Ceemet
European Tech & Industry Employers

European investment in MET industries

Position paper

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www.ceemet.org

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About Ceemet

Set up in 1962, Ceemet is the European employers' organisation representing the interests of the metal, engineering and technology-based (MET) industries with a particular focus on topics in the areas of employment, social affairs, industrial relations, health & safety and education & training.

Ceemet members are national employers' federations across Europe and beyond based in 20 countries. They represent more than 200,000 member companies, a vast majority of which are SMEs.

Ceemet members provide direct and indirect employment for 35 million people and cover all products within the MET industrial sectors, detailed below.

Together, these companies make up Europe's largest industrial sector, both in terms of employment levels and added value, and are therefore essential to ensuring Europe's economic prosperity.

Executive summary

This position paper seeks to assess the current state of investment by companies in the MET sector and outlines recommendations to boost investment in Europe in order to maintain global competitiveness. The policymakers should build a favorable environment for the MET industries to regain significant economic growth.

This requires an environment where companies have the capacity to invest, to grow and to prosper. Concretely, this presupposes the co-existence of

- significant legislative simplification
- the removal of administrative burdens
- the completion of the single market in particular by reducing bureaucracy and by providing easy and transparent access to targeted European funds
- the strengthening of public and private investment
- a skilled workforce
- a stronger collaboration with social partners

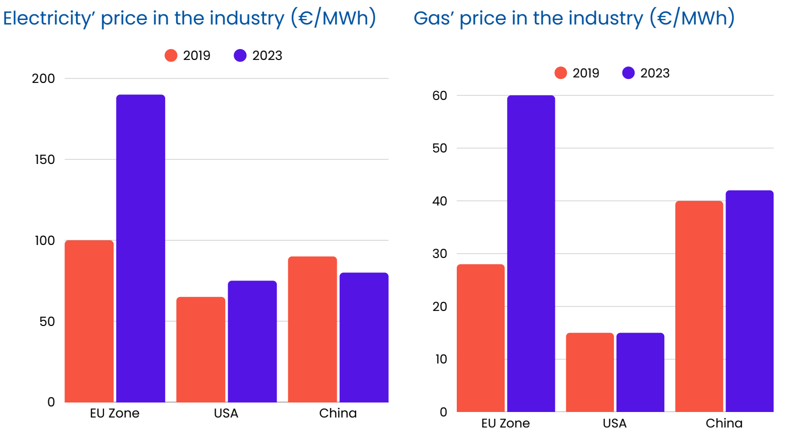
Introduction

Over the last five years, the European Union (EU) has been facing many challenges: Covid-19, wars, energy and economic crisis, skills and labour shortages, in addition to the sharp rise in inflation in 2022 and interest rates in 2023-2024. The unstable economic environment has been reinforced by increasing geopolitical tensions. These crises have destabilised the global economy and undermined the economic and commercial systems at both global and European levels. The Draghi report on "The Future of European Competitiveness", published on 9 September 2024, confirmed the challenges of the EU and recommends an annual investment of €800 billion to boost innovation, protect living standards and enhance Europe's competitiveness against the United States (US) and China. Those investments are seen as crucial to address Europe's lagging growth, growing GDP gap and to maintain EU companies' competitiveness. Investments must first and foremost come from the private sector, and here above all from companies. This requires competitive framework conditions.

In the year 2008, EU GDP was about 83% of US GDP in 2008. By 2023, it had dropped to around 72% of US GDP[1] and in 2024, it continued to decrease by reaching 71% of US GDP. This gap is driven by several factors, including differences in population size, disparities in productivity growth, and the fact that the EU is facing an unprecedented energy crisis compared to its economic partners.

[1] Gabriel DeLuca Vinocur, Econfact "Fact Check: Has the economic gap between Europe and the United States increased in the past decade? " 4 April 2025

However, the crisis has also been exacerbated by structural vulnerabilities, with some EU governments deciding to phase out certain energy sources without having sufficient and reliable alternatives in place. Furthermore, Russia's invasion of Ukraine in 2022 has accentuated its dramatic consequences. A credible policy always involves recognising and correcting weaknesses when circumstances change.



Rexecode/ Draghi report, 2024

Ceemet European Tech & Industry Employers

Figure 1: Energy prices in main economic zones, 2024

The rise in gas and electricity prices has been so significant (as shown in Figure 1) that it has contributed to a decline in the competitiveness of European businesses, reduced turnover and forced redundancies. To address this challenge, the European Commission has already announced a plan for affordable energy. The UK, which was facing the same situation, proposed the following solution.

Example: Energy support in the UK

In the UK, the Government recently announced within its 10-year industrial strategy plan a "British Industrial Competitiveness Scheme" to reduce the cost of electricity for around 7000 companies, many of which will likely be energy intensive MET sectors. The scheme will reduce electricity prices by approximately £30/MWh which is around a 25% decrease in costs. It will help ensure UK businesses pay a price for energy that is more in line with its competitors.

The UK is still an important market for the EU today. This scheme may also support EU businesses that trade with the UK through lower prices. This example also highlights how important it is to challenge high energy costs to protect industry.

Source: Make UK

This solution can be implemented in Europe thanks to the EU's adoption of the CISAF in July 2025, which should enable state aid to be mobilised to facilitate investment in strategic sectors, particularly the energy sector.

Increased competition has further weakened their order books. In addition, the European partners changed their policies. While the US has seen its trade deficit explode and implemented a protectionist policy, China has invested heavily in robotisation and established itself in certain markets where Europeans have traditionally been leaders, such as in the automotive industry[1], in addition to its aggressive protectionist system. These massive investments have enabled them to increase their productivity and competitiveness exponentially. Political guidelines that ignore market needs and existing infrastructure have instead seriously unsettled the European automotive industry and condemned it to a reluctance to invest.

Therefore, today, the EU finds itself in a difficult situation and must urgently create a favourable economic environment to boost the competitiveness of its businesses.

Investment remains one of the keys to this. At a time when the AI revolution is underway and the EU wishes to maintain its environmental objectives, it is essential to enable businesses to invest, innovate and recruit.

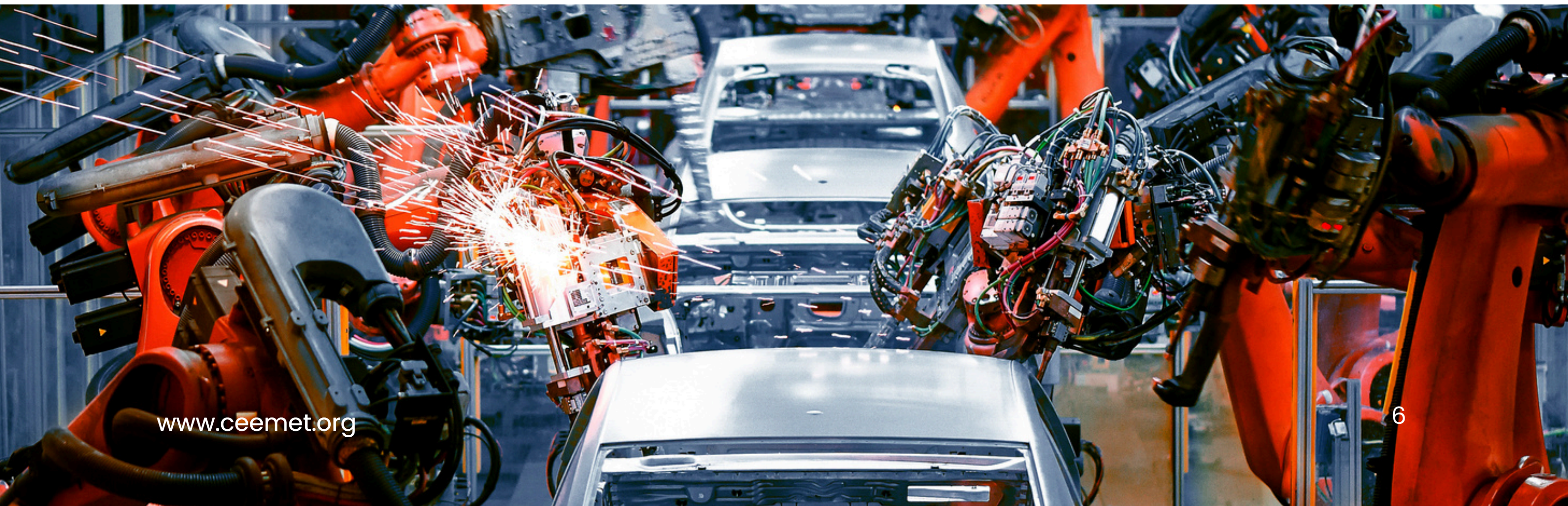
However, today, two-thirds of European companies consider that regulatory complexity remains a major obstacle to long-term investment in Europe.[2] The EU Commission identified several barriers:

- "The administrative burden
- Unpredictability deters long-term investments
- High energy costs
- Underdeveloped capital markets and heavy reliance on bank lending
- Lack of coordination across the government in public investment
- Fragmented investment landscape"[3]

The EU is attempting to propose various solutions grouped together in the Competitiveness Compass[4], such as the deployment of the Savings and Investment Union and several plans on key sectors including the MET industry. It proposes also a Union of Skills[5] to tackle skills shortages.

With this position paper, Ceemet wants to look at the status of investments by companies in the MET sector and how they could be increased if Europe wants to remain competitive.

[1] Luca Beltrametti, Corrado La Forgia " L' automotiva verso la sostenabilita ambientale", 9 September 2024
[2] Communication from the Commission to the European Parliament, the Council, the ECB, the EESC, the committee of the regions and the EIB, "European semester - spring package", 4 June 2025
[3] Communication from the Commission to the European Parliament, the Council, the ECB, the EESC, the committee of the regions and the EIB, "European semester - spring package", 4 June 2025
[4] Communication from the Commission to the European Parliament, the European council, the council, the EESC and the Committee of the regions, "A Competitiveness Compass for the EU", 29 January 2025
[5] Communication from the Commission to the European Parliament, the European council, the council, the EESC and the Committee of the regions," Union of Skills" , 3 May 2025



1 Current investment trends in MET industries

MET industries are key players in investments, particularly in research and development. As essential players in the global economy, they are affected by global trends and are directly impacted by geopolitical fluctuations. MET industries produce the military capabilities of Member States that depend on the geopolitical context but also on public fundings. As major energy consumers, they suffer from price fluctuations. They are also significantly impacted by the ecological transition, particularly in the automotive sector, and suffer from a growing skills shortage, especially in STEM.

Despite this, MET industries continued to invest and weathered the crises for a long time without laying off staff. However, for the past two years, the recession has been felt, and the situation is no longer sustainable. Thus, companies in certain sectors have been forced to reduce production, investments, and to lay off staff.

> **MET industries continued to invest and weathered the crises for a long time without laying off staff.**

1. The current state of the MET industry: investment capacity under pressure

In terms of productivity, the MET industries follow socio-political developments. Over the last decade (2012 – 2020), the development of (labour) productivity in the European MET industry was remarkably lower than in the era before the financial crisis of 2009. From 2021 to 2023, productivity recovered due to base effects. However, the sharp decline in production in 2024 led to a new significant decline in productivity and worsened the EU's difficult competitive situation. Our sector is highly productive and crucial to maintain growth in Europe, but it is under pressure and not growing as much lately.

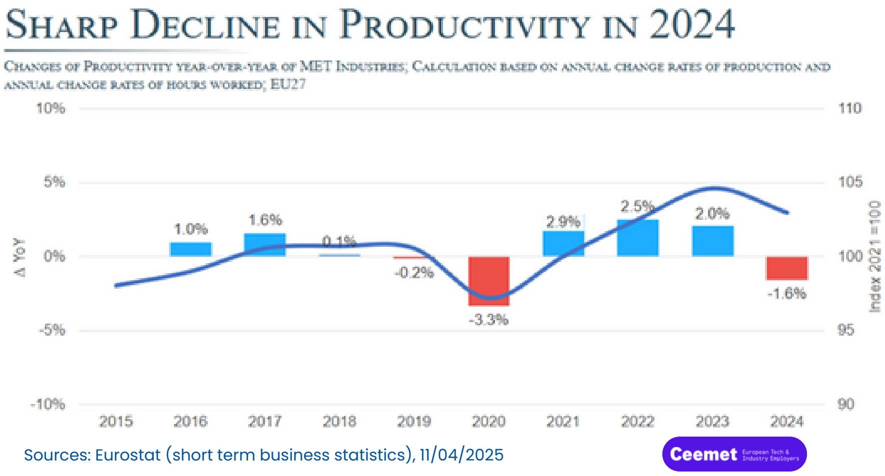


Figure 2: Sharp decline in productivity in 2024

High productivity is essential for the competitiveness of the EU's MET industry in the global markets. Despite the challenges facing MET industries, they try to continue to invest within the limits of their capacity.

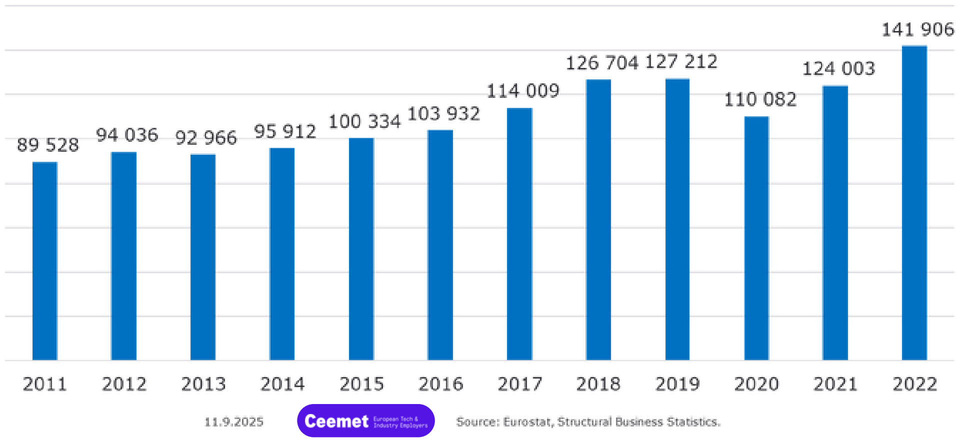


Figure 3: Gross investment in tangible non-current assets - million euro, 2022

With the exception of the COVID year, investments by MET companies in fixed tangible assets[1] have increased consecutively each year over the past 10 years. For 2023, consolidated figures are expected to show a slight increase, reaching €148.700 million. Going through the sectoral details, the motor vehicles, mechanical and metal products are dominating global investment. Those sectors are capital-intensive, much because of their high level of automation.

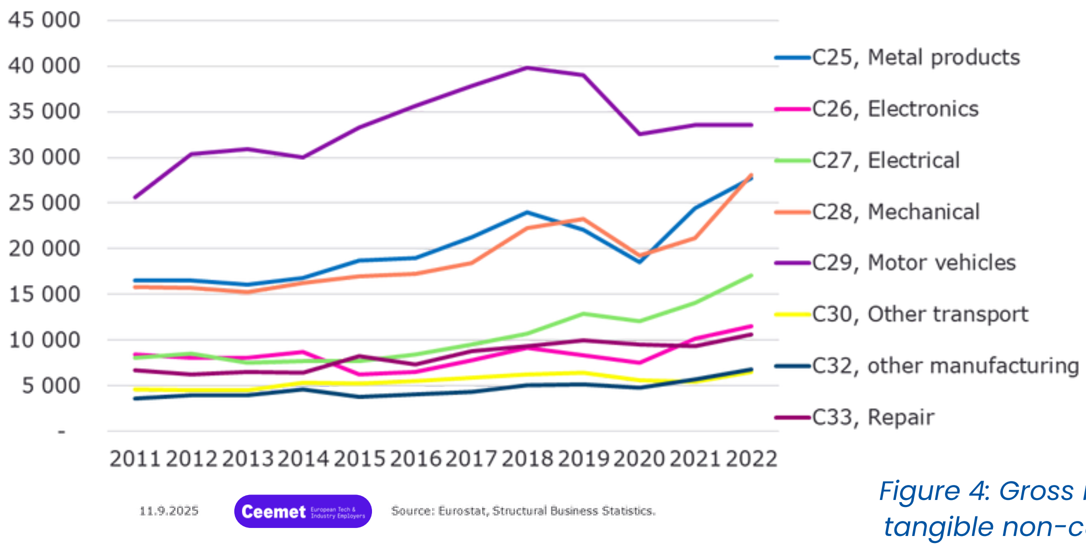


Figure 4: Gross investment in tangible non-current assets, Breakdown by industry, 2022

[1] Gross investments before depreciation, of tangible fixed assets (e.g., machinery, buildings, tools, equipment, industrial vehicles, etc.) that are not intended for sale and are used in production for more than one year.

After the health crisis, investments have grown in all sectors, especially in the metal, electronics and mechanical sectors. Investment in motor vehicles continues to represent the majority of overall investment, but since 2017/2018 the sector has struggled to invest adequately. The COVID period has created a break that is difficult to overcome, in addition to the following Russian aggression. Investment in the MET industries is recovering very slowly. However, it has still not reached its pre-crisis level for the automotive sector (motor vehicles).

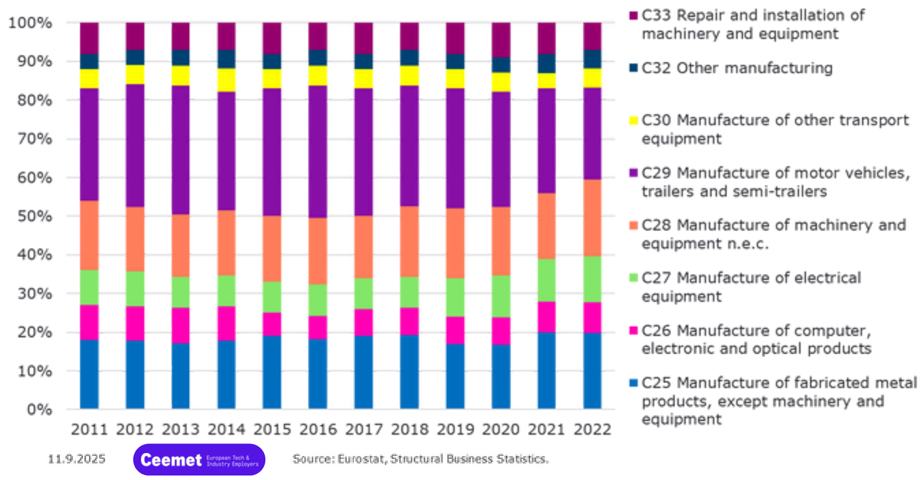


Figure 5: Gross investment in tangible non-current assets, breakdown by industry, 2022

There is a relative stability of sectoral investment by MET companies at a time when the economic world was undergoing a number of digital and environmental changes, and even a revolution with artificial intelligence, which should encourage European companies to renew themselves and innovate in order to maintain their competitiveness and boost their growth.

The MET industries innovate, which means investing in research and development (R&D). In 2022, MET industries spent €120 billion on R&D, dominated in particular by Germany.

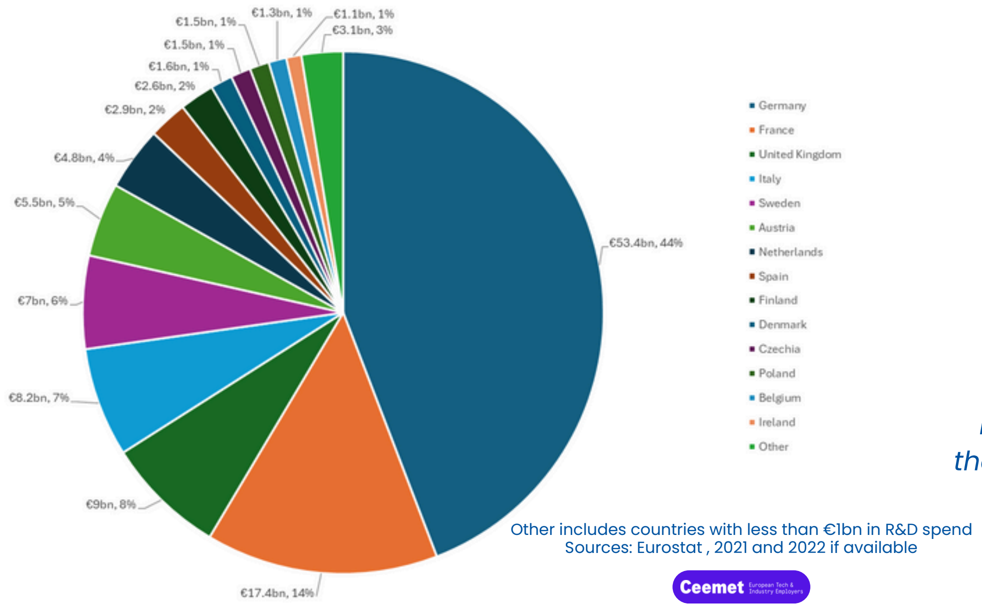


Figure 6: R&D spent in the MET industries, 2022

Out of all investments in R&D, the automotive sector represents 35% followed by 20% in electronics, 17% in mechanical, 12% in other transports, 8% in electrical, 4% in metal products, 3% in other manufacturing and 1% in repair. For most countries, the automotive and aerospace sectors are the ones that spent the most on R&D. According to a publication from the European Automobile Manufacturers' Association on 11 September 2024, “the EU investment in automotive R&D has increased by 23.2% in 2022 to reach €72.8 billion per year.” This does not mean that other sectors are not investing. There is a gap between the breakdown by industry in R&D that is more significant than in global investment in tangible non-current assets. For example, electronics represents 8% of the global tangible non-asset investment and 20% in R&D. These types of investment go hand in hand, given that investment in R&D is more long-term, while investment in intangible global assets is medium-term. The idea is to give companies the freedom to invest according to their needs, their products and the global economic market in order to enable optimal performance.

> **The investment situation for MET companies is not promising, and companies will only invest in R&D if they are sufficiently convinced that the business climate in Europe is stable enough to generate a return on investment.**

The investment situation for MET companies is not promising, and companies will only invest in R&D if they are sufficiently convinced that the business climate in Europe is stable enough to generate a return on investment. Also, the decline in productivity confirms the difficulties faced by European companies in remaining competitive. Even though they are trying to continue investing, particularly in research and development, it is clear that their competitiveness remains under pressure due to the environment in which they operate, including, above all, limited investment capability. However, high productivity is essential for the competitiveness of the EU's MET industry in global markets. This situation has direct consequences on employment.

2. Quality jobs as a foundation: investing in skills and competitiveness to secure tomorrow’s productivity and jobs

MET companies account for half of all jobs in industry. At the stage, the MET industries are facing various challenges in terms of labour. They follow trends in market demand.

Due to the current economic situation, particularly in the automotive industry, companies are having to lay off employees. At the same time, they are looking for and need to attract new employees with other sets of skills in order to complete their ecological and digital transition. They must attract especially talent with technical skills.

Renewed, but only slight job cuts at MET in 2024

Employees in the MET Industry (Sectors 25 – 30, 32&33); Age: 15-64; Million; EU27

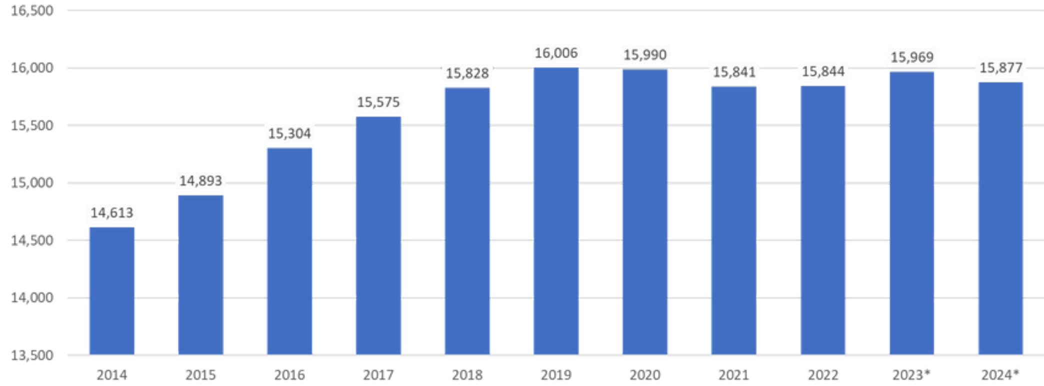


Figure 7: Employees in the MET industry, 2024

Source of data: EUROSTAT (lfsq_egan22d); * 4th Quarter 2023 & 2024

For years, MET companies have been trying to encourage young people, particularly women, to pursue careers in STEM. To this end, they offer attractive working conditions and competitive and attractive salaries within the Eurozone—often more favorable than those in many other sectors such as business services or construction.

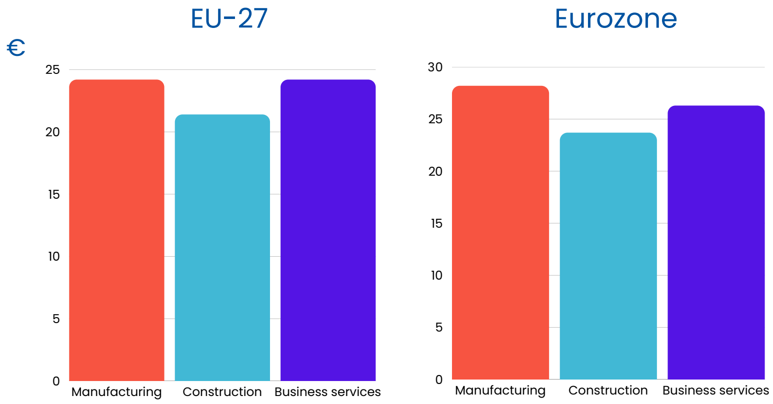


Figure 8: Hourly wages in the EU in 2023

Sources: Eurostat (labour cost survey)

However, with policy objectives and the development of digital technology and artificial intelligence, MET companies are facing a shortage of labour. As highlighted in the Commission's Action Plan to tackle labour and skills shortages, up to 63%[1] of EU companies trying to recruit information and communication technology (ICT) specialists struggle to find workers to help them complete their green and digital transitions. The EU is also facing an unprecedented shortage of workers and especially women in careers and education in science, technology, engineering and mathematics (STEM), which are essential skills for the MET industries. For years, businesses and social partners have been working with national and European authorities to develop programmes aimed at meeting these skills needs. Business Europe is calling for 15% of the resources of the European Social Fund (ESF) to be allocated to skills development, in line with the wishes of its members.

European employers suggest this distribution in order to encourage employers to invest in training their workforce. More broadly, the ESF should be an autonomous EU financial instrument focused on employment, inclusion, skills and capacity building for social partners.

Given the current situation of the European industry, it is essential that the EU promotes favourable conditions for investment at all levels: at national and European levels, as well as in the public sector, but above all in the private sector, in order to ensure a revival of productivity in the EU. Therefore, it must review and strengthen the clarity of its investment policies and create a favourable environment for businesses in order to revive competitiveness in a comprehensive and sustainable manner. The EU must allow this in order to defend and safeguard its values and social model in the long term. To this end, Ceemet proposes a number of adjustments to European investment policy.

[1] Communication from the Commission to the European Parliament, the European council, the council, the EESC and the Committee of the regions," Labour and skills shortages in the EU: an action plan" , 20 March 2024

2 MET Industries' strategic investments: a path to revived competitiveness

Facing those challenges and according to the several economic plans announced at European level, the MET industries identified several needs to recover and grow their capacity for investment. This chapter aims to provide recommendations to support the MET investments for their competitiveness but also on the social field.

1. Creating a favourable environment for investment by removing the Single Market barriers

To foster an investment-friendly environment, it is essential to put in place a favorable framework that attracts both domestic and foreign investors. The urgency of attracting foreign companies to the EU economy cannot be underestimated, as they bring not only capital, but also innovation, employment opportunities and increased competitiveness. In the context of the global economy, the EU must regain competitiveness and attractiveness to investors, and this requires a clear and transparent framework. To achieve this, the EU must cultivate an investment-friendly environment characterised by stability, transparency and commitment to growth. This will allow businesses to invest with confidence, fostering economic progress and prosperity for all.

In this respect, it is essential to ensure that the legislative framework remains flexible and adapts to the changing needs of business and the economy. Reducing administrative burdens, as provided for in the Omnibus legislation, is a precondition to streamline processes and make it easier for businesses to operate and invest. Moreover, by eliminating internal market barriers, companies in the technological industry are able to reach scale for innovations, thereby strengthening their worldwide market position and competitiveness.

The simplification of the procedures and access to EU funds is also an asset. For example, to benefit from EU funding for industrial projects, companies can access the InvestEU portal and use a variety of EU financial instruments, including loans, guarantees and equity investments. The European Investment Bank (EIB) and the European Investment Fund (EIF). However, this is still too time-consuming for companies, especially SMEs, that do not access them. Building a clear and simple legal framework environment will allow MET industries to have trust and confidence in the EU market. However, it is impossible to create a better investment environment without removing obstacles to the Single market.

The Single market is still suffering from a lack of completion. For example, many MET companies operate in several EU countries and provide services. The temporary posting of workers is a crucial component of service delivery in our sector.

Many of our companies do not merely sell machines: they also provide related services—such as installation, maintenance, and repair—across borders. However, increasingly burdensome posting procedures have become a recurring challenge for our industry. From cross-border services to workforce mobility, our companies face barriers that should no longer exist decades after the single market's creation. Hence, the support of MET industries for e-declaration, but also their request for simplification of the consequences of the European directive on the posting of workers. This undermines their competitiveness and slows down their ability to invest and innovate. According to the IMF, the barriers in the internal market are equal to tariffs of 44% [1] on industrial goods.

This harmonisation of strategic investments should make it possible to share public resources, innovate at lower cost and guarantee a certain volume of orders for European companies.

2. Enhancing the impact of European funds by simplifying procedures

In addition to these simplification and harmonisation needs, the distribution of and access to EU funds should increase transparency. This will not only strengthen trust between Member States and investors but also ensure that EU funds are used effectively to meet the evolving needs of the global economy. It is therefore essential to define transparent criteria for the constitution of European funds. These criteria must be clear, objective and accessible to all stakeholders, including SMEs, in order to ensure the fair and effective allocation of funds. Beyond accessibility, the procedures for accessing European funds must be simplified. Many companies report that they no longer apply for European funds due to the administrative burden of reporting, which can take years, and the evidence required, which sometimes does not correspond to the reality on the ground.

[1] International Monetary Fund, “Regional Economic Outlook – Europe” , October 2024

3. Allocate European funds to support innovation, industrial transformation, and social cohesion

Certain sectors could be included in EU guidelines and require coordinated funding to enable companies to invest more. This could be the case in particular for cutting-edge, high-quality projects requiring significant R&D, such as cybersecurity or certain projects related to the introduction of AI. It should be understood that if the volume of orders justifies it, the company will invest in transforming its production line. When orders remain low, they have neither the means to expand nor the possibility of remaining competitive. Strategic investments at EU level, where appropriate, could help to pool public resources, promote innovation at lower cost and ensure a steady flow of orders for European companies.

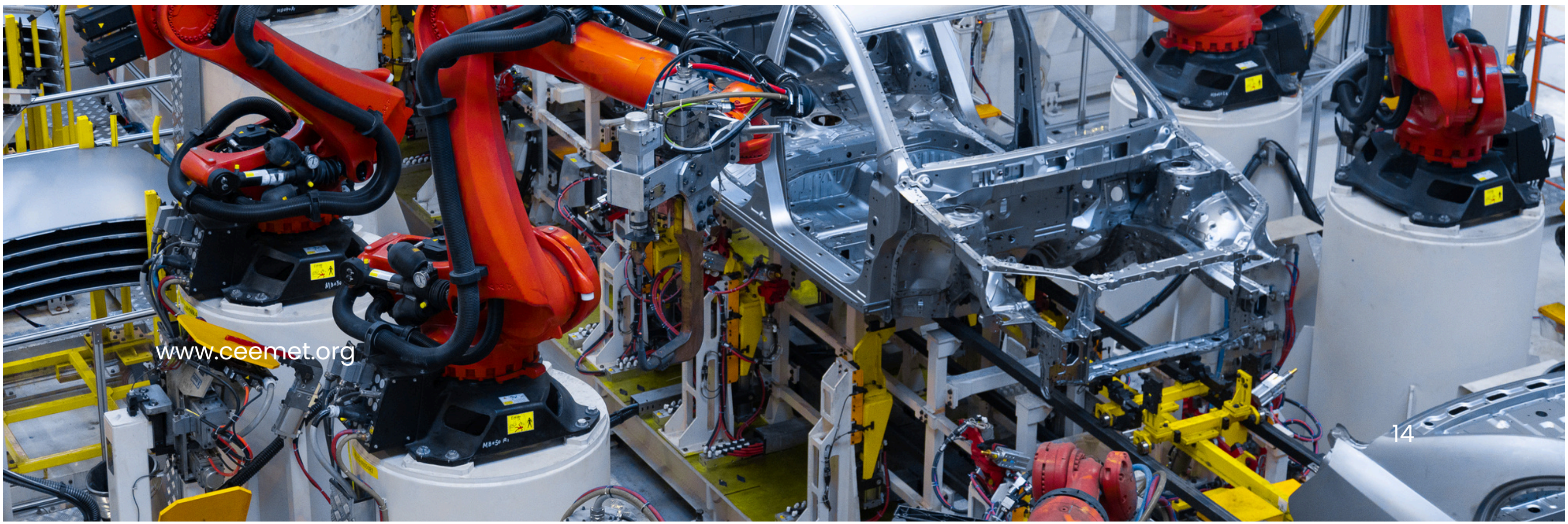
This is the objective of the proposed European Competitiveness Fund (ECF) presented in July 2025 by the EU Commission. This fund should allocate most of its budget to the Horizon Europe program dedicated to research and innovation, with a focus on clean transition and decarbonisation, digital transition, health, biotechnology, agriculture and the bioeconomy, and finally defence and space. This coordinated investment is only justified in areas where action at EU level offers clear advantages over action taken by individual Member States. Ceemet welcomes the fact that the priorities identified by the ECF align with those of the MET companies.

Such a framework should also encourage Member States to give preference to European suppliers, which would enable the MET industry to partially regain competitiveness against China and the United States.

However, with regard to the Cohesion Fund and the European Social Fund, the current approach to the allocation of European funds by Member States should be maintained, while preserving competition and ensuring fair competition conditions in the single market. This simplifies access to funds thanks to the knowledge that companies have of their national administrations. The selection of projects and this optimisation of resources enable Member States, in consultation with the social partners, to assess the investment needs of businesses.

By contrast, the Commission should collect and share information on all projects launched with State aid, so that reforms can be implemented using the best solutions available in the EU.

Within the EU, Member States may be more or less specialised in a particular field. Only businesses can communicate their needs at the national level. An overly sectoral approach may lead to unexpected losses of competitiveness in another sector.



For example, Croatia, Greece, Latvia and Slovenia are investing more in the electricity sector, while Hungary and Ireland prefer to focus on metal products, and Luxembourg, Denmark, and Belgium are investing in mechanical engineering. However, the principle of excellence should be upheld as much as possible in distributing funds across ecosystems in Europe to strengthen the competitiveness of Europe as a whole.

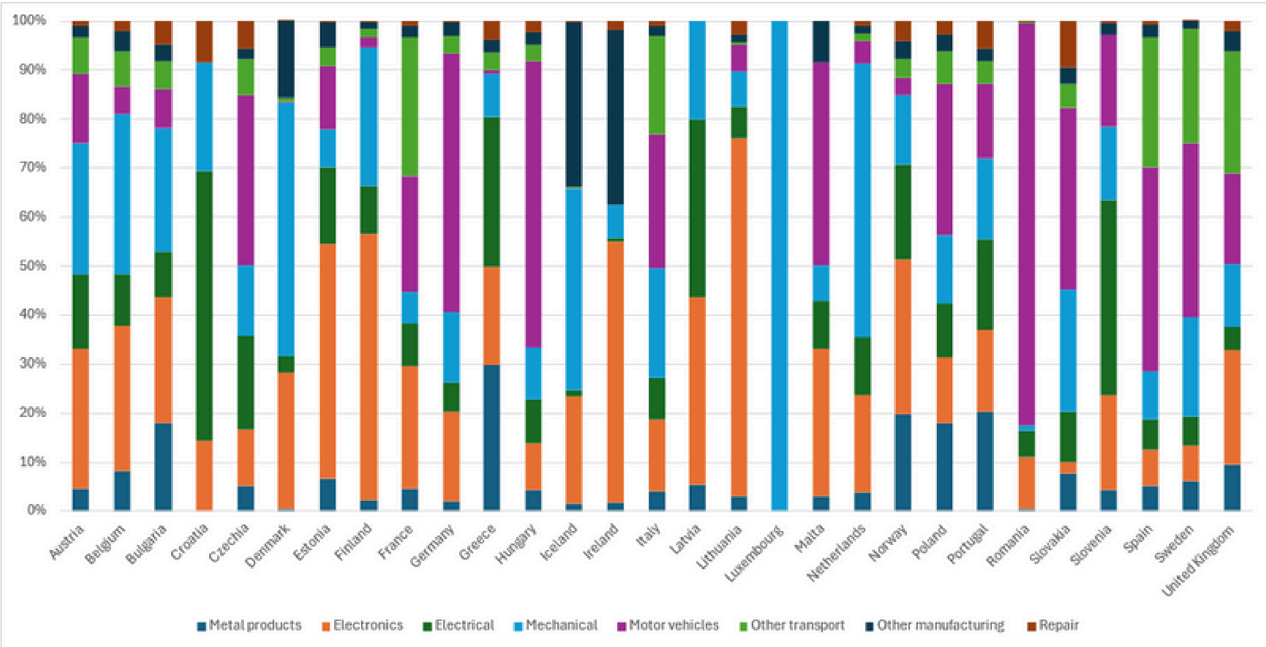


Figure 9: Breakdown of MET Sectors by Select Countries, in R&D investment, 2022

More globally, businesses seek economic stability in order to invest. Long-term financing plans are therefore more effective. However, a degree of flexibility must be provided in times of crisis. Some monitoring and evaluation are based on productivity or results targets, but companies may experience productivity losses due to factors beyond their control, as was the case with COVID-19. A flexible evaluation should also be implemented.

In its presentation of the Multi Financial Framework, on 16 July 2025, the European Commission indicated that the new European Competitiveness Fund (ECF) would impose simplified reporting requirements on beneficiaries of European funding, accelerating access to funding for project promoters. For MET companies, it is crucial that these requirements are properly implemented.

4. Boosting private investment by ensuring smart, flexible and efficient public spending

The Commission should strictly apply the EU State aid guidelines and carry out a more comprehensive assessment to ensure that State aid does not undermine the functioning of the single market. This would also support fiscal stability and guarantee public investment in infrastructure, for example. To achieve this, however, the aforementioned burdens caused by unnecessary and excessive bureaucracy in Europe must be significantly reduced.

In addition, the European Green Deal must be brought more into line with the approach taken by trading partners and implemented in a more flexible and practical manner through greater openness to technology. Admittedly, these subsidies are essential as a bridging solution if the European Green Deal with the expansion of renewable energies is to be pursued in order to maintain global competitiveness, despite the high costs involved, especially for energy-intensive industries, until the expansion of storage facilities, grids, and backup power plants is sufficiently advanced. Otherwise, the disappearance of industrial value chains would cause lasting damage to European industrial clusters and thus to Europe's prosperity, as well as reducing resilience and increasing dependence on supplies from other continents. In this context, it is essential to promote private investment and encourage public-private partnerships. There is no obvious solution to this difficulty, which must be kept in mind and addressed pragmatically.

Member States play a central role in this dynamic by ensuring solid investment in infrastructure and viable projects that can attract private sector participation. Member States must guarantee investment in infrastructure and viable projects. For example, in the automotive sector, a wave of legislation has emerged in recent years following the introduction of the Green Deal. These laws have attempted to force industry to switch to electric cars, even though neither the market, orders, nor infrastructure has followed suit.

Member States play a central role in this dynamic by ensuring solid investment in infrastructure and viable projects that can attract private sector participation.

The sector responded to political demands for electric car production when the battery charging infrastructure was not in place. These decisions have caused considerable damage to the sector, which is now in serious difficulty. This shows that the EU must ensure that the consequences of the demands are considered throughout the entire value chain from the beginning, including necessary conditions for national support schemes for the purchase of electric cars as well as investments in charging infrastructure. Political demands must be based on a better and realistic evaluation of their consequences. It has to be done with sufficient industry input/bottom up involvement.

In addition, there is an urgent need to improve the allocation and rationalisation of public funds in order to maximise their impact and ensure that they are directed towards the most promising projects. This includes projects in the social field. Cooperation funds or Erasmus+ funds, if their access is simplified, could be mobilised more effectively to address skills shortages, for example. European social funds have been in place for a long time and have proven their worth. It is therefore welcomed that the European Competitiveness Fund (ECF) will finance activities in support of skills development, stronger links between higher education, vocational education and training providers as well as sectoral projects to upskill and reskill the workforce.

However, they would benefit from greater dissemination if the administrative burden upstream and downstream of their distribution were simplified. Furthermore, by promoting an environment in which the public and private sectors, including the social sector, can cooperate in a competitive manner, we can open up new prospects for sustainable development and the prosperity of the European economic and social model.

Cooperation funds or Erasmus+ funds, if their access is simplified, could be mobilised more effectively to address skills shortages, for example.

5. Ensuring smarter investment by involving social partners in setting investment priorities

By returning to technological openness and reducing bureaucratic and regulatory costs, the EU can promote long-term economic growth and resilience. Promoting public-private partnerships, particularly for investment, the growth of SME, and research, development and innovation, can support this. To this end, national and European social dialogue is important for setting investment priorities. Within the framework of the MFF, Ceemet considers it essential to support MET industries in their investment needs in the following areas:

- Research and development
- Innovation: cybersecurity, AI, advanced technologies
- Decarbonisation: storage, grids, and backup solutions to make volatile energies suitable for consumers
- Training: further qualification and retraining of the workforce

Through these investments and in these areas, MET companies will regain their competitiveness and the EU will be able to revive its economy, which is essential for prosperity.

Conclusion

Today, the MET industries are facing crises, technological upheavals, ecological transformation processes, and trade and geopolitical conflicts. Regardless of this, the industry's potential for innovation and value creation remains very high. Furthermore, the MET industries develop and produce solutions that are essential for the energy transition and greater resilience in Europe. However, despite the need, investment is not keeping pace with global developments and is insufficient to ensure the international competitiveness of MET companies. This is the paradox we have observed in recent years. The main obstacles to investment are the excessive complexity of the European financial and regulatory environment, high energy and tax costs, fragmentation in the internal market, and finally, the lack of flexibility and labour that would enable innovation.

The EU aims to maintain its leading role in the social sphere, alongside its established environmental leadership. However, both require corresponding economic strength and performance. To achieve this, it is essential to create an environment that ensures the global competitiveness of companies. This requires support for MET companies that develop and produce solutions for energy transition and resilience. A more targeted distribution of European funds to promote employment, training, growth/investment, and innovation is crucial to this end. Only a close partnership between the public and private sectors, in cooperation with the social partners, will make it possible to create an optimal economic environment with renewed private capacity, thanks to a boost in investment.

Manufacturing industries have high expectations of the European Commission, which seems to be moving in the right direction with its latest proposals for a European Competitiveness Fund, Savings and Investments Union, and various sectoral plans. It will not be enough to simply discuss these proposals; they must be implemented promptly in order to enable a genuine industrial recovery.

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