



ACCESS BUSINESS OPPORTUNITIES IN ASIA

- Your Gateway to the Future -



The programme

- EU Gateway | Business Avenues is an exclusive programme to assist high growth European companies in entering selected Asian markets
- Target markets: South East Asia, Korea, China and Japan
- Privileged access to focused business opportunities
- Preparation and participation costs co-financed by the EU

**“Asian Business Opportunities
at high value and low risk”**

Target sectors



INFORMATION &
COMMUNICATION
TECHNOLOGIES



CONTEMPORARY
EUROPEAN
DESIGN



ENVIRONMENT
& WATER
TECHNOLOGIES



FOOD &
BEVERAGE



CLEAN
TECHNOLOGIES



GREEN
ENERGY
TECHNOLOGIES



HEALTHCARE
& MEDICAL
TECHNOLOGIES



CONSTRUCTION &
BUILDING
TECHNOLOGIES



SERVICES



FOOD SAFETY
TECHNOLOGIES
& SERVICES

Value added

Application

Pre-departure Meeting

Business Mission

Follow-up

- Interested companies receive coaching and guidance during the application process
- Participants are invited to a meeting in Brussels
- Coaching & advise on market opportunities
- Market insights from sector experts
- Participants are invited to a business trip to the target market
- Participation in a high profile event or trade fair
- Up to 15 prearranged business meetings
- Post-mission strategic support

The mission life cycle



Benefits for companies

- One-to-one meetings with selected business partners
- Low market entry costs
- Participation in large sector events
- Tailored coaching on internationalisation strategy
- Readily available market intelligence
- Post-mission business support to facilitate the deal



Participant feedback

... Many quality meetings....

... I established a partnership with a Malaysian Company, they are now acting as our local representative....

... the organisation is top here in Korea....

... You get all the help and the service so you can concentrate on customers...

... they had answers to all our questions...

... that made it much easier for us to come here...

Antonia Mendez Nazare (AQYLON)

<https://www.youtube.com/watch?v=gCLBj54-Szk>

Hung Soon Chua (KINGSPAN ENVIRONMENTAL)

<https://www.youtube.com/watch?v=ERmxUGbxneE>

Dimitar Grigorov (EME-AD)

https://www.youtube.com/watch?v=Onz-7fde_sQ

Frank Dubiel (KUNSTE INSTRUMENTS)

https://www.youtube.com/watch?v=X9hl_N9OQ18

Andriani Amposidou (ALEXANDROS)

<https://www.youtube.com/watch?v=jDjZLXF-MLQ>

Criteria for participation

- Companies that are successful in Europe
- With minimum 3 years' existence
- Headquartered in the EU and majority-owned by EU shareholders
- Bearing the size, expertise and strategy to enter Asia
- Having a proven track record of international business cooperation
- Engaged in technology, manufacturing or engineering activities



How to apply?

1. Go to <http://www.eu-gateway.eu/>
2. Select your **UPCOMING BUSINESS MISSIONS**
3. Enter the business mission page and click on **APPLY NOW**

Or contact us:

coaching.network@eu-gateway.eu

