

Subnational Business Ready in the European Union 2024

A Comprehensive Assessment of Regional Business Climate

40 cities in 6 EU Member States



Bulgaria

- Burgas
- Pleven
- Plovdiv
- Ruse
- Sofia
- Varna



Croatia

- Osijek
- Rijeka
- Split
- Varaždin
- Zagreb



Hungary

- Budapest
- Debrecen
- Győr
- Miskolc
- Pécs
- Szeged
- Székesfehérvár



Portugal

- Braga
- Coimbra
- Évora
- Faro
- Funchal
- Lisbon
- Ponta Delgada
- Porto



Romania

- Braşov
- Bucharest
- Cluj-Napoca
- Constanţa
- Craiova
- Iaşi
- Oradea
- Ploieşti
- Timişoara



Slovak Republic

- Bratislava
- Košice
- Prešov
- Trnava
- Žilina

5 topics relevant to the lifecycle of firms



Business Entry



Business Location



Utility Services



Dispute Resolution



Business Insolvency

Digital Adoption | Environmental Sustainability | Gender

3 pillars



Pillar I

Regulatory Framework

Rules and regulations that firms must follow as they open, operate, and close a business



Pillar II

Public Services

Facilities to support regulatory compliance, and institutions and infrastructure to enable business activities



Pillar III

Operational Efficiency

Ease of regulatory compliance and effective use of public services directly relevant to firms

4 main objectives



Promote economic growth

Guide local policy reforms to foster balanced, inclusive economic growth and job creation



Address regional inequalities

Tackle disparities in a country's business environment to support regional development



Improve local governance and efficiency

Boost bureaucratic efficiency and the local business climate



Facilitate a data-driven policy dialogue

Facilitate policy dialogue and peer-to-peer learning through rigorous data collection and analysis

Intended audience



- National and local government officials
- Private sector stakeholders
- Development agencies
- Policymakers and researchers

The findings are meant to help these groups identify best practices, reduce regulatory bottlenecks, and foster a more unified and efficient business environment across regions.

The importance of regional data



The Subnational B-READY reports offer governments the evidence needed to design targeted reforms, allowing regions to enhance their business climates and bridge performance gaps.

It is hoped that the key findings will encourage peer learning across regions by disseminating good practices observed in high-performing cities.



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