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## **Emerging Europe to announce the findings of its latest Investment Promotion Report at Leaders' Meeting and Awards**

After six months of research, Emerging Europe has completed its second edition of the Investment Promotion Report.

"We again looked at communications and enquiry handling to understand how investment promotion agencies (IPA) present their unique value proposition and how they respond to enquiries from potential investors," says Andrew Wrobel, Founding Partner, Strategy and Content at Emerging Europe.

"The main idea behind this research project was to encourage IPA's to improve their performance and over the last 12 months we noticed those improvements. One common struggle that they all seemed to share was updating macroeconomic data. This year we noticed that some agencies posted statistics published in 2019. We are truly glad that we have contributed to that," he adds.

Last year's research was provided a benchmark for this year's report.

"Quite a few agencies have changed their rankings with one of them going up 15 notches. At the same time, fewer agencies responded to enquiries from the investor who teamed up for the sake of the research," Mr Wrobel says.

One agency emerged in regards to the enquiry handling part as a prime example of best practice, no other IPA in the region can hold a candle to the approach taken there. In addition, another IPA also stood out from the pack, especially in regards to their use of social media, taking home full scores across the board with that aspect of the assessment.

The findings of the Investment Promotion research as well as the Business-Friendly City Perception Index which is a survey carried out among over 50 global location experts will be presented at the Leaders' Meeting and Awards on 28 June in London. In addition to that the report will also be discussed by government representatives and heads of IPA's at a round-table discussion.

The 2018 ranking is available below:

Ranking	Country	Emerging Europe Ranking Score (out of 100)
1	Lithuania	65.55
2	Latvia	63.27
3	Poland	60.32
4	Montenegro	50.95
5	Kosovo	49.91
6	Georgia	48.14
7	Bosnia & Herzegovina	44.27
8	Czech Republic	42.68
9	Serbia	41.68
10	Azerbaijan	41.55
11	Slovakia	41.50
12	Romania	41.41
13	Slovenia	39.32
14	Estonia	38.45
15	Croatia	38.05
16	Macedonia (FYROM)	37.00
17	Bulgaria	36.73
18	Belarus	35.86
19	Ukraine	33.55
20	Moldova	30.91
21	Hungary	25.73
22	Armenia	21.45
23	Albania	21.41

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