

Ernst & Young's European Investment Monitor (EIM); Ernst & Young's European Attractiveness Survey 2005

Institution/report/source

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Report: description/significance

Ernst & Young's European Investment Monitor (EIM) is the most comprehensive source of information on foreign direct investment projects announced throughout Europe, tracking results from 1997 to date. Details include: parent company undertaking the investment and country of origin; city, region and country receiving the investment project; mode of investment (new, expanding or co-locating); industry sector and activity type (eg head office, contact centre); and employment created.

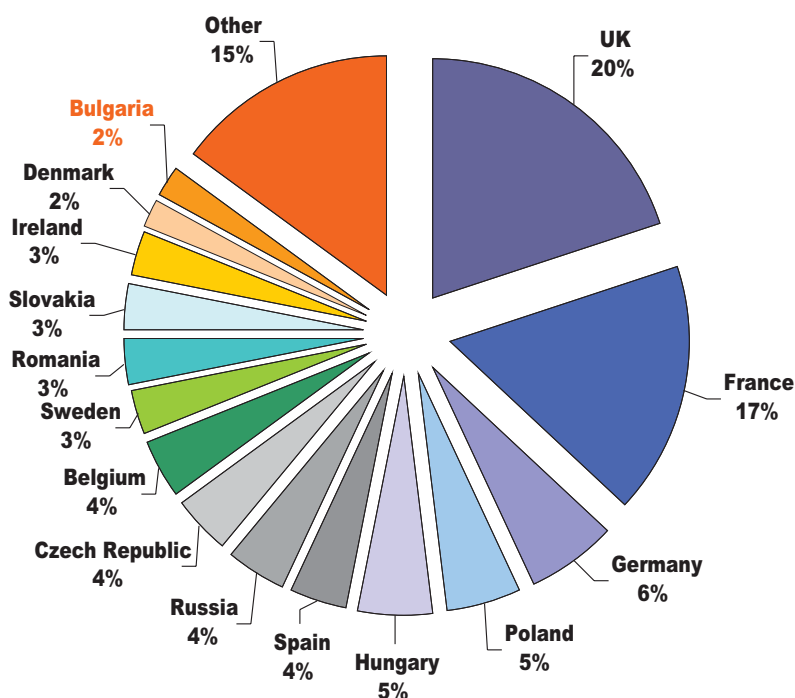
Ernst & Young's European Attractiveness Survey. This survey evaluates, on a year-by-year basis, the attractiveness of Europe and the attractiveness of countries within Europe. The originality of this survey resides in a twofold approach: firstly, the survey is based on opinions expressed by several hundred executives. Secondly, the survey compares the perceptions of these decision-makers with their actual investments, which have been analysed in the European Investment Monitor. The 2005 European Attractiveness Survey was carried out by CSA. This market research company surveyed 672 international business executives by telephone (using CATI – Computer Assisted Telephonic Interviews) between March and April 2005 in the following languages: English, German, French, Italian, Spanish and Dutch.

BULGARIA'S PRESENCE:

EAS: "Encouraged by the economic expansion of the ten additional countries into the European Union in 2004, international decision makers appear to have anticipated the future incorporation of Romania and Bulgaria, with the latter ranking seventh among Eastern European countries...Central and Eastern Europe attracts 31% of FDI, i.e. more than France, Germany, Spain and Belgium combined."

Graph/chart: European Investment Monitor

Destination of FDI across Europe 2004



Top 15 European countries as investment destinations 2003-2004

Rank 2004	Country	Market share 2003 %	Number of FDIs 2004	Market share 2004 %	Evolution in market share %
1	UK	23,5	563	19,5	-17
2	France	16,2	490	17	5
3	Germany	5,7	164	5,7	-1
4	Poland	2,4	148	5,1	115
5	Hungary	4,4	139	4,8	9
6	Spain	6,2	121	4,2	-32
7	Russia	5,6	116	4	-29
8	Czech	4,7	112	3,9	-17
9	Belgium	3,9	107	3,7	-6
10	Sweden	3,8	97	3,4	-12
11	Romania	1	91	3,2	205
12	Slovakia	1,2	83	2,9	131
13	Ireland	2,4	76	2,6	11
14	Denmark	2,3	70	2,4	6
15	Bulgaria	1,5	64	2,2	48

The relocation sites considered (% of citation for each region)

