

The Case for Investing in Europe 2018

10 reasons
why business
should stay
the course

1

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



**Roughly
25% of
world output**

2

Highly skilled and productive workforce



**Leader in
science and
engineering
talent**

3

500 million consumers and rising incomes



**21% of global
personal
expenditures
in the EU
(2016)**

4

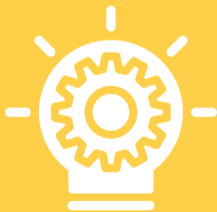
Economy on the upswing



**Cyclical
uptrend in
GDP growth,
with dropping
unemployment**

5

Innovation and world-class R&D infrastructure



**21% of
global R&D
spending
in Europe
(2017)**

6

Ongoing long-term structural reforms



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

7

Renewed political vision for the EU



**Stronger
institutional
framework of
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: 14
European
countries in
top 25**

10

Access to a large and attractive periphery



Springboard
to growing
economies at
Europe's door



AmCham EU

SPEAKING FOR AMERICAN BUSINESS IN EUROPE

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