

EU Business Avenues Business Mission helps you discover the South East Asian markets

The purpose of the program

Below we would like to inform you about the recently announced **EU Business Avenues program funded by the European Commission**. The purpose of the program is to provide an opportunity for European companies (mainly SMEs) in certain industries to enter the South East Asian markets, to establish new business and investor relationships and to meet potential partners as part of a business week. **40 selected companies may participate** in the program. The European Commission covers the majority of the expenses of participants and provides assistance throughout the preparation for the program.

A total of three business weeks will be organised in Singapore during 2014 and 2015 with optional two-day visits to Malaysia or Vietnam. Participation in the program is available to businesses **involved in the clean technologies and interior design sectors**. The program allows participants to attend a trade fair in Singapore as well as various presentations, conferences and official receptions.

Criteria

General criteria for companies who wish to participate in the program:

- Established at least 5 years ago and financial information is available for at least the last 3 years
- Owned entirely or mostly by EU residents
- Headquartered in the European Union
- Engaged in activities that meet one of the industry criteria, either as a manufacturer, a subcontractor or an R&D or engineering firm – advisory firms are not allowed to participate in the program
- Has already participated in an international business cooperation
- Has a business strategy for entering the South East Asian markets
- Has sufficient resources to enter the Singapore/Malaysian/Vietnamese markets

In the upcoming months, entities in the following industries will have the opportunity to apply to the program:

- **Clean technologies:** Renewable energy, energy efficiency

Application deadline: 11 July 2014

Business week: 27-31 October 2014

- **Contemporary interior design:**

Application deadline: October 2014 (precise date to be announced)

Business week: 11-17 March 2015

- **Clean technologies:** Environmental protection and water management

Application deadline: December 2014

Business week: April 2015 (precise date to be announced)

More information

In Hungary, Deloitte Co. Ltd. is the entity responsible for coordinating the EU Business Avenues program and identifying potential applicants.

If you or any businesses you are associated with might be interested in the program or if you require more information, please do not hesitate to contact **Csilla Dobos** (cdobos@deloittece.com, +36 1 428 6711) or visit the **EU Business Avenues website** (www.businessavenues.eu) where you can find detailed information on both the program and how to apply.

Should you have any remarks or questions regarding the above, please contact our professionals.

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