



NEW SUPPORT PROGRAMME HELP EU FIRMS TO EXPAND TO SOUTHEAST ASIA

The European Commission launches EU Business Avenues in Southeast Asia

Brussels, June 2014: The European Commission has launched its newest program **EU Business Avenues** which supports EU Firms, and particularly SMEs, to expand their activities in the Southeast Asian market. In total, 40 selected companies have the opportunity to meet relevant business partners and to present their product to a professional audience during a **one-week long business mission** in **Singapore** and **Vietnam**.

In addition to **professional coaching** and **meetings** to evaluate **the market entry opportunities in Vietnam and Singapore**, the journey offers an exchange with **local experts** in order to develop and expand the personal **networks** of participants. The experts provide assistance with strategic issues and help to prepare to peculiarities of the **local business cultures**. The core of the mission is a **trade fair**, which is tailored to participating companies and that takes place alongside the International Furniture Fair Singapore (IFFS). Moreover, participating companies are offered **financial support** for the accommodation, logistics and additional services. Detailed information can be found on our [Website](#).

The Interior Design Business Mission is taking place from the 12th – 17th March 2015

The application deadline is on the 31st of October 2014.

(The application form can be found [here](#))

EU Business Avenues is a pilot project that is similar to its predecessor project **EU Gateway** that supported European companies' development on other markets. EU Business Avenues has its **focus on Southeast Asia**, and in particular Singapore, Malaysia and Vietnam – those are countries that experienced **significant economic growth** in the recent years. The programme complements ongoing negotiations between the EU and Southeast Asian countries on a free trade zone and on the recently finalised Free Trade Agreement (FTA) with Singapore (entry into force expected at the end of 2014) as well as on negotiations with Malaysia and Vietnam.

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What is EU Business Avenues?

EU Business Avenues is a support programme, organised and funded by the European Commission. It aims to strengthen the presence of EU companies in Singapore, Malaysia and Vietnam. Three business missions are organised during 2014 – 2015 in two sectors, Clean Technologies and Interior Design. EU Business Avenues has been launched in March 2014, following the success of the EU Gateway Programme to Japan and Korea.

More information about EU Business Avenues can be found on our [Website](#).

What is EU Gateway?

The EU Gateway Programme, predecessor of EU Business Avenues to South East Asia, is a business cooperation initiative assisting European SMEs to seize opportunities in Japan and South Korea since 1994. During the last 7 years (2008 – 2014), the programme organised 30 business missions to Japan and 15 business missions to Korea. As a result, more than 1500 companies from 28 European countries benefited from professional mentoring and individual coaching with 94% of participants expressing their will to enrol again. In financial terms, 97 % of participants reported significant increase in their sales distribution figures and over 40% of EU Gateway's attendees experienced revenue growth following the business missions.

More information about the programme, participating companies and their success stories can be found on the EU Gateway [website](#).