

Sharing of technology know-how and experiences from Europe to S.E.A.

PRESS RELEASE

For immediate use

MEDIA CONTACT

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

YAP Vincent
Communication Expert
Operational and Logistics Unit
T.6389 6634
E.vincent.yap@eubusinessavenues.com

MALAYSIA, 25 November 2020 – The Water and Environment Technologies business mission will make its way to South East Asia, virtually, to meet with industry players and partners in this region. From 29 November to 3 December 2020, over 50 European companies will be showcasing their innovative solutions in freshwater technologies, wastewater treatment, solid waste management solutions, recycling, automation systems, air pollution control, soil protection solutions and many others. The European companies will be available from 1pm to 6pm (GMT+8) for meetings and video calls.

Water and Environment issues have always been high on Malaysian government's agenda. While volume of rainfall remains consistent, the rainfall has shifted downstream to the coastal areas, which has led to extended droughts in upstream areas. The shortage of water in catchment areas during dry weather will have an adverse effect on water supply for distribution to consumers.

The increase in population growth rate and urbanisation rate have not only intensified stress on the Malaysia's water supplies, but also resulted in rapid deforestation, increase of municipal solid waste. Soil conservation, river management, flood prevention and mitigation, and the control of pollution and toxic products, chemicals and wastes must be taken as an integrated approach.

Transfer of technology from developed countries could help in mitigating some of these challenges. The Environment and Water Technologies business mission, under the EU Business Avenues to South East Asia programme, could be the catalyst of change.

"We are glad that the business mission could carry on virtually. European companies have a lot of experience and solutions in water treatment, recycling and waste management that could be shared with Malaysia industry players and support the rising demand here," said Mr Michalis Rokas, Ambassador-designate, European Union Delegation to

Sharing of technology know-how and experiences from Europe to S.E.A.

PRESS RELEASE

For immediate use

MEDIA CONTACT

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

YAP Vincent
Communication Expert
Operational and Logistics Unit
T.6389 6634
E.vincent.yap@eubusinessavenues.com

Malaysia. "We encourage the industry players from the region to connect with European counterparts and have open conversations to discuss collaborations that are mutually beneficial for their businesses."

This is part of the EU Business Avenues in South East Asia programme to support European companies to extend their businesses through fostering long terms business partnerships in this region. The programme has seen several success stories. For instance, LG Sonic, a Dutch manufacturer that uses chemical-free technology to control algae and prevent biofouling growth in lakes, reservoirs, and treatment plants, participated in the business mission in 2015 which landed the company an order of a large MPC-Buoy project. In another instance, Well Pumps, a Belgian producer of water pumping solutions, found a local partner that specialises in representing foreign companies in the water industry within the Vietnamese market.

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>