



EUBUSINESSAVENUES

# EUBUSINESSAVENUES

OPPORTUNITIES FOR EU COMPANIES IN **SOUTH EAST ASIA**



## BUSINESS MISSION PROGRAMME

Clean Technologies 2014  
27 – 31 October 2014



FUNDED BY THE EUROPEAN UNION

**EU BUSINESS AVENUES**

Business Mission Programme (before selection)

Clean Technologies 2014 Business Mission

27 – 31 October 2014

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## 1 What is EU Business Avenues to South East Asia?

EU Business Avenues is a business support programme funded by the European Union. It organises one week Business Missions to Singapore, Malaysia and Vietnam for 40 selected EU companies. The Programme provides strategic, logistical and financial support for selected European companies, particularly SMEs, to gain first-hand experience of the Singaporean, Malaysian and Vietnamese markets and meet relevant local counterparts.

EU Business Avenues focuses its activities on the Clean Technologies and Interior Design sectors, with Singapore as a hub to South East Asia. If your business is active in these fields and seeking to develop its activities there, EU Business Avenues can help.

The market potential for Clean Technologies companies in South East Asia is significant.

On the one hand, the EU completed negotiations on a Free Trade Agreement (FTA) between with Singapore in December 2012. The deal, which will simplify rules to boost trade and investment in environmental technologies and promote green public tendering, will be the the first agreement with a member of the 10-nation Association of Southeast Asian Nations (ASEAN). FTA negotiations with Malaysia and Vietnam are also under way.

On the other hand, the Singaporean Government is already aiming to make Singapore a worldwide R&D center for Renewable Energy and has launched a number of initiatives to position the city state as a global leader in the environment and water sectors. In Malaysia, environmental challenges offer EU companies the opportunity to provide new, high-tech solutions. The Vietnamese Government has also put the development of Renewable Energy at the top of its climate change agenda as energy demand increases.

The Programme will organise 3 Business Missions during 2014-2015. The first Clean Technologies Business Mission will take place from 27-31 October 2014 in Singapore in the context of the [Singapore International Energy Week](#) (SIEW), with an visit to Malaysia. A 2<sup>nd</sup> Clean Technologies Business Mission is scheduled for Spring 2015.

## 2 What can you expect from the Clean Technologies 2014 Mission?

### Mission objectives:

EU Business Avenues aims to strengthen the presence of European companies in South East Asia by organising one week Business Missions to Singapore and Malaysia.

These seek to allow selected EU companies, particularly SMEs, which are interested in collaborating with ASEAN partners (but facing barriers to do so independently), to take advantage of the support provided by the Programme to gain first-hand experience of the target markets and establish business contacts there via Singapore as a hub.

This will be facilitated by B2B contacts in the form of pre-arranged individual meetings with targeted counterparts, as well as spontaneous contacts with visitors to the Exhibition Days.

### Mission agenda:

The EU Business Avenues Clean Technologies 2014 Business Mission will take place from Monday 27 October to Friday 31 October 2014, centred around 2 Exhibition Days at the Marina Bay Sands hotel complex on Tuesday 28 October and Wednesday 29 October. It will run alongside the Singapore International Energy Week (SIEW) to maximise participants' exposure to relevant South East Asian counterparts. The Business Mission will also include a visit to Malaysia on Thursday 30 October and Friday 31 October.

Day	Activities		Location	
<b>Sunday 26/10</b>	Arrival Informal Gathering		Singapore (Marina Bay Sands)	
<b>Monday 27/10</b>	SIEW Opening Keynote Address Briefing, EU Breakout Sessions and booth set-up		Singapore (Sands Expo & Convention Center)	
<b>Tuesday 28/10</b>	Exhibition Day 1 With official opening and networking reception		Singapore (Sands Expo & Convention Center)	
<b>Wednesday 29/10</b>	Exhibition Day 2 SIEW evening reception (from Monday-Thursday)		Singapore (Sands Expo & Convention Center)	
<b>Thursday 29/10</b>	Group 1	Group 2	Group 1	Group 2
	Travel from Singapore - Malaysia Site Visit Networking Session	Site Visit SIEW activities 1-2-1 Meetings	Malaysia	Singapore
<b>Friday 30/10</b>	1-2-1 Meetings Debriefing Departure	1-2-1 Meetings Debriefing Departure	Malaysia	Singapore
<b>Saturday 01/11</b>	Departure	Departure	Malaysia or Singapore - Europe	

#### Sunday 26/10:

- Upon arrival in Singapore on Sunday, the participants are invited to an Informal Gathering, from 19:00 - 21:00 at the FUSE Bar, Level 1 of the Marina Bay Sands (*venue is subject to change*) and have the chance to meet the Singapore team before the week-long events kick-in. This is also an opportunity for the delegates to address any issues they have or might be facing and the Singapore team will be more than happy to assist them and help ensure a smooth and flawless experience for them.

#### Monday 27/10:

- The Business Mission begins with the participants' attendance at the SIEW Opening Keynote Address which will be held at the Sands Expo and Convention Center.
- This is followed by the briefing from the organizers on the logistics of the week. In addition, breakout sessions will be held during which participants will have an opportunity to learn more about doing business in the South East Asian region.
- In the evening, participating companies will have the opportunity to prepare their booths for the Exhibition Days on Tuesday and Wednesday.

#### Tuesday 28/10 and Wednesday 29/10:

- The Exhibition Days will run from approx. 10:00-18:00 on Tuesday and Wednesday
- They will allow participating companies to introduce their products to a relevant local audience via business matchmaking and targeted promotion to ASEAN counterparts.
- Each company will be provided with a booth by the Programme, which will enable them to display their products and promotional materials to the local audience.
- A formal opening ceremony will launch the Exhibition Days and a networking reception will take place on Day 1 to enable participants to meet contacts in an informal setting.
- On Day 2, participating companies will be invited to join SIEW's daily networking reception in the evening to increase their contact with local companies.

#### Thursday 30/10:

- Following the Exhibition Days, the Programme will divide into 2 streams: 1 group will travel to Malaysia and 1 will remain in Singapore. The choice will be determined by each company's market strategy, expressed during application process.
- Group 1 will travel in the morning to Malaysia. The participants will be picked up at the airport and will be brought straight to a site visit to a location of interest and relevance to the Clean Technologies sector. Afterwards, the participants will be brought to their hotel for check-in. The day will be capped off by a networking session to introduce them and their products to targeted local counterparts.
- In Singapore, Group 2 will also undertake a site visit. This will be followed by the opportunity to link-up with activities at the ongoing SIEW Conference or to have 1-2-1 meetings, facilitated by the Programme or in follow-up to contacts established at the Exhibition

#### Friday 31/10:

- On Friday morning, both streams of participants in Malaysia and Singapore will be able to engage in a final round of 1-2-1 meetings at the Business Mission venues. In Malaysia, this will include follow-up on the previous day's networking session.
- In the afternoon, a Debriefing session will be organised in both locations. This will involve verbal input and an online questionnaire and will allow participating companies to give the organisers their feedback and report on the week.

#### **Mission services:**

In order to make the most of the 2 Exhibition Days of the Clean Technologies 2014 Business Mission there are 2 main types of services offered by the EU Business Avenues programme to participating companies: standard and customised services. These are divided into strategic, organisational and financial services as shown below.

Type	Standard	Customised
<b>Strategic</b>	<p>Detailed preparation on business opportunities and business culture</p> <p>Scheduling of individual business meetings with local companies</p> <p>Individual stand-by assistance during business mission</p> <p>Tailored advice on how to follow-up on the business mission</p>	<p>Legal, forensic and business cultural awareness services</p>
<b>Organisational</b>	<p>Logistical support for the business exhibition, including installation of booth and creation of business mission catalogue</p> <p>Targeted promotion of your company and its products, as well as invitation of selected visitors from Singapore, Malaysia and the rest of the ASEAN countries.</p>	<p>Printing</p>
<b>Financial</b>	<p>100% financing of strategic and organizational standard services</p> <p>1,000 € co-funding accommodation costs for one room per company in the selected business mission hotel</p>	<p>80% of the above up to a max. EUR 1600</p>

#### **Standard Services:**

The standard services include:

- **A Brussels Briefing on Thursday 4 September 2014**

All participating companies are expected to join this meeting. Travel and accommodation are covered by the Programme in accordance with the rules set by the European Commission.

At the Brussels Briefing, you will meet the EU Business Avenues team, including your Cluster Coordinator, and receive important information on your Business Mission, covering:

- A presentation about preparing for the business mission

- Briefings on the Clean Technologies sector, business environment and doing business in South East Asia
- Breakout sessions with the Cluster Coordinators on strategic and organisational services
- **A Market Study**

The Market Study will provide concise, up-to-date and practical advice on market opportunities in the Clean Technologies sector and target markets. It will focus on information on the main players, laws, regulation, evolutions including the provisions of the EU-Singapore FTA.

In addition, it will include a sub-sector overview, identify market barriers for EU companies, elaborate on market entry strategies (i.e. using Singapore as a hub for expansion into South East Asia) and highlight the opportunities and challenges.

The Market Study will be available to selected companies on the website's members' area.

- **Business Matchmaking**

Based on their understanding of the EU companies' needs developed during the application and post-selection phases, the EU Business Avenues Team will identify potential counterparts South East Asia via a range of sources of information.

These will include an online company and business profile which acts as a 'wish list,' in which participating companies will be invited to identify specific counterparts that they would like to meet. The profile will also be used to guide the development of a 'long list' of counterparts per EU participant developed by the team, drawing on the other sources.

To begin the business matchmaking, the EU Business Avenues team will develop a call list based on the inputs received. They will then start to contact local counterparts to setup individual meetings and appointments, using a direct-marketing, call centre based approach

The individual meetings will be primarily scheduled during the Exhibition Days in Singapore. Meetings will be scheduled for 30 minutes to 1 hour depending on the needs of the EU companies and ASEAN counterparts. Additional meetings may be scheduled outside the scope of the Exhibition Days on the Thursday and Friday of the Business Mission in Singapore as well as in Malaysia for those travelling there on the Friday morning.

The meeting schedules will be available in the website's members' area for consultation.

- **Stand-by Assistance**

During the Business Mission, the EU Business Avenues teams will be available on stand-by and to actively provide assistance to participating companies during the Exhibition Days and at helpdesks throughout the week. They will liaise with local companies and provide updates on meeting schedules, as well as ensuring the delivery of the optional services.

- **Strategic Follow-up**

Debriefing sessions will be organised in both Singapore and Malaysia on the Friday afternoon at the end of the Business Mission, attendance at which will be mandatory for all participating companies. These face-to-face sessions will mainly concern the operational aspects of the week and the immediate results. They will be complemented by the completion of an online questionnaire by each participating company.



The EU Business Avenues team will consolidate the feedback received with the input of the organisers to produce a short written document. It will be sent 2 weeks after the Business Mission to each participant and will summarise the company's objectives, first results, expectations and plans, level of preparation, and provide advice on next steps including signposting to key stakeholders, such as trade and investment organisations and business intermediaries in the target markets for follow-up.

The team will also ask for your feedback by phone 12 months after your participation.

- **Logistical support for the business exhibition, including installation of booth, design and creation of business mission catalogue**

The local team will organise the logistics for the week. This will include arranging the rooms in the Business Mission hotels in Singapore and Malaysia, providing one standard booth for the Exhibition Days per company, for which additional equipment can be ordered, planning the site visits, as well as creating online and paper Business Mission catalogues. Bookings for these services will be able to be made and input provided by participating companies via the members' area of the EU Business Avenues website as of selection.

- **Targeted promotion of your company and its products, as well as invitation of selected visitors from South East Asia to the business mission**

The EU Business Avenues team will also promote your company and its products to the local audience using a range of materials and channels and invite relevant ASEAN counterparts to the Business Mission. This will complement the business matchmaking service, by generating spontaneous contacts with targeted visitors to the Exhibition Days.

All of the Standard Services are 100% financed by the EU Business Avenues Programme. In addition, max. 1,000 € is provided as co-funding of the accommodation costs for one room per participating company in the selected Business Mission hotel in Singapore (and Malaysia).

#### **Customised Services:**

The customised services include:

- Printing of company brochures and business cards
- Legal Services including a standard report covering business regulations for setting up under different models (e.g. JV, franchisee, branch office, distributor, local licensee etc.) and relevant aspects of IP law for the sub-sector
- Forensic services, including Business Intelligence Services (BIS) encompassing a scan of online public record sources – including searches for civil litigation filings; bankruptcy and other debt records; assets (e.g., property and significant shareholdings in US listed companies); business and corporate affiliations, and partnerships; and references in media and Internet resources - with the aim of gathering information on the Subjects' track record and business reputation.
- Business cultural awareness services

The EU Business Avenues Programme will contribute 80% of the cost of customised services ordered up a maximum of €1.600 per company. Participating EU companies participants will pay 100% to the service providers and be reimbursed 80% after the business mission. All services should be ordered and paid before the end of the business mission even if the services or products are delivered after business mission.

Requests for customised services will be submitted via a 'Customised Services Order Form' in the members' area of the website. The local office will provide initial contact to the participating companies with their selected service providers. They can interact directly with the service providers to finalise details of the orders and quotations. Participants will evaluate the quotations and provide the order confirmation to the local offices. The local office will approve and forward the order confirmation to the service providers. Payment can be made directly to the service providers by cash or bank transfer during the Mission week.

The customised service orders will be listed in the website's members' area for consultation.

### 3 What will the costs and benefits of participation be?

The main cost incurred by participating in EU Business Avenues will be the investment in time required in order to work with your Cluster Coordinator to successfully complete the Application process, to attend the Brussels Briefing and collaborate with the team in South East Asia in order to tailor the opportunity to your company's needs. Whilst they will be available to assist and support, engaging pro-actively with them and providing the requested input by the deadlines is a crucial factor in the success of the Business Mission.

Participating companies benefit from an attractive package of financial support, as outlined above. However, certain costs remain the responsibility of each participant. These are personal costs (e.g. insurance, local travel, and food and drink, except during the Exhibition Days when lunch will be provided), flights to and from South East Asia, 20% of the optional services on offer and the balance of the hotel bill, above the 1000€ co-financing.

An estimate is given below of the likely costs per participating company, on the basis of 2 representatives attending the Business Mission. These vary according to the stream selected (Singapore or Singapore and Malaysia) and are subject to exchange rate fluctuation.

Participation in the Clean Technologies Business Mission 2014 to Singapore	Estimated costs (EUR)*	
	covered by company	covered by Programme
Economy class flight: Brussels – Singapore	1400	N/A
Double room: 6 nights Singapore	400	1 000
The optional services within maximum co-financing	400	1 600
<b>TOTAL</b>	<b>2200</b>	<b>2600</b>

Participation in the Clean Technologies Business Mission 2014 to Singapore and Malaysia	Estimated costs (EUR)*	
	covered by company	covered by Programme
Economy class flight: Brussels – Singapore – Malaysia - Brussels	1700	N/A
Double room: 4 nights Singapore and 2 nights Malaysia	400	1 000
The optional services within maximum co-financing	400	1 600
<b>TOTAL</b>	<b>2500</b>	<b>2600</b>

The EU Business Avenues programme offers participating European companies:

- Professional pre-departure coaching and strategic post- Mission follow-up
- A range of flexible activities and support services during the business week
- Tailored business matchmaking and networking with interested counterparts
- Synergies with a leading trade fair in the Clean Technologies sectors in ASEAN
- Real-time market information and access to the region via Singapore as a hub.

It builds on the successful EU Gateway programme's model of EU-funded Business Missions. You can read the testimonials of previous participants in the EU Gateway [E-Book](#) and find out more about participating companies and their results via the [Infographic](#).

## 4 Which companies can participate in the Programme?

### General eligibility criteria

EU companies are eligible to participate in EU Business Avenues if they satisfy the basic technical, economic and strategic eligibility criteria. Candidate companies must:

- Exist for 5 years and be able to demonstrate 3 years of financial figures
- Be entirely or majority EU-owned
- Be located and have their main activities in the European Union
- Be active and operational in one of the economic sectors covered by the EU Business Avenues Programme, either as a producer, a sub-contractor or as an R&D or engineering company - business consultants are not eligible

- Have a proven track record of international business cooperation
- Have a solid business strategy for entering the South East Asian markets
- Have a sufficient turnover and number of people employed to successfully enter South East Asian markets

### Sector-specific eligibility criteria

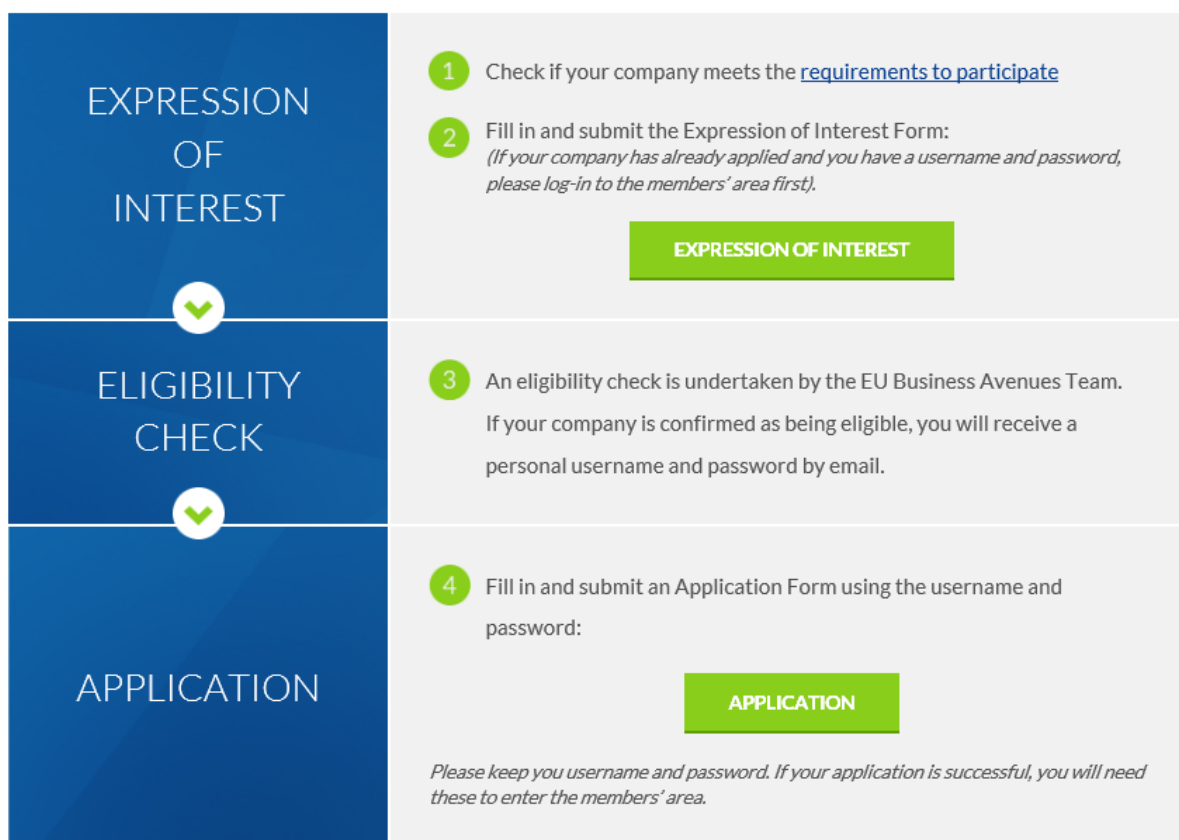
EU companies are eligible to participate in the EU Business Avenues Business Missions if their products fit into the relevant sector. For the Clean Technologies Business Mission 2014, eligibility will be limited to the Renewable Energy and Energy Efficiency sub-sectors, guided by the focus of the SIEW Conference alongside which it will run.

Sector	Sub-Sectors
<b>Clean Technologies</b>	<ul style="list-style-type: none"> <li>○ <u>Renewable Energy:</u> <ul style="list-style-type: none"> <li>(a) Wind, solar, aero thermal, geothermal, hydrothermal and ocean energy, hydropower, biomass, landfill gas, sewage treatment, plant gas; biogas;</li> <li>(b) power generation, management and control systems, hydrogen technologies, bio-fuel technologies, and co-generation technologies;</li> <li>(c) off-grid clean energy solutions</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>○ <u>Energy Efficiency:</u> <ul style="list-style-type: none"> <li>(b) Technologies and energy efficient materials related to the engineering, design, construction fitting, arrangement and the finishing of public and private buildings and infrastructure works (roads, airports, ports etc.);</li> <li>(c) smart grids, green buildings</li> <li>(a) energy conservation, and energy conservation technologies focused on reducing CO2 emissions</li> </ul> </li> </ul>

For the 2nd Clean Technologies Business Mission in Spring 2015, it is foreseen that companies whose products fit into the Environment and Water sub-sectors of Waste water treatment, air pollution control, waste management, recycling, soil erosion prevention, noise protection, biogas; Fresh water supply, and water solutions, as well as those in the Energy Efficiency sub-sector above, will be eligible. Renewable Energy companies will not be eligible.

## 5 How do I apply to take part in EU Business Avenues?

Are you interested in participating? Then first please complete an 'Expression of Interest.' The application form is easy to fill out and can be submitted online at [www.businessavenues.eu](http://www.businessavenues.eu) via the procedure below. It is important to fill out your application as completely as possible to maximise your company's chances of being selected.



## 6 How is the selection of participants undertaken?

The selection of participating companies for for EU Business Avenues is made on a competitive basis. The Expression of Interest form provides the information necessary to check the eligibility of each applying company. If your company is eligible, you will be contcated by your Cluster Coordinator. The next step is to fill out the Application form and submit it. It provides the basic information on basis of which the assessment takes place. All companies which have submitted applications before the deadline will be considered.

The companies will be assessed from a European and South East Asian market perspective by a panel of experts according to three main selection criteria:

- Business Strategy
- Business Viability & Capacity
- Market Potential

The final selection is made by the European Union. The objective is to select 40 companies for each Business Mission with a waiting list in the event of cancellations.

Selection will be completed within one month after the application closing date and companies will be informed immediately by email of the outcome of the selection.

## 7 What is the timeline for the Clean Technologies 2014 Mission?

The deadline by which to apply for the Clean Technologies Business Mission 2014 is 11 July 2014, with the selection results due on 1 August 2014. Participating companies will be invited to participate in the mandatory Brussels Briefing on 4 September 2014. Before and after this meeting, selected EU companies will collaborate with the team in South East Asia in order to prepare and tailor the Business Mission to their company's needs. The Business Mission to Singapore and Malaysia will take place from 27 to 31 October, with strategic follow-up 2 weeks and 1 year after. The timeline is illustrated below.



### 8 How can I get more information on the Programme?

For further information, please contact your Cluster Coordinator, who will be pleased to answer your questions. Full details are available on the website [www.businessavenues.eu](http://www.businessavenues.eu)

Countries	EU Coaching Network
Belgium, France, Luxembourg, The Netherlands	<a href="mailto:brusselsoffice@businessavenues.eu">brusselsoffice@businessavenues.eu</a>
Austria, Denmark, Germany, Slovenia	<a href="mailto:hamburgoffice@businessavenues.eu">hamburgoffice@businessavenues.eu</a>
Finland, Ireland, Sweden, UK	<a href="mailto:londonoffice@businessavenues.eu">londonoffice@businessavenues.eu</a>
Cyprus, Greece, Italy, Malta, Portugal, Spain	<a href="mailto:madridoffice@businessavenues.eu">madridoffice@businessavenues.eu</a>
Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Romania, Slovak Republic	<a href="mailto:warsawoffice@businessavenues.eu">warsawoffice@businessavenues.eu</a>

## Contact Us

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