

European companies bring innovative technologies to South East Asia

PRESS RELEASE

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

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SINGAPORE, 8 June 2018 – Some 50 European companies from 17 European Union (EU) Member States will go to Singapore and Malaysia for a week-long business mission from 8 to 13 July 2018. They are taking part of the Singapore International Water Week.

The 9th business mission under the EU Business Avenues in South East Asia programme focuses on environmental and water technology. The EU is strongly committed to climate action and environmental conservation and has a longstanding track record in waste management, including water and solid waste recycling. European companies have developed a competitive advantage in the field, which can be utilised to find innovative and sustainable solutions to various challenges of water and environment management within the SEA region.

European companies will showcase technologies related to environment and pollution control, waste water treatment, air quality control, catchment management, solid waste management, water quality, hydrology and many more.

H.E. Barbara Plinkert, European Union Ambassador to Singapore, says: “The objectives and targets set by the European Union have been key drivers to improve waste management, stimulate innovation in recycling, limit the use of landfilling, and create incentives to change consumer behaviour.”

According to a World Bank report, Asian nations generate about 2.5 billion tonnes per year of municipal solid waste and this is expected to increase twofold by 2050. This is as a result of an increase in population, urban migration and better living standards.¹

The rapid increase in volumes of waste and a complex waste composition, coupled with emerging waste streams, plastic, healthcare and e-waste is one of the key environmental challenges in South East Asia.²

On the other hand, the market for water and wastewater treatment solutions for industries, along with associated services is likely to grow at a compound annual growth rate of 8.8% between 2017 and 2022. This is driven by tightening of regulations for water usage and discharge, scarcity of water resources across rapidly urbanising region and difficulties in treating waste water generated from industries such as food and beverages, and electrical and electronics.³

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The Environment and Water Technologies business mission will engage the local community with European solution providers to strike viable business partnerships.

The EU strongly supports initiatives to reduce, recycle and reuse water and other resources to order to create a sustainable living environment for all.

Says Ambassador Plinkert: “The EU Business Avenues in South East Asia programme helps European solution providers form partnerships and introduce innovative solutions to this region. With increased awareness and need for solutions, I am confident that this business mission will open up new opportunities for European companies as well as local industry.”

¹http://www.switch-asia.eu/fileadmin/user_upload/SWITCH-Asia_Briefing_No6_-_Waste_Management_-_Screen_FINAL.pdf

²https://wedocs.unep.org/bitstream/handle/20.500.11822/21134/waste_mgt_asean_summary.pdf?sequence=1&isAllowed=y

³<https://www.environmentalleader.com/2018/06/industrial-water-treatment-market-to-pop-as-urbanization-in-southeast-asia-soars/>

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 the next 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: Contemporary European Design, Environment & Water Technologies, Organic Food & Beverage, Green Energy Technologies, Healthcare & Medical Technologies, and Information & Communication Technologies. For more information, visit www.eubusinessavenues.com.

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The full list of companies participating in the Information and Communication Technologies business mission and a short description of their companies/products can be found in Annex A.

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