

European design-centric SMEs look for growth opportunities in Southeast Asia

- Contemporary European Design business mission to explore prospects for collaborations with local and regional companies

PRESS RELEASE

For immediate use

MEDIA CONTACT

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

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SINGAPORE, February 20, 2017 – 40 European small and medium enterprises (SMEs) from 15 different European Union (EU) Member States will start a week-long Contemporary European Design business mission to Singapore and Indonesia from 8 – 14 March. This third EU Business Avenues mission will showcase contemporary design innovations and technologies in a bid to secure new business partnerships with local and regional stakeholders.

The mission will first be present in a dedicated EU Business Avenues in the South-East Asia Pavilion at the International Furniture Fair Singapore (IFFS) 2017, Asia's premier sourcing platform and design-led exhibition. IFFS leverages on Singapore's positive growth in the furniture and design industry despite the challenging local and global environment. After the fair, the business mission travels to Indonesia from 12 – 14 March for a series of pre-arranged business-to-business meetings, coinciding with Indonesia International Furniture Expo (IFEX) 2017.

The Pavilion at IFFS will house 40 of the best design and interior companies from across the European Union. The comprehensive showcase will include: carpets, curtains, decorative items such as clocks, pottery, high-end design tableware and cutlery, finished home textiles, furniture, interior lighting, small furniture and wallpapers.

Visitors can participate in business meetings held at the pavilion and attend "Meet-the-Exhibitors" sessions where participating European companies present and share their latest products and innovations. The pavilion also features a Design Showcase platform to showcase companies' advanced designs, giving visitors a better visual representation of the products and innovations presented by the exhibitors.

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-lasting business collaborations in South East Asia. The programme's

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partners for the third business mission in Singapore include the Ministry of Communications and Information (MCI), Singapore Furniture Industries Council (SFIC), Singapore Hotel Association (SHA), amongst others.

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.

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: Construction & Building Technologies, 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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