

BUSINESS MISSION INFORMATION

CONSTRUCTION & BUILDING TECHNOLOGIES

02 - 08 NOVEMBER 2020, SINGAPORE | PHILIPPINES

Dear Participant,

Are you looking to develop your business in South East Asia, in particular Singapore and the Philippines? The EU Business Avenues in South East Asia Business Mission, with a focus on the Construction & Building Technologies sector, is a unique opportunity for you to extend your business. In this document, you will find out more information about this business support programme.

1. Overview of the Construction & Building Technologies Business Mission to Singapore and the Philippines

1.1 Coaching

European companies will receive coaching during the application stage, the pre-departure stage, the Business Mission week in Singapore and the Philippines and after returning to Europe. Coaching includes:

- **Suitability check and assistance during application:** After submitting an Expression of Interest we will contact you to discuss your company's eligibility and suitability for the Business Mission.
- **Market Study:** After selection, you will receive a comprehensive Market Study. This will broaden your understanding of the Construction & Building Technologies market in Singapore and the Philippines and help you to define your market strategy.
- **Pre-departure Meeting:** Before the Business Mission week, you will attend a one-day Pre-departure Meeting in Brussels. At the meeting, you will receive a briefing on logistical preparation for the Business Mission week, a presentation on the Singaporean and Philippine markets in your business sector, and consultation on the business matching process.
- **Post Mission Follow Up:** Shortly after your return to Europe, your EU Business Avenues in South East Asia Coach will debrief you and offer advice on follow up with contacts made in Singapore and the Philippines. You will also be asked to complete an online questionnaire after the Business Mission.

1.2 Standard and Customised Services

- **Standard Services:** Standard Services are designed to maximise your business opportunities in Singapore and the Philippines. They are fully financed by the EU and provided to all participants. Standard Services include:
 - Product suitability check
 - Search for local business partners
 - Scheduling of individual meetings
 - Promotion in the target markets
 - Built-up booth at PHILCONSTRUCT Manila as well as at the Business-to-Business Meetings in Singapore
 - Stand-by support during the Business Mission week
- **Customised Services:** You can also choose from a range of optional Customised Services co-financed by the EU. Customised Services include:
 - Printing of company documentation, product manuals, brochures, and business cards
 - Additional 1:1 consultation with independent local sector experts

1.3 Promotion in Singapore and the Philippines

As part of the Standard Services, all participants will be featured in a comprehensive promotional campaign run in Singapore and the Philippines. Promotion will include:

Press release: a press release will be distributed to targeted media with details of all companies participating in the Mission.

Website: your company profile will be displayed on the EU Business Avenues in South East Asia website at www.eubusinessavenues.com, where business people can register to visit during the business exhibition days, and request for meetings.

Direct Mail Promotion: invitations to the business exhibition days will be sent to sector-related companies, industry associations and public organisations in Singapore and the Philippines.

Business Mission catalogue: an English catalogue detailing all EU companies participating in the Mission will be made available at the Business Exhibition Days and to relevant stakeholders. The catalogue will also be made available online. Each participating company profile includes:

- Company key data and contact information
- A company introduction
- A summary of the company's products and/or technologies
- Two images of products you wish to focus on in Singapore and the Philippines
- A photograph of your company's representative(s) at the Business Exhibition

2 Business Mission Week

The 7-day Business Mission week in Singapore and the Philippines will be organised from Monday, 02 November to Sunday, 08 November 2020. Participants should arrive at the Mission hotel in Singapore no later than 15:00 on Monday, 02 November in order to prepare for the business exhibition and to attend the first mandatory briefing session at 16:00.

2.1 Business Mission Week Programme

Monday, 02 November 2020 Singapore	
Time	Session
13:00 – 16:00	*Site Visit (Optional - To be Confirmed)
16:00 – 16:30	Registration and collection of Welcome Pack (Mandatory)
16:30 – 17:30	Briefing Session: The Briefing Session comprises a final update on mission week events in Indonesia, meetings scheduled by the organisers and in-depth presentations on doing business in Singapore by local sector experts.
17:30 – 19:00	Exhibition Set-up (Mandatory) <i>All participants may prepare their booths and do their final checks. All booths must be set up by 19:00</i>
Tuesday, 03 November 2020 Singapore	
Time	Session
09:00 – 10:30	Market Insights by Industry Experts (Mandatory) Market Insights by Industry Experts comprises a panel discussion amongst the local industry experts to provide, discuss and share the local industry trends and best practices.
10:30 – 18:00	Business-to-Business Meetings (Mandatory) The Business-to-Business Meetings will take place at the Mission hotel. Participants will be able to showcase products and technologies to a targeted audience of potential business partners. Ad-hoc and pre-scheduled business meetings will take place at table tops or nearby meeting areas at the exhibition.

Tuesday, 03 November 2020
Singapore

Time	Session
18:00 – 20:00	<p>EU Business Avenues in South East Asia Networking Reception 1 (Mandatory)</p> <p>The Business Networking Reception hosted by the European Union is an opportunity to network with business partners, potential partners, and professional colleagues in an informal environment. Participants can invite their own guests and should have the opportunity to meet representatives from EU Member State embassies and organisations in Singapore.</p>

Wednesday, 04 November 2020
Philippines

Time	Session
Morning	Depart for Manila, Philippines
14:30 – 17:30	*Site Visit (Optional - To be Confirmed)
17:30 – 19:30	<p>Exhibition Set-up</p> <p><i>All participants may prepare their booths and do their final checks. All booths must be set up by 19:00.</i></p>

Thursday, 05 November 2020
Philippines

Time	Session
09:00	Opening Ceremony
10:30 – 19:00	<p>Business Exhibition Days / ‘Meet-the-Exhibitors’ Sessions (Mandatory)</p> <p>The four Business Exhibition days will take place at the Trade Exhibition Venue.</p> <p>Participants will be able to showcase products and technologies to a targeted audience of potential business partners. Ad-hoc and pre-scheduled business meetings will take place at booths or nearby meeting areas at the exhibition. ‘Meet-the-Exhibitors’ Sessions are also scheduled to be held concurrently with the exhibition.</p>
18:30 – 20:30	EU Business Avenues in South East Asia Networking Reception 2 (Mandatory)

	<p>The Business Networking Reception hosted by the European Union is an opportunity to network with business partners, potential partners, and professional colleagues in an informal environment. Participants can invite their own guests and should have the opportunity to meet representatives from EU Member State embassies and organisations in the Philippines.</p>
Friday, 06 November 2020 Philippines	
Time	Session
10:30 – 19:00	Business Exhibition Days / ‘Meet-the-Exhibitors’ Sessions (Mandatory)
Saturday, 07 November 2020 Philippines	
10:30 – 19:00	Business Exhibition Days
Sunday, 08 November 2020 Philippines	
Time	Session
10:30 – 19:00	<p>Final Exhibition Day (Mandatory)</p> <p>This marks the Final Exhibition Day for the Mission in the Philippines.</p> <p>Participants will need to ensure their timely check-out from the Mission hotel.</p>
16:00 – 17:30	<p>Debriefing Session (Mandatory)</p> <p>The Debriefing Session is an important event that allows participants to give their opinions on the Business Mission week directly to the organisers and European Union representatives. Comments are recorded and taken into consideration for making improvements to the EU Gateway Business Avenues programme.</p>
END	

3 Financial Support from the European Union

The European Union encourages your commitment to the ASEAN market by co-financing the following:

Accommodation: The European Union provides co-financing of up to EUR 1,000 for six nights of accommodation at the designated Mission hotel (Check-in: Monday; Check-out: Sunday) during the Mission week in Singapore and the Philippines.

Details on the Mission hotel and how to book accommodation will be available after selection.

Customised services: the EU co-finances 80% of the cost of Customised Services up to a maximum of EUR 1,000.

3.1 Costs to be covered by participating companies

Participating companies will be responsible for arranging and financing:

- **Flights** to/from Singapore and the Philippines and travel within these two countries.
 - Please note that you should anticipate checking in to the mission hotel on Monday and checking out on the following Sunday in order to be present at the mandatory Briefing Session (Monday afternoon) and Debriefing Session (Sunday evening).
- All **insurance** related to travel accommodation and business in Singapore and the Philippines.

4 Further Information

You can read more about the programme on the EU Business Avenues in South East Asia website: www.eubusinessavenues.com.

To discuss any aspect of application or participation with a representative from the European coaching network, please contact the following: coaching.network@eu-gateway.eu

Annex

PHILCONSTRUCT¹

Touted as the biggest expo of its kind in the Philippines, PHILCONSTRUCT has been defining the landscape of building and construction in the country for over two decades. It now serves as the annual meeting place for the industry's movers and shakers, gathering hundreds of the leading suppliers and thousands of trade buyers in one venue.

For the industry, by the industry

Attended by the who's who of the building and construction industry, PHILCONSTRUCT is designed to keep companies connected to the people who matter to their business.

Global coverage

Now a household name in the trade events scene, PHILCONSTRUCT attracts hundreds of companies from more than 20 countries each year, ensuring companies more than just local exposure.

Matched by none

When it comes to giving the maximum return on investment, no other show comes close to the nearly three decades of experience of PHILCONSTRUCT.



The event is organised by the Philippine Construction Association, Inc. (PCA), the leading organisation in building and construction whose members are responsible for over 70% of all construction projects in the country.

¹ Information and image used are extracted from PHILCONSTRUCT website: <https://www.philconstructevents.com/>