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Boston



Business Opportunities in The Expanded EU

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The European Union



EU 15

- Austria
- Belgium
- Denmark
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Luxembourg
- The Netherlands
- Portugal
- Spain
- Sweden
- United Kingdom



New EU 10

- Cyprus
- Czech Republic
- Estonia
- Hungary
- Latvia
- Lithuania
- Malta
- Poland
- Slovakia
- Slovenia

Candidate

- Bulgaria
- Croatia
- Romania
- Turkey

Application Pending

- Former Yugoslav Republic of Macedonia



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Single EU Market



- Enlargement increased EU population by 70million people - 20% increase, but only 4.8% additional GDP.
- But the enlarged EU has 455 million consumers - the largest free trading market in the world.
- EU/US two-way investment exceeds \$1 trillion.
- Some 6 million Europeans employed by US companies **and vice versa.**
- We are each other's economic partner of choice.



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New Member States



- High rates of growth
- Strong business potential

Examples

Estonia

- e-government

Latvia

- Company start-ups

Czech Republic

- mobile telecom

Budapest

- business environment



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New Member States



- Steady process of liberalisation
- 208% increase in UK trade with new member states
- Advantage of standard regulation across the EU
- Regulation compliance = Your business opportunity



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Advantages for UK



- £2 billion boost to UK GDP
- UK as the gateway to the EU market
- UK wins almost 40% of US investments into EU
- Free movement of labour



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Conclusion



- EU now world's **largest trading market**
- Expansion means **new jobs and increased GDP**
- Expansion means **increased trade and investment opportunities** for US companies

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