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## Linking European & African investors – Brussels is a natural hub

### *Building public-private-partnerships with the European Union's External Investment Plan*

For nearly two decades, Arie Taitler has used Brussels as his hub to bring European business leaders and investors together and facilitate Europe-Africa business and technology exchange.

As a 'business and technology integrator' his key activity is to facilitate the creation of public private partnerships that link European technology companies with the European Union's External Investment Plan (EIP), the program recently created to attract private investment to build a stronger business base in Africa and 'EU neighborhood' countries.

He sees Brussels as the ideal location for companies who specialize building these kinds of partnerships. "Of course, the action on the ground needs to be in Africa," he explains, "But Brussels is the place where the links between partners are made most efficiently. The EU and EIP managers and decision makers are here, as are all the African embassies and – importantly – the main representation of the African Union. So from the first *'prise de contacte'* to introducing partners and developing the investment plans that bring the projects to life, being in Brussels makes the process smooth and efficient," says Arie.

His company, EMPFG Group - Actiview Solutions Ltd & Emerging Markets Project Facilitators, is now active in a number of partnerships:

- **An agribusiness venture with Nigeria** to develop local farming, forestry and value chains. This partnership aims to improve the performance of agriculture using high-tech satellite monitoring and mapping technology from Austrian company (PROGIS). He says that this pilot project has the potential for transfer to many other countries to improve the productivity of food production across the continent, driving progress of a green revolution in Africa
- **Renewable energy projects and the application of LED lighting to provide better urban infrastructure at a low cost, for rural areas or even villages and cities.**

- **Several other emerging public-private partnerships** in Congo DRC, Nigeria, Sierre Leone and Ghana in the agriculture, forestry, food and wood, education, cooperatives, land investment, fisheries, energy, mining and aviation sectors.
- In addition to easy links to the international political, and decision-making community, Arie says his experience as an expat business owner in Brussels has been positive from a number of practical perspectives: “Setting up a business is clear and simple, working with the local administration for company creation, tax, office space and residence is smooth.”

He also appreciates the city’s international and multicultural business character. For his professional activities, he finds it easy bring together business leaders for exchanges, forums and explore partnership opportunities. “This is a city where it’s easy to connect, and get around,” he says.

For daily living, he sees nature as part of the city. He appreciates that Brussels is a very green city, with its wealth of natural spaces and parks within walking distance of every neighborhood. “This makes life pleasant, and is a real plus for people who choose to live in an urban area,” explains Arie.

**LEADERSHIP THROUGH INNOVATION - FARMING AND FORESTRY AS PART OF ENVIRONMENT CARETAKING SUPPORTING THE COMMONS – A MUST TO CHANGE for a SAFER GLOBE SUSTAINABLE AGRICULTURE FORESTRY ENVIRONMENT & natural RISK management**

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