration and promote trade and investment opportunities across the region.

Moving forward, the discussions on organising joint trade missions hold promise for further enhancing collaboration and promoting economic growth within the region. These activities have laid a solid foundation for continued engagement and collaboration among EBOs, driving collective success and fostering prosperity across the East Asia and Pacific region.



Europe and Eastern Partnership



Diana Sarumova - Regional Coordinator

EBO Armenia

European Business Association Armenia

The Europe and Eastern Partnership region has faced several significant challenges in 2023. However, the resilience and determination of the EBOs have been evident through their continuous efforts to navigate these complexities.

Key Highlights

It's crucial to stay informed about sanctions and their implications for business, alongside addressing the common issues in the region.

- **Russia-Ukraine War and Sanctions:** The ongoing conflict and resulting sanctions have had a profound impact on the region, affecting trade and economic stability.
- **Border Issues:** Border concerns in Moldova and Ukraine continue to present challenges, affecting the movement of goods and people.
- **Tourism Sector Challenges:** The tourism sectors in Armenia and Georgia have faced common issues, impacting their economic growth and development.
- **Uncertainty and Lack of Stability:** Overall uncertainty and instability in the region have created a challenging environment for businesses.
- **Regional Meetings:** Despite these challenges, two regional meetings were successfully held in 2023, fostering dialogue and collaboration among EBOs to address these issues collectively.

Next Steps

- **Plan Joint Activities:** EBOs in the Europe and Eastern Partnership region will plan and execute joint activities to strengthen collaboration and address common challenges.
- **Online Event on Sustainability:** Organise an online event focused on sustainability to share knowledge, best practices, and strategies for promoting sustainable development in the region.

The successful organisation of two regional meetings in 2023 highlights the commitment to maintaining dialogue and cooperation. Upcoming joint activities, such as the planned online event on sustainability, further underscore the proactive approach taken by EBOs to address shared issues and promote sustainable development.

These activities have strengthened engagement and collaboration among EBOs, fostering a more united and resilient network. Moving forward, continued focus on joint initiatives and knowledge sharing will be crucial in navigating the complexities of the region and driving collective progress.



South Asia and Middle East



John Wilson - Regional Coordinator
EBO Sri Lanka

European Chamber of Commerce of Sri Lanka

The South Asia and Middle East region has seen significant developments and collaborative efforts among EBOs throughout 2023. Despite some challenges, the region continues to make progress in establishing new European Business Organisations (EBOs) and fostering closer ties between existing ones.

Key Highlights

- **Formation Efforts in Bangladesh and Pakistan:** EBO Sri Lanka has engaged with the EU Delegation in Bangladesh regarding the formation of an EBO. Progress has stalled due to local legal requirements for local directors. The project for forming an EBO in Pakistan has been terminated due to insufficient responses in the associated investment mapping for Pakistan. Discussions with DGINTPA are suggested to potentially revive the Pakistan EBO project.
- **Advancements in Saudi Arabia:** The establishment of an EBO in Saudi Arabia is nearly complete, with discussions on the legal structure and an interim CEO identified. Funding remains a concern, with only four months of funding provided by the EU Delegation. An EBO Sri Lanka representative attended a pre-launch event in Riyadh, discussing the roles and benefits of European Chambers.
- **Upcoming Initiatives in Bahrain:** Plans are underway to form a European Chamber in Bahrain under the Gulf Economic Diversification Project. This initiative is expected to extend to other Gulf region countries. An EBO Sri Lanka representative attended a pre-launch event in Bahrain, similar to the one in Saudi Arabia.
- **Flagship Publications and Events:** EBO Nepal: Published a paper on Nepal's strategy for LDC graduation and the way forward to the GSP Plus regime.

- **Inaugural EU Nepal Business Forum:** Supported by the EU Delegation, featuring the Finance Minister and the Minister for Commerce, Industry, and Supply.
- **Regional Meeting:** EBOs from Sri Lanka, India, and Nepal met to discuss potential initiatives based on regional priorities identified in the MAFF.
- **Support and Collaboration:** ECCSL Support to EBO Nepal: Assisted in marketing the Business Forum to members and supported EBO Nepal's application to join EEN.
- **Inter-EBO Meeting:** A meeting was held between EBO Sri Lanka and EBO Nepal to enhance collaboration.

Next Steps

- Organise a joint awareness webinar on the Carbon Border Adjustment Mechanism (CBAM) in 2024 to enhance understanding and compliance among regional businesses.
- Hold a joint awareness webinar on supply chain due diligence in 2024, aimed at promoting best practices and compliance with international standards.
- EBO Nepal will publish a policy paper on 'Simplifying Export Procedure,' providing valuable insights and recommendations for streamlining export processes.

Moving forward, these initiatives will continue to strengthen regional ties, promote sustainable business practices, and drive economic growth in the South Asia and Middle East region.

Voice of European Business Abroad

Treasurer's Report 2024

Treasurer's Report



Striving for excellence and instigating change across 51 markets outside the European Union.



EOWN

Treasurer



Florian Gottein - Treasurer
EBO Philippines

European Chamber of Commerce Philippines

As Treasurer of EOWN, over the year, Mr. Gottein has conscientiously discharged his obligations, which are vital to the financial stability and openness of our network. His role encompassed maintaining accurate financial records, providing regular updates to the board, and collaborating with the external auditor to prepare the annual Financial Statement (FS). Additionally, he worked closely with the Chairman and the Secretary-General to ensure the timely filing of the FS with Moniteur Belge.

One of Mr. Gottein's primary objectives was to enhance the network's overall financial performance. In pursuit of this goal, he successfully managed the invoicing process for annual membership fees in collaboration with the EOWN secretariat. His commitment to accuracy and completeness in our accounts has been unwavering, as evidenced by his efforts to settle legacy payments and clean up old accounts.

Goals

- Increase the network's overall financial performance.
- Manage the invoicing of EOWN members for their annual membership fees in collaboration with the EOWN secretariat.
- Ensure the accuracy and adherence to the completeness of EOWN's financial accounts.
- Settle legacy payments and clean up old accounts.

Key Deliverables Achieved

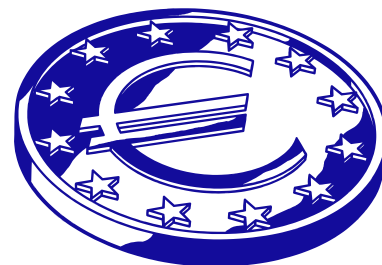
- The settlement of legacy payments and the cleanup of old accounts have been completed, streamlining the network's financial processes.
- The proposal and successful implementation of an increase in the annual membership fees from EUR 200 to EUR 300 aimed at ensuring a sustainable financial performance for EOWN.
- The preparation and submission of the EOWN Financial Statement (FS) for 2023 to an external financial auditor, with the raw version shared with the board in February and the final version received in April.
- The management of the invoicing process for the 2024 membership, resulting in 25 European Business Organisations (EBOs) having paid via bank transfer, 19 EBOs committing to pay at the Annual General Meeting (AGM) in Brussels, and ongoing engagement with the remaining members, including 5 EBOs who have not acknowledged and 2 EBOs that are currently not operational (as of 17 May 2024).

Next Steps

Following the EOWN Annual General Meeting (AGM) in Brussels in June 2024, targeted next steps are as follows:

- The financial records will be updated regularly to ensure ongoing accuracy and transparency.
- Invoices for the 2025 EOWN membership will be prepared and disseminated during the fourth quarter of 2024.
- The preparation of the Financial Statement (FS) for 2024 will commence at the end of the fourth quarter of 2024.

Financial Highlights



The European Business Organisation Worldwide Network (EBOWN), an association based in Brussels, Belgium, operates as a Not-for-profit, ASBL under Belgian registration number 0835.733.786.

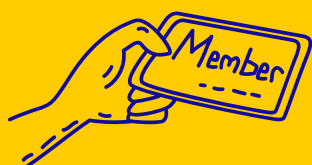
The general assembly approved the previous financial report on 21/06/2023 and covered the fiscal year from January 1, 2022, to December 31, 2022.

We are now pleased to present the 2023 audited financial report.

- Current assets include those in the bank account and cash on hand, totaling €25,052.60.
- Revenue includes member contributions amounting to €10,600.00.

- Expenses entail website hosting, accountant fees, banking fees, and administrative costs totaling €8,517.29.
- The capital increased from €24,986.33 at the start of the period to €27,069.04 at the end, indicating a net capital increase of €2,082.71.

The financial report indicates a positive financial performance for the EBOWN over the reporting period. With a net income of €2,082.71 and a balanced balance sheet, the EBOWN has maintained financial stability and increased its capital base. This healthy financial status supports the EBOWN's ability to continue its operations and potentially invest in future initiatives.



Membership

51 countries



Expenses

€ 8.5K



Revenue

€ 10.6K

Milestones & Achievement

* Milestones

- EBOWN membership expands to 54 Third markets
- EBOWN supports new market development in GCC Region
- EBOWN launches EBOWN Quarterly Newsletter



* Achievements

- EBOWN **Member** status in **Global Gateway Business Advisory Group**
- EBOWN **Observer** status in **Expert Group on Enhanced Coordination of External Financial Tools**
- EBOWN **Partnership** in the winning consortium for **EU Africa Business Forum**



Transparency Statement

Our **EBO Worldwide Network ASBL** operations are of significant importance and are dedicated to upholding the utmost transparency, accountability, and integrity. We firmly believe that transparency fosters confidence and strengthens our relationships. This statement outlines our core principles and methods for achieving and maintaining transparency.

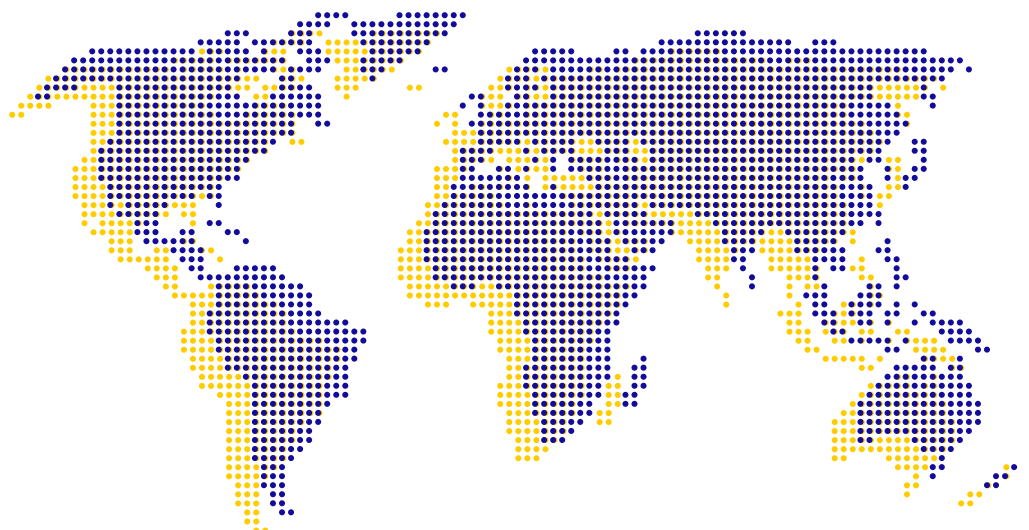
EOWN meetings held with the various European Commission institutions are listed below:

- Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)
- Directorate-General for International Partnerships (DG INTPA)
- Directorate General for Trade (DG Trade)
- Directorate-General for Communications Networks, Content and Technology (DG CNECT)
- Cabinet of High Representative of the Union for Foreign Affairs and Security Policy
- Cabinet to European Commission Executive Vice-President
- Cabinet to European Commissioner for International Partnerships
- Cabinet to European Commissioner for Internal Market

EBO Worldwide Network is registered in the EU lobby transparency register under identification number 941242711525-27

EOWN Network Development

- External consultant provision and capacity-building support from the Directorate-General for International Partnerships (DG INTPA) to aid in the development of EOWN's visibility in the areas of the EOWN Compendium, website, intranet, visibility materials, and access to EU Grants and Tenders.
- Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW) supported the EOWN Annual Global Network meeting in Brussels in June 2023, including a three-day stay at Albert Borschette and economy class flight tickets.



Contact Us



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