

# The Case for Investing in Europe

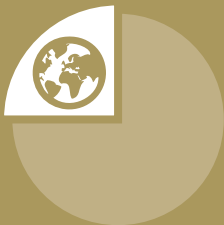
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reasons  
why business  
should stay  
the course

**1**

**One of the  
world's largest  
and wealthiest  
markets**



**Almost  
25% of  
world output**

**2**

## **Highly skilled and productive workforce**



**Leader in  
science and  
engineering  
talent**

**3**

## **500 million consumers and rising incomes**



**22% of global  
personal  
expenditures  
in the EU  
(2015)**

**4**

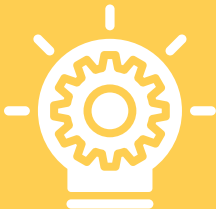
## **Economy on the upswing**



**Strongest GDP  
growth in years  
and dropping  
unemployment**

5

## Innovation and world-class R&D infrastructure



21.2% of  
global R&D  
spending  
in Europe  
(2016)

**6**

# Ongoing long-term structural reforms



**Embracing change in labour markets and the public sector**

**7**

## **Renewed political vision for the EU**



**Stronger  
institutional  
framework for  
the EU and the  
Eurozone**



**8**

# **Most competitive economies in the world**



**6 European countries in top 10**

9

## Easy to do business



**Most business-friendly nations: 16**  
**European countries in top 25**

10

## Access to a large and attractive periphery



Springboard  
to growing  
economies at  
Europe's door



[amchameu.eu/invest](https://amchameu.eu/invest)

**Design:** inextremis.be - **Illustrations:** fotalia.com

**Source:** Quinlan, Joseph P., *Staying the Course: The Case for Investing in Europe*, 2017.