

An ACP-EU programme for the promotion of investment

1. SCOPE OF THE PROGRAMME

2. OBJECTIVES

3. BENEFICIARIES

4. PRINCIPLES OF THE PROGRAMME

5. ACTIVITIES



1. SCOPE OF THE PROGRAMME

- EU-ACP partnership programme for :
 - the promotion of investment
 - technology transfer in key sector enterprises
- Implemented by the **Centre for the Development of Enterprise (CDE)** under the supervision EuropeAid - **European Commission** Office of Cooperation
- Total budget of **Euro 110 millions** over 7 years, financed under the 8th European Development Fund (EDF)

2. OBJECTIVES

COTONOU AGREEMENT

- Favorable investment climate
- Company partnerships
- Capacity building for investment promotion institutions
- Promotion of dialogue between public and private sectors



PRO€INVEST OBJECTIVES

To promote investment and technology flow towards ACP enterprises through:

- Improving the institutional environment of enterprises
- Support to key sectors

3. BENEFICIARIES

- **Intermediary organisations** * (IO) in ACP and EU countries
- ACP **enterprises**

- * Member-based professional organisations
 - investment promotion agencies
 - **financial institutions**
 - associations of consultants

4. PRINCIPLES OF THE PROGRAMME

Shared cost funding:

Pro€Invest maximum 67% of the projet
Beneficiaries 33%

Demand-driven :

Pro€Invest supports essentially proposals submitted
by the beneficiaries

Origin:

Beneficiaries and service providers must be ACP or
EU citizens

5. ACTIVITIES

CAPACITY BUILDING FOR ACP IO

KEY SECTOR SUPPORT

Public private dialogue activities

1. Action plans
2. Policy proposals
3. Lobbying activities

Business development services activities

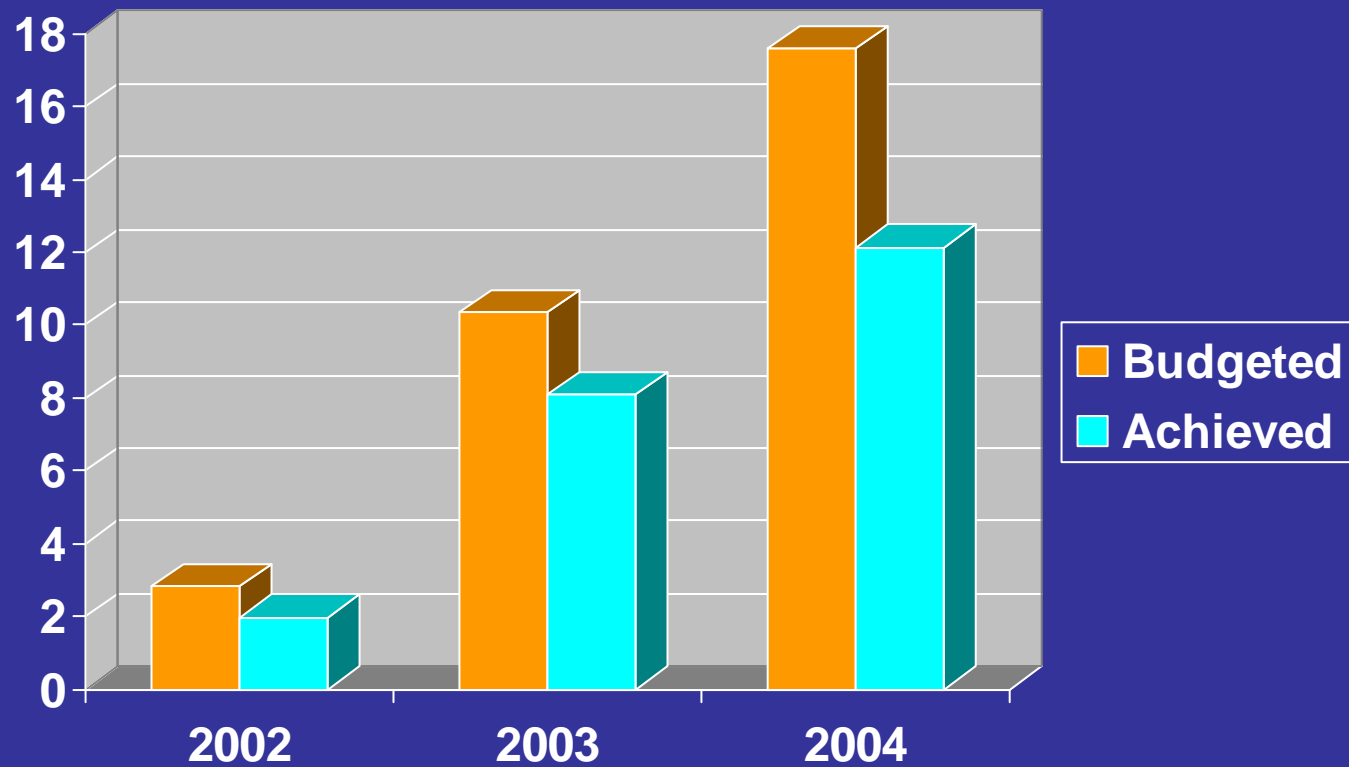
Support to IO to enable them to provide improved services to their membership

Matchmaking activities

- 1 Sector partnership meetings
- 2 Sector missions in ACP or EU
- 3 Company twinning
- 4 Direct support to enterprises

2002-2003-2004 OPERATIONAL ACTIVITIES

Million EUR



HOW TO APPLY ?

PRO€INVEST

Home Presentation Activities How to apply Tenders Links News Events

> Presentation

Eligible countries

Eligible applicants

Objective

Eligible costs

How to apply if you are an intermediary organization

How to apply if you are a company

Policy dialogue activities

Capacity building and ad-hoc training

Interenterprise partnership initiatives

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