

# Support for European Business in South East Asia Markets-Malaysia

SEBSEAM-M, Support for European Business in South East Asia Markets- Malaysia Component, is an EU co-funded project implemented by EUMCCI in collaboration with 22 partners and associate partners, with the target of promoting Malaysia as a direct trade market and as an easy, cost-effective gateway to the ASEAN market. Join us for SEBSEAM-M's activities in 2016, focused on the following sectors:



## ENERGY, UTILITIES, ENVIRONMENTAL SERVICES (EUES)

In 2016, the EUES Sector lead by Business France, will be focusing on opportunities for marine renewable energy, after the successful Biomass Symposium in 2015.

### Highlights for 2016:

- Technical Seminar in Marine Renewable Energy
- EU Pavilion at IGEM 2016
- Market Update Report



## PROFESSIONAL SERVICES (PS)

The PS sector, lead by BMCC, MGCC and AICEP Portugal, will focus this year on a broad overview of sub-sectors, including the Construction and Engineering field, Legal Services, Health/Medical related Services, Financial and Accountancy Services.

### Highlights for 2016:

- Professional Services Technical Workshop
- 1-day Business Matching
- Executive Summary and Position Paper for the published Market Report on PS
- Position Paper - 5 sub-sectors and their potential for creating a marketplace for EU SMEs



## INFRASTRUCTURE, TRANSPORT

For 2016, activities in the Infrastructure and Transport sector will be focusing more specifically on Smart Cities, a growing interest in Malaysia and a sector in which numerous EU SMEs have developed valuable know-how.

### Highlights for 2016:

- EU Pavilion at Rail Solutions Asia 2016
- Smart City Seminar
- Market Report



## AGRIBUSINESS

Following the momentum of 2015's EU-ASEAN Forum on Food Safety, the Agribusiness sector, lead by MBLBC, is aiming at increasing business opportunities for EU SMEs in Malaysia and ASEAN.

### Highlights for 2016:

- Symposium & B2B Matching: Bakery, Confectionary & Snacks –Machinery, Equipment and Industry Trend 2016
- Market Study & Market Watch Report
- EU-ASEAN Forum on Food Safety 2016

For more information on SEBSEAM-M activities, please contact **Hema Moorthi**: 603-2162 6298, [eumcci@eumcci.com](mailto:eumcci@eumcci.com)

Co-funded by:



Implemented by:



# SEBSEAM-M: 2016 CALENDAR

<b>April</b>	13 <sup>th</sup>		Professional Services Technical Workshops Trade and Investment Forum 2016
<b>May</b>	11-13 <sup>th</sup>	 	EU Pavilion at Rail Solutions Asia 2016 EUES Market Update
<b>June</b>			Market Watch Report: Bakery, Confectionery and Snacks – Machinery, Equipment and Industrial Trends 2016
<b>August</b>			Market Report: Potential for EU-High Tech Solutions Providers in the Malaysian Transport & Infrastructure Sector
<b>September</b>	7 <sup>th</sup>	 	Professional Services 1-day Business Matching during Rail Business Asia 2016 Smart City Seminar
<b>October</b>	5-8 <sup>th</sup> 19 <sup>th</sup> 20 <sup>th</sup>	   	EU Pavilion at IGEM 2016 Symposium: Bakery, Confectionery & Snacks – Machinery, Equipment and Industry Trends 2016 Agribusiness 1 –day Business Matching Agribusiness Market Study: Development in Food Distribution in Malaysia
<b>November</b>		  	EUES Market Update Professional Services Position Paper 1-day Technical Seminar in Marine Renewable Energy
<b>December</b>			EU-ASEAN Forum on Food Safety

## Partners:



## Associate Partners:

