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**EUBUSINESS**AVENUES



# **EUBusinessAvenues** *Southeast Asia* 2014 - 2015

**EU Business Avenues in Southeast Asia**  
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# EU Business Avenues

EU Business Avenues is built on the successful EU Gateway model of business support. Over the last 20 years, the EU Gateway to Japan and Korea has accompanied more than 3000 EU companies in the Environment, Energy, Healthcare, Construction, Interior Design and Fashion Design sectors to these countries. The programme has resulted in significant new business collaborations and revenue growth for European SMEs and local partners.

EU Business Avenues focuses on markets across South East Asia that offer significant trade and

investment opportunities. It aims to strengthen the presence of European companies in the ASEAN region through a series of Business Missions to Singapore, Malaysia and Vietnam.

Singapore's thriving economy, dynamic business environment and open market makes it an attractive location for European companies. As a result, Singapore will be the focal point of the first Business Missions covering Clean Technologies and Interior Design. The City state will serve as a springboard for European SMEs looking to explore opportunities in the wider ASEAN region.

40 European companies will travel to Singapore for each Business Mission. These companies will be carefully selected by the European Union through a competitive process which ensures that the participating companies have the capacity to do business in ASEAN. Through the programme, European SMEs travelling to ASEAN will also benefit from matchmaking and networking opportunities including tailored search of potential business partners and one-to-one business meetings in local markets.

## EU Business Avenues

## Clean Technologies @ SIEW 2014



The Clean Technologies 2014 Business Mission will be EU Business Avenues' inaugural mission to ASEAN. The first mission will take place from 27 - 31 October 2014 and will see selected SMEs travelling to Singapore and Malaysia.

Clean Technologies 2014 will focus on the Renewable Energy and Energy Efficiency sub-sectors and will build on the success of the Singapore International Energy Week (SIEW), which provides a platform to showcase innovative products and solutions in the energy marketplace.

SIEW also offers opportunities for networking and deal-making among energy companies, thus providing an excellent starting point for European SMEs interested in the ASEAN market.

The mission will include sector expert presentations, site visits, business matching opportunities and a two-day bespoke business exhibition held on 28 - 29 October. EU companies will also have the option of partaking in a two-day business trip to Malaysia on 30 - 31 October.

Our partner for the inaugural mission is the Energy Market Authority (EMA). The mission is supported by the EUROCHAM, IE Singapore, Singapore Business Federation (SBF), SPRING Singapore as well as EUMCCI from Malaysia.





The protocol order is the alphabetical order of the names of the Member States in their national language.

