

## European Companies look for growth opportunities in Southeast Asia

- Information and Communication Technologies business mission to explore prospects for collaborations and establish contacts with tech players in the region

### PRESS RELEASE

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### MEDIA CONTACT

For more information on EU Business Avenues in South East Asia programme:

May LEE  
Communication Expert  
Operational and Logistics Unit  
T. 6389 6615 / 9296 5269  
E. [may.lee@eubusinessavenues.com](mailto:may.lee@eubusinessavenues.com)

**FOR IMMEDIATE RELEASE** – 49 European companies from 18 European Union (EU) Member States start a week-long Information and Communication Technologies (ICT) business mission to Singapore and Thailand from 23 – 27 May 2017. This fourth EU Business Avenues mission will showcase information and communication technologies in big data and cloud, cyber security, future communications, Internet of Things (IoT) and software and mobile applications, in a bid to secure new business partnerships with local and regional stakeholders.

Registered business visitors will have one-to-one individual business meetings with the companies held at the pavilion and find out more about the product and service offerings from participating European companies. Visitors who pre-registered and requested for the complimentary business matching service the programme offers are matched with the relevant companies they are interested to meet. This programme allows European companies to establish contacts with key regional players and discuss possible collaboration and business partnerships.

Visitors can also attend “Meet-the-Exhibitors” sessions where participating European companies will present and share their latest products and innovations. This programme is complimentary for visitors and aims to provide concise information to visitors and raise interest by engaging in deeper one-to-one discussions.

The mission will first be present in a dedicated EU Business Avenues Pavilion at CommunicAsia2017, the 28<sup>th</sup> International Communications and Information Technology Exhibition & Conference, from 23 to 25 May. The business mission then travels to Thailand on 26 and 27 March for a pre-arranged business-to-business meetings with the local companies and visitors.

### About EU Business Avenues in South East Asia

The EU Business Avenues in South East Asia programme provides a comprehensive suite of dedicated services covering business, cultural and legal needs: Market Studies, Business Culture Awareness Training and Business Meetings – all of which, are expected to facilitate collaboration with local players, in the form of joint ventures, distributorships or licensing agreements, to smoothen and speed up the process of entry into local markets.

Built upon the successful EU Gateway model of matchmaking and business support services, this EU-funded initiative aims to forge long-

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lasting business collaborations in South East Asia. The programme's partners for the fourth business mission in Singapore and Thailand include the following:

- Asia Cloud Computing Association (ACCA)
- Association of Thai ICT Industry (ATCI)
- Board of Investment of Thailand (BOI)
- Digital Economy Promotion Agency (DEPA)
- Federation of Thai Industries (FTI)
- Information Technology Management Association (ITMA)
- Institute for Infocomm Research (I2R)
- Intellectual Property Intermediary Singapore (IPI)
- Ministry of Science and Technology of Thailand (MOST)
- National Innovation Agency, Thailand (NIA)
- Singapore Business Federation (SBF)
- Singapore Computer Society (SCS)
- Singapore infocomm Technology Federation (SiTF)

Following the completion of a successful pilot programme in Singapore, Malaysia and Vietnam in 2015, the expanded programme will now cover three additional markets: Indonesia, Philippines and Thailand.

The full list of participating companies and a short description of their technologies can be found in Annex A. The complete schedule of the "Meet-the-Exhibitors" sessions can be found in Annex B.

Conceived and funded by the European Commission, the EU Business Avenues initiative was launched in June 2016 and aims to bring up to 1,000 European SMEs on targeted business missions to Southeast Asia over the next five years to help them to develop their businesses outside of Europe.

The business missions under this programme will cover the following sectors: Contemporary European Design, Environment & Water Technologies, Food & Beverage, Green Energy Technologies, Healthcare & Medical Technologies, and Information & Communication Technologies.

For more information, visit <https://www.eubusinessavenues.com/>

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