

EMRC opens the doors of emerging markets

The EuroMarket Forum put investors, professionals, project initiators and political representatives in contact.

In the business world, personal contacts and the opportunity to meet people play a critical role. The international organization EMRC (European Market Research Center) that is based in Brussels has devoted itself since 1992 to being a catalyst for creating the economic and business relationships between entrepreneurs, from European societies and those from Non-European societies.

One of the instruments of EMRC is the organization of conferences and the forums bringing together company CEOs, project directors, bankers, lawyers, consultants, investors and other political figures. The latest one of these forums, which has been taking place since Sunday (until Tuesday) at the Hilton Hotel, Brussels, is especially focusing on the international collaboration between the different companies and institutions involved in financing and

project development in the emerging markets. Finding appropriate financing solutions, answering to a call from the European Union, looking into micro-financing or opportunistically participating: there are as many financiers looking for new opportunities as there are individuals seeking professional advice and financing during this meeting. During this event, the Euro market Award will once again be reinstated. A prize that itself represents quality, workshops presenting innovative approaches and business efforts with partners from outside the EU.

The least surprising point during this EuroMarket Forum 2002 is not the presence of the usual players like Vivendi Environment or specific European institutions, or the local government of the Brussels region, under whose sponsorship the event was organized. It was the attendance of many states – of which the Ivory Coast – appeared to be interested in the institutional system of Brussels, that can eventually serve as the model to solve

the problems being represented in these countries or regions where there are different ethnic groups.

Another interesting presence was that of PRI, a company that defines itself as “Independent Financial Advisors”. Based in New York, but establishing representatives at the site of the project, PRI uses a methodology to develop projects and obtain financing that can be applied to all sectors, from transportation to energy and tourism, agri-business or specific services. The company, as their President Victor Politis explains, “doesn’t do simple consulting but helps to put together all the essential pieces of a project”: evaluation, planning, developing, legal aspects, establishing a budget, finding financing, etc. “some entrepreneurs or project developers sometimes have a great idea. But, they do not know how to realize their project” comments Victor Politis, who delivers solutions.