



NEW BUSINESS SUPPORT PROGRAMME FOR EU COMPANIES LOOKING TO EXPORT TO SOUTH EAST ASIA

European Commission launches EU Business Avenues to South East Asia

Brussels, March 2014: The European Commission has launched its new **EU Business Avenues** programme to assist EU companies, particularly SMEs, aiming to enter or expand their business in South East Asia. 40 selected EU companies will take part in one-week business missions to meet relevant counterparts in Singapore, Malaysia and Vietnam.

Three business missions to Singapore with an optional 2-day visit to Malaysia or Vietnam will be organised in 2014 and 2015, two in Clean Technologies and one in Interior Design. All include a bespoke exhibition linked to an existing, well-known sectoral tradefair in Singapore. Other activities include briefings and dedicated conferences, a site visit in Singapore, and official receptions offering further networking opportunities. In addition, the programme offers an attractive package which includes accommodation, logistical services and optional added-value services. All detailed information is available on www.businessavenues.eu.

The first Clean Technologies mission will be held from 27-31 October in Singapore and Malaysia in the context of the Singapore International Energy Week (SIEW). An optional business visit to Malaysia is planned for 30-31 October. Our Interior Design Mission will take place from 12th to 17th of March 2015, coinciding with International Furniture Fair Singapore (IFFS). Interested companies can apply now on www.businessavenues.eu.

EU Business Avenues is a pilot programme expanding the EU Gateway initiative to new markets following its continued success in Japan and South Korea since 1994. It focuses on South East Asia, particularly Singapore, Malaysia and Vietnam, where economic growth is strong, and uses Singapore as a hub. The programme complements ongoing Trade negotiations between the EU and South East Asian countries and aims to capitalize on the recently initialled EU Free Trade Agreement (FTA) with Singapore which is expected to enter into force towards the end of 2014, as well as EU trade negotiations with Malaysia and Vietnam.

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About EU Business Avenues:

EU Business Avenues to South East Asia is a business support programme, organised and funded by the European Commission. EU Business Avenues 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.

www.businessavenues.eu

About The EU Gateway Programme:

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: www.eu-gateway.eu