

EBOWN Global Meeting 2026

BRUSSELS · JUNE 2026

5-DAY REPORT

A comprehensive five-day record of the EBO Worldwide Network Annual Global Meeting 2026, covering institutional engagement, governance, trade policy, competitiveness, and strategic advocacy across 59 countries and 62 delegates representing 54 nations.



Foreword

Message from the Outgoing Chair

As I conclude my mandate as Chair of EBOWN, I am pleased to present this report on the EBOWN Global Meeting 2026, held in Brussels in June. This gathering marked an important moment for our network, not only as an annual meeting of members, but also as a reflection of the progress EBOWN has made over the course of the current mandate.

During this period, EBOWN has continued to strengthen its institutional relevance, expand its engagement with European stakeholders, and reinforce the role of European Business Organisations as trusted partners for EU economic diplomacy in third markets. The Brussels meeting demonstrated this clearly. With 62 delegates from 54 countries, representing a wider 59-country network, EBOWN showed both the scale of its presence and the practical value it brings through market intelligence, business advocacy, institutional dialogue, and on-the-ground support for European companies.

The outcomes of the Global Meeting 2026 reflect the dedication of our members, the commitment of the Secretariat, and the constructive engagement of our institutional partners. I would like to express my sincere appreciation to DG GROW, DG TRADE, DG ENER, the European Parliament, BusinessEurope, and Eurochambres for their continued dialogue and support. Their engagement has helped position EBOWN as a credible and increasingly important interlocutor in advancing European business interests globally.

Looking back on the mandate to date, I am proud of the progress achieved by the network. EBOWN has further consolidated its governance, strengthened regional coordination, increased visibility with EU institutions, and deepened the sense of common purpose among EBOs across regions. These achievements belong to the network as a whole and are the result of sustained cooperation, commitment, and trust among members.

As EBOWN now enters a new chapter, I would like to warmly congratulate Stefan Ernst, representing EBO Korea, on his appointment as Incoming Chair. Stefan brings valuable experience, professionalism, and a strong understanding of the role that EBOs play in connecting European business communities with opportunities and policy developments in partner markets. I am confident that under his leadership, and with the support of the incoming Board and the wider EBOWN membership, the network will continue to grow in strength, relevance, and impact.

I wish Stefan every success in his mandate and encourage all members to offer him their full support as EBOWN continues its important work in support of European business worldwide.

Sincerely,

Jason Collins

Outgoing Chair 2025-2026, EBOWN / EBO Australia

Message from the EBOWN Chair

Dear EBOWN colleagues and partners,

It is with a profound sense of both privilege and responsibility that I write to you in my capacity as the Incoming Chair of EBOWN. I am truly honoured to take on this role at such a dynamic and crucial time for our network.

I would like to express my sincere appreciation for the considerable efforts and valuable contributions made during the EBOWN Global Meeting 2026. The strong foundations laid, and the outcomes achieved during this gathering, are a testament to the dedication of our network and the exemplary leadership provided by the outgoing Chair. We are building upon a robust legacy, and I am grateful for the unwavering commitment that has brought us to this point.

As we look ahead to the 2026–2027 cycle, it is important to emphasise that the strategic priorities will be collaboratively determined by the incoming Board. These decisions will be made in the collective interest of EBOWN and its members, reflecting our shared goals and aspirations. Indeed, it is for the Board to decide what matters most to advance our mission effectively and cohesively.

I am deeply committed to fostering a spirit of openness, collaboration, and trust in the collective wisdom of our network. Our strength lies in our unity and our ability to work together towards common objectives, leveraging the diverse experiences and insights from across our 59-country network.

I look forward to working closely with the Board and the entire EBOWN network as we collectively shape our path forward, strengthening our advocacy and engagement across the globe.

Sincerely,

Stefan Ernst

Incoming Chair, EBOWN / EBO Korea

Thank You, DG GROW

A Partnership Built Over More Than Two Decades

Since 2002, DG GROW — the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs — has been the institutional home that made the EBO Worldwide Network possible. Your commitment to bringing European Business Organisations together, year after year, has been the foundation upon which this network has grown, deepened, and endured.

Since 2002

From the earliest gatherings of European Business Organisations in third-country markets, DG GROW recognised the unique value that EBOs bring to EU external economic policy. That recognition — sustained across more than two decades — has been the constant that allowed EBOWN to grow from a small network into a global community spanning 59 countries and 62 member organisations.

Annual Meetings That Matter

The annual EBOWN Global Meeting format, supported and hosted with DG GROW's engagement, has given EBOWN its rhythm, its direction, and its sense of shared purpose. Each year, these meetings have translated institutional dialogue into practical action — connecting EU policy with the realities of European businesses operating in markets around the world.

A Trajectory of Growth

The growth of EBOWN is inseparable from DG GROW's sustained institutional support. What began as a coordination mechanism has become a strategic network — one that EU institutions now recognise as an irreplaceable source of business intelligence, advocacy, and economic diplomacy. That trajectory is a shared achievement, and EBOWN is proud to carry it forward.

The EBOWN membership extends its deepest gratitude to DG GROW and looks forward to continuing this partnership in the years ahead.

EBOWN Global Meeting at a Glance

59

Countries in Network

Global reach of the
EBO Worldwide
Network

62

Delegates

Representing 54
countries
at the EBOWN Global
Meeting

5

Meeting Days

Full programme of
sessions
and institutional
meetings

6

Regional Clusters

Africa, Americas &
Caribbean, ASEAN,
East Asia & Pacific, Europe
& Eastern Partnership,
South Asia & Middle East

A1.1 Executive Summary — Public Transparency Briefs

The five Public Transparency Briefs produced across the EBOWN Global Meeting 2026 represent EBOWN's commitment to openness, accountability, and stakeholder communication. Together, they provide a publicly accessible record of the EBOWN Global Meeting's key themes, institutional engagements, and outcomes — without disclosing restricted governance or legal content.

What the Public Transparency Briefs Cover



Day 1 — Governance and Strategic Foundations

Overview of EBOWN's governance framework, EBO project showcase, Global Gateway roundtable, and opening institutional engagement with DG GROW and MEP Dragos Tudorache.



Day 2 — Trade Policy and Parliamentary Engagement

Summary of EBOWN's engagement with DG TRADE on FTA implementation and the European Parliament INTA Committee roundtable on EU trade negotiations.



Day 3 — Competitiveness, Industry and Intelligence

Public summary of sessions on EU regulatory simplification, Global Gateway, Critical Raw Materials, the Industrial Accelerator Act, and the EBO Global Business Sentiment Report.



Day 4 — Network Development and GSP

Overview of new EBO presentations, the EBO mission and strategy workshop, the GSP meeting with DG TRADE, and regional coordination sessions.



Day 5 — Partnerships, Assembly and Closing

Summary of meetings with BusinessEurope, DG ENER, and Eurochambres, regional reports, the General Assembly, and the closing session with DG GROW.

Purpose and Use of These Briefs

Institutional Partners	EBO Members and Stakeholders	Public and Media
These briefs may be shared with EU institutions, EU Delegations, Member State embassies, and other official counterparts as evidence of EBOWN's engagement, reach, and policy relevance.	Member EBOs and their stakeholders may use these briefs to communicate the outcomes of the Annual EBOWN Global Meeting to their own networks, boards, and government contacts.	These briefs are cleared for public distribution and may be referenced in press releases, website communications, and external reports produced by EBOWN or its members.

A1.2 Tier B: Public Transparency Brief — Day 1

Access: Public

Purpose: Transparency, stakeholder information, institutional communications, and external reporting.

1. Overview

Day 1 of the EBOWN Global Meeting 2026 brought together 62 delegates representing 54 countries from across the global Network. Discussions focused on European competitiveness, economic security, governance, trade, investment, Global Gateway, and the role of European Business Organisations in supporting European businesses operating in third-country markets. The programme included exchanges with representatives of the European Commission, presentations of successful EBO initiatives, discussion of Membership Survey findings, and dialogue on trade and investment opportunities.

2. Topics Discussed

European competitiveness and economic security	Governance and institutional development	Membership Survey findings and business trends
Global Gateway opportunities	EU trade policy and market access	Innovation, sustainability, and business resilience
Best practices from EBOs worldwide		

3. Key Outcomes

01	02	03
Strengthened dialogue between EBOWN and EU institutions.	Increased sharing of best practices across EBO markets.	Greater understanding of business challenges and opportunities across regions.
04	05	
Reinforced role of EBOs in supporting European economic engagement abroad.	Identification of priority themes for future cooperation and advocacy.	

4. Next Steps

- Continue engagement with EU institutions and stakeholders.
- Strengthen business intelligence collection across the Network.
- Share successful project models and best practices.
- Support future discussions on trade, investment, competitiveness, and Global Gateway.

The discussions highlighted the growing importance of European Business Organisations as partners supporting European businesses operating internationally and contributing to stronger economic ties between Europe and partner countries.

A1.3 Tier B: Public Transparency Brief — Day 2

Access: Public

Purpose: Transparency, stakeholder information, institutional communications, and external reporting.

1. Overview

Day 2 of the EBOWN Global Meeting 2026 focused on trade, competitiveness, and economic diplomacy through engagements with DG TRADE and the European Parliament's Committee on International Trade (INTA), complemented by regional strategy discussions among EBO members. The day reinforced the strategic value of the EBO network as an intelligence and advocacy platform capable of providing practical market insights to EU policymakers while supporting European businesses abroad.

2. Topics Discussed

EU trade agreements and market access	WTO reform and rules-based international trade
Competitiveness and economic security	Supply chain resilience and critical raw materials
Investment opportunities and trade diversification	The role of EBOs in supporting EU economic diplomacy
Business perspectives on regulatory and market access challenges	Regional advocacy priorities and cross-regional cooperation

A1.3 Key Outcomes & Next Steps — Day 2

3. Key Outcomes

01	02	03
EU institutions recognised the value of EBOs as providers of market intelligence and business insights.	Discussions highlighted the importance of stronger cooperation on trade promotion and market access.	EBOs shared practical perspectives from global markets to support policymaking and implementation efforts.
04	05	
Participants reaffirmed support for open, predictable, and rules-based international trade.	Regional coordination was strengthened, with common advocacy priorities identified across EBO markets.	

4. Next Steps

- Continue structured engagement with DG TRADE and the European Parliament.
- Strengthen business intelligence collection and market access monitoring across the Network.
- Support promotion and utilisation of EU trade agreements among member businesses.
- Develop consolidated advocacy positions on trade, competitiveness, and economic security.

The discussions highlighted the growing importance of European Business Organisations as partners supporting European businesses operating internationally and contributing to stronger economic ties between Europe and partner countries.

A1.4 Tier B: Public Transparency Brief — Day 3

Access: Public

Purpose: Transparency, stakeholder information, institutional communications, and external reporting.

Status: Public summary suitable for external circulation, publication or transparency disclosure.

Scope: This brief excludes internal governance deliberations, strategic advocacy planning, confidential operational matters and sensitive attribution.

1. Overview

Day 3 of the EBOWN Global Meeting 2026 in Brussels focused on the relationship between EU policy priorities and the experience of European Business Organisations operating in third-country markets. The day included exchanges with representatives of European Commission services and EBOWN members on EU competitiveness, regulatory simplification, Global Gateway, critical raw materials, industrial policy, EU financing instruments and business sentiment. The discussions reflected EBOWN's role as a global network representing European business interests abroad and supporting dialogue between European companies, EU institutions, EU Delegations, Member State representatives and partner-country stakeholders.

2. Topics Discussed

EU regulatory simplification and administrative burden reduction	Global Gateway and investment facilitation	Critical raw materials and supply-chain resilience
The Industrial Accelerator Act	The European Competitiveness Fund and the next Multiannual Financial Framework	EBOWN's role in evidence-based policy engagement
The EBO Global Business Sentiment Report		

A1.4 Key Outcomes & Next Steps — Day 3

3. Key Outcomes

01	02	03
EBOWN exchanged views with EU institutional representatives on key competitiveness, trade, investment and regulatory policy files.	EBOWN members shared practical perspectives from third-country markets on investment conditions, regulatory implementation and market access.	The EBO Global Business Sentiment Report was presented as a structured source of market intelligence.
04	05	
The importance of continued dialogue between EU institutions and European Business Organisations in third-country markets was reaffirmed.	EBOWN committed to strengthening its internal advocacy processes and market intelligence capabilities.	

4. Next Steps

- Continue structured engagement with European Commission services on key policy files.
- Strengthen business intelligence collection and market access monitoring across the Network.
- Advance work on critical raw materials, Global Gateway and regulatory simplification advocacy.
- Develop consolidated advocacy positions on priority themes identified during Day 3.

Day 3 confirmed the value of sustained engagement between EBOWN, its member organisations and EU institutions. The discussions demonstrated that European Business Organisations in third-country markets can contribute practical insight on investment conditions, regulatory implementation, market access, supply chains, business sentiment and sectoral opportunities. EBOWN will continue to support constructive dialogue between European business communities abroad and EU institutions, in line with its role as a global network representing European business interests in third-country markets.

A1.5 Tier B: Public Transparency Brief — Day 4

Access: Public

Purpose: Transparency, stakeholder information, institutional communications, and external reporting.

1. Overview

Day 4 of the EBOWN Global Meeting 2026 focused on network expansion, mission and strategy, regional coordination and a technical exchange on the EU Generalised Scheme of Preferences. The day opened with the presentation of new EBOs and principal representatives from Chile, Colombia, Guinea, Kenya, Liberia, Macau and Malaysia, reflecting EBOWN's continued geographic expansion. The day also included a workshop on EBOWN's mission and strategy, a GSP meeting with DG TRADE, and regional coordination sessions across EBOWN's six geographic clusters.

2. Topics Discussed

Introduction of new EBOs and principal representatives from Chile, Colombia, Guinea, Kenya, Liberia, Macau and Malaysia	EBOWN's continued geographic expansion and network integration	EBOWN's mission, vision and strategic positioning
The role of EBOs as business-led local market experts	The forthcoming new EU GSP Regulation (applying from 1 January 2027)	Standard GSP, GSP Plus and Everything But Arms
LDC graduation and transition periods	GSP Plus reapplication and sustainability conventions	Regional coordination across EBOWN's geographic clusters

A1.5 Key Outcomes & Next Steps — Day 4

3. Key Outcomes

01	02	03
New EBOs and principal representatives from seven markets were formally introduced, demonstrating EBOWN's expanding geographic reach.	The need to clarify EBOWN's mission and vision was confirmed, with the incoming Board tasked to lead a structured review.	The role of EBOs as business-led local market experts was identified as a future advocacy priority for EBOWN.
04	05	
EBOWN exchanged views with DG TRADE on the forthcoming new EU GSP Regulation and its implications for businesses in affected markets.	Regional coordination sessions translated global EBOWN priorities into region-specific follow-up across six geographic clusters.	

4. Next Steps

- The incoming Board will launch a formal mission and vision review and consult members online.
- EBOWN will prepare a practical member briefing on the new GSP Regulation.
- EBOWN will propose a follow-up with DG TRADE to support GSP communication in affected markets.
- EBOWN will develop a structured onboarding programme and peer mentoring system for new EBOs.
- Regional outputs will be consolidated into a structured advocacy matrix for the 2026–2027 work cycle.

Day 4 reaffirmed the network's role as a growing, business-led platform connecting European businesses operating in third markets with EU policy priorities. EBOWN's value lies in its local market expertise, business-led legitimacy and capacity to support EU competitiveness through structured advocacy, evidence-based feedback and practical engagement with EU institutions.

A1.6 Tier B: Public Transparency Brief — Day 5

Access: Public

Purpose: Transparency, stakeholder information, institutional communications, and external reporting.

Status: Disclosable version, excluding sensitive governance, financial, and internal strategic details.

1. Overview

Day 5 of the EBOWN Global Meeting 2026 brought together institutional engagement, regional reporting, statutory governance, and the formal close of the EBOWN Global Meeting in Brussels. The day included meetings with BusinessEurope, DG ENER, and Eurochambres, followed by regional reporting from EBOWN's six geographic clusters, the EBOWN General Assembly, and a closing session with DG GROW.

2. Topics Discussed

European competitiveness and economic security	Energy security and the EU's energy transition	Regulatory burden and simplification
Supply chain resilience and critical raw materials	EU trade policy and trade diversification	Global Gateway and business forums
Recognition of EBOs within the European business ecosystem	EBOWN General Assembly and governance	

A1.6 Key Outcomes & Next Steps — Day 5

3. Key Outcomes

01	02	03
Strengthened dialogue between EBOWN and key EU and European business institutions.	Energy confirmed as a priority cross-cutting advocacy theme for the 2026 to 2027 cycle.	Regional perspectives consolidated and carried forward into the next EBOWN work cycle.
04	05	
EBOWN General Assembly completed statutory governance requirements for the 2026 to 2027 term.	DG GROW reaffirmed EBOWN's role in EU economic diplomacy and market intelligence.	

4. Next Steps

- Send follow-up notes to BusinessEurope, DG ENER, Eurochambres, and DG GROW.
- Finalise the Business Sentiment Report and share with institutional partners.
- Consolidate regional reports into a priorities matrix for the incoming Board.
- Finalise General Assembly documentation in line with ASBL requirements.
- Develop the 2026 to 2027 advocacy work programme based on EBOWN Global Meeting outcomes.

Day 5 closed the EBOWN Global Meeting 2026 by consolidating the week's discussions and setting the foundation for the network's next phase of work.



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