

## European design SMEs look for growth opportunities in Southeast Asia

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

### PRESS RELEASE

For immediate use

### MEDIA CONTACT

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**SINGAPORE, March 9, 2017** – 40 European small and medium-sized enterprises (SMEs) from 15 different European Union Member States will start a week-long Contemporary European Design business mission to Singapore and Indonesia today. 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 EU Business Avenues programme allows the European companies to establish contacts with key regional players and discuss possible collaboration and business partnerships. Registered business visitors will have the chance to meet the companies at the EU Business Avenues pavilion one-to-one. The meetings provide opportunities to find out more about the product and service offerings from the participating European companies. In addition, pre-registered visitors may benefit from the complimentary business matching service the programme offers in view of being matched with the relevant companies.

“Meet-the-Exhibitors” sessions will also be held, where participating European companies will present their latest products and innovations. This programme is complimentary for visitors to attend. The "Meet-the-Exhibitors" sessions aim to provide concise information to visitors and raise interest to engage in deeper one-to-one discussions.

The mission will first be present during the 9-11 March in a dedicated EU Business Avenues in 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 Jakarta, Indonesia from 12-14 March. A series of pre-arranged business-to-business meetings will be held in Jakarta, coinciding with Indonesia International Furniture Expo (IFEX) 2017.

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#### About EU Business Avenues in South East Asia

The EU Business Avenues in South East Asia is an EU-funded business promotion programme that supports the internationalisation of SMEs. Providing matchmaking and business support services, this initiative aims to forge long-lasting business collaborations in South East Asia.

The EU Business Avenues programme provides a comprehensive suite of dedicated services covering business, cultural and legal needs: Market Studies, Business Culture Awareness Training and Business Meetings. These capacity building services are expected to facilitate collaboration with local players, whether in the form of joint ventures, distributorships or licensing agreements. At the same time, the programme also seeks to smoothen and speed up the process of entry into local markets.

For the business mission in Contemporary European Design, the programme is co-operating with partners in Singapore, including the, Singapore Furniture Industries Council, Design Singapore Council and the Singapore Hotel Association, amongst others.

The full list of participating companies and a short description of their technologies can be found in Annex A. The complete schedule of the “Meet-the-Exhibitors” sessions can be found in Annex B.

Conceived and funded by the European Union, the EU Business Avenues initiative was launched in June 2016. The programme aims to bring up to 1,000 European SMEs on targeted business missions to Southeast Asia over the next five years in view of supporting them in developing their businesses outside of Europe.

The business missions under the Business Avenues programme will cover the following sectors: Contemporary European Design, Environment & Water Technologies, Organic Food & Beverage, Green Energy Technologies, Healthcare & Medical Technologies, Information & Communication Technologies and Construction & Building Technologies.

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