

*"The way forward for the Eurocodes implementation in the Balkans"*

*10-11 October 2018, Tirana*

# **Internationalisation & Competitiveness of EU Construction Enterprises**

*European Construction Sector Observatory*

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# Agenda

1. The European Construction Sector Observatory
2. Internationalisation & Construction
3. Internationalisation Trends
4. Internationalisation in practice
5. Eurocodes implementation
6. Realising the full potential of the internationalisation process
7. Conclusion



# The European Construction Sector Observatory

## *A tool for policy makers*

- Assess delivery on the Construction 2020 Strategy
- Tool for policy learning



# What can you find there?

## *Data and information available in the observatory*

- Search for 'European Construction Sector Observatory'
- Or go to: [ec.europa.eu/growth/sectors/construction/observatory](https://ec.europa.eu/growth/sectors/construction/observatory)



# Internationalisation & Construction

Drivers behind the internationalisation of the construction sector

## Pull and Push factors

- Slowdown in the construction sector within the European market
- Future growth opportunities outside the EU

## Trade negotiations

- Trade in Services Agreement (TiSA)
- Comprehensive Economic and Trade Agreement (CETA)
- EU Korea Free Trade Agreement

## New policies

- EU-Africa Infrastructure Trust Fund (EU-AITF)
- European External Investment Plan (EIP)

EU construction market **+1.5% growth** until 2025

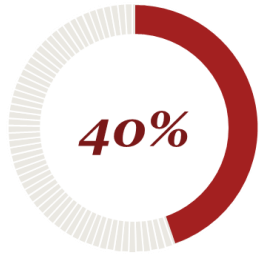
US construction market **+5% growth** until 2030

China Global construction market share **from 18% to 26% by 2025**

**Opportunities for the construction sector**

# Internationalisation trends

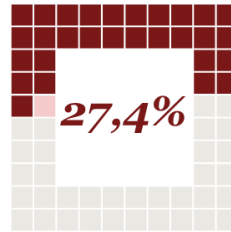
## 1. At the macro-level



Share of extra- EU exports of construction related services in total sector exports



Share of export of stones, cement, and ceramic tiles outside the EU28 in 2015



Growth of extra- EU trade in construction services over 2011-2015

## 2. At the micro-level

- Intercontinental deals between 2013 and 2015) **+28%**
- International turnover of EU construction companies **+9%**
- Share of turnover outside EU in 2015: **58%**

# Internationalisation in practice



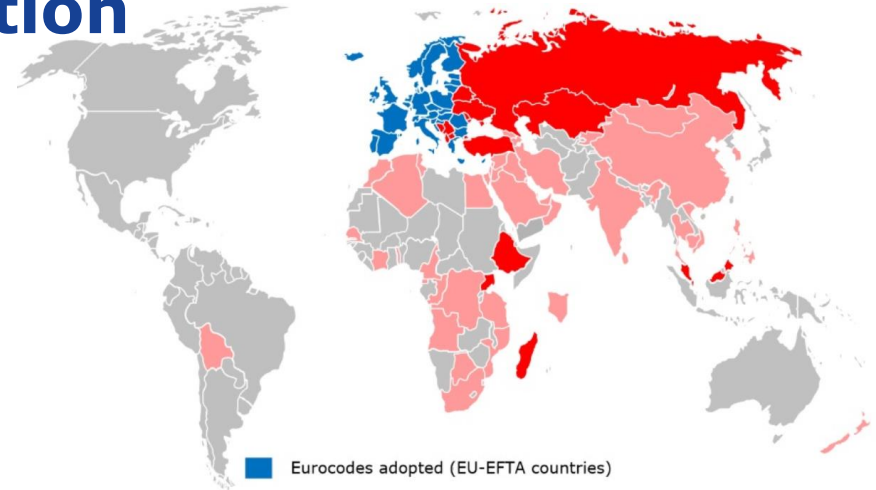
# Eurocodes Implementation

## 1. Opportunities

- Eurocodes = high standards & Quality
- Easier to trade with outside EU countries

## 2. Challenges

- Lack of standardised definitions has a negative impact on trade (e.g. Japan)
- In some markets Eurocodes implementation impede competitiveness of European companies vis à vis foreign competitors

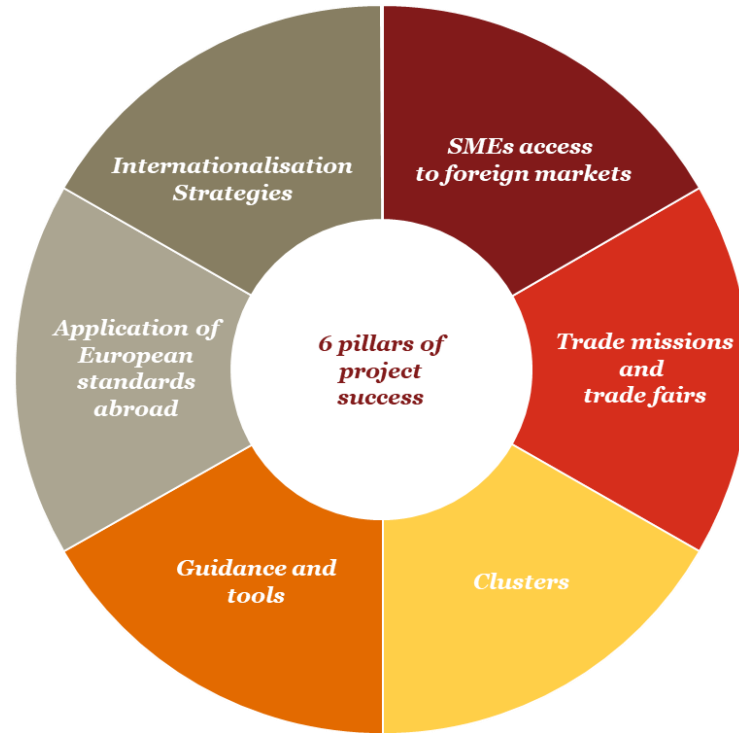


- Eurocodes adopted (EU-EFTA countries)
- Eurocodes adopted or in progress of adoption (non EU countries)
- Expression of interest in Eurocodes adoption (non EU countries)

*The Eurocodes Map  
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# What can policy-makers do to realise the full potential of the internationalisation process?



# Conclusion

1. Focus on international collaboration to harmonise construction standards
2. Identify priority countries for internationalization
  1. **Developing a targeted approach for market entry of construction players**
  2. **Mitigate various constraints in foreign markets, including regulatory barriers and political risk**

# Have fun, check ECSO

1. If you are interested in more information, more numbers, more analysis, visit the ECSO webpage at:

[ec.europa.eu/growth/sectors/construction/observatory](https://ec.europa.eu/growth/sectors/construction/observatory)

2. Get in touch:

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**Thank you for your attention!**



***<http://eurocodes.jrc.ec.europa.eu/>***