



EU Business Avenues to South East Asia, funded by the European Union, organises one-week business missions in the clean technologies and interior design sectors for European companies to develop their business in South East Asia, with focus on Singapore, Malaysia and Vietnam.

EU Business Avenues Business Missions

The EU Business Avenues business missions are an unique opportunity for European companies to gain market insights into the South East Asian markets and to join business networking and matchmaking opportunities with relevant local business people.

The one-week mission includes:

- Strategic coaching
- Networking and matchmaking opportunities
- Local promotion of your company
- Financial support for accommodation, logistics and customised services
- Briefings on market and sector opportunities
- Two business exhibition days linked to a leading trade fair in Singapore to showcase your products to targeted visitors
- Tailored search for potential business partners and set-up of individual meetings
- Optional business visit to Malaysia or Vietnam

Sector	Singapore	Malaysia	Vietnam
Clean Technologies 2014	✓	✓	
Interior Design 2015	✓		✓
Clean Technologies 2015	✓	✓	✓

Top 3 reasons to participate?

- Gain an understanding of, and meet the stakeholders in your target market in Singapore, Malaysia or Vietnam
- Benefit from high quality information, coaching, promotion and matchmaking services under the EU umbrella
- Maximise your return, and ensure the cost-effectiveness of efforts invested in discovering the Singaporean, Malaysian or Vietnamese markets

Visit our website for more informaton:
www.businessavenues.eu

And join us on:



Who can participate?

Participating companies need to

- Exist for 5 years and be able to demonstrate 3 years of financial figures
- Be fully or majority EU-owned
- Have the headquarters in the EU
- Be active in one of the sectors covered
- Have international business experience
- Have a proven track record of international business cooperation
- Have a solid strategy for entering the South East Asian markets
- Have sufficient turnover and capacity to support market entry in Singapore/ Malaysia/Vietnam