

## **EU strengthens business collaboration with South East Asia in the field of environment and water technologies**

### **PRESS RELEASE**

For immediate use

### **MEDIA CONTACT**

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

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**SINGAPORE, 23 November 2020** – From 29 November to 3 December 2020, over 50 European companies will be part of the virtual Environment and Water Technologies Business mission to South East Asia to meet with industry players and partners in the region.

“As part of the European Green Deal, environmentally sustainable technologies are at the core of the EU’s priorities. I encourage industry players from the region to connect with their European counterparts to discuss collaborations that are mutually-beneficial for their businesses,” says Barbara Plinkert, European Union Ambassador to Singapore.

“The EU has great experience and innovative solutions to offer for water treatment, recycling and waste management that could be shared with the region. Making freshwater available for everyone and managing the increase in waste generated is an on-going battle. With innovations and sharing of know-how, we could build a sustainable future for everyone,” adds Ambassador Plinkert.

The European innovations in freshwater technologies, wastewater treatment, solid waste management solutions, recycling, automation systems, air pollution control, soil protection solutions and many others, could be a way forward to improve water security and contribute to a sustainable future for the region.

This virtual business mission is part of the EU Business Avenues in South East Asia programme to support European companies establish long-lasting business collaborations through matchmaking and business support services, using Singapore as a hub.

Participating companies will participate in the virtual edition of AsiaWater and showcase innovative solutions in freshwater technologies, wastewater treatment, solid waste management, recycling, automation

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systems, air pollution control, soil protection solutions and much more. The European companies will be available from 1pm to 6pm (GMT+8) for meetings and video calls.

#### **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 these are expected to facilitate collaboration with local players, in the form of joint ventures, distributorships or licensing agreements, and to smoothen and speed up the process of entry into local markets.

This EU-funded initiative was launched in June 2016 and aims to bring up to 1,000 European SMEs on targeted business missions to South East Asia over five years to help them to develop their businesses outside of Europe. Built upon a concept of matchmaking and business support services, the Business Avenues programme helps European companies to forge long-lasting business collaborations in several markets, including Singapore, Malaysia, Vietnam, Indonesia, Philippines and Thailand.

From 2016-2020, the business missions under this programme will cover the following sectors: Building & Construction Technologies, Contemporary European Design, Environment & Water Technologies, Organic Food & Beverage, Green Energy Technologies, Healthcare & Medical Technologies, and Information & Communication Technologies.

The full list of companies participating in this business mission and a description of their companies/products can be found in <https://www.eubusinessavenues.com/business-missions/environment-water-technologies-2020/exhibitor-directory>