

# BUSINESS MISSION INFORMATION

## ENVIRONMENT AND WATER TECHNOLOGIES

### 08 - 13 JULY 2018, SINGAPORE | MALAYSIA

Are you interested in applying for the Environment & Water Technologies Business Mission to Singapore & Malaysia? Are you seeking more information about the EU Business Avenues in South East Asia coaching approach, the standard and customised services, the promotion of your company in South East Asia, a more detailed outline of the Business Mission Week, and the financial support offered by the European Union? Please read this document.

## 1. Overview of the Environment & Water Business Mission to Singapore and Malaysia

### 1.1 Coaching

All participating European companies will receive *coaching* during the application stage, the pre-departure stage, the Business Mission week in Singapore and Kuala Lumpur (Malaysia), 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 Environment and Water Technologies market in Singapore and Malaysia 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 Singapore and Malaysia 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 Coach will debrief you and offer advice on follow up with contacts made in Singapore and Malaysia. 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 Malaysia. 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 City Solutions Singapore within Singapore International Water Week 2018, as well as at the Business-to-Business meetings in Kuala Lumpur, Malaysia
  - Stand-by support during the Mission week
  
- **Customised Services:** You can also choose from a range of optional Customised Services co-financed by the EU. Customised Services include:
  - Translation into Malay and printing of company documentation, product manuals, brochures, and business cards
  - Personal interpreter (English-Malay-English only) for business meetings held outside of the Business Exhibition Days
  - Additional 1:1 consultation with independent local sector experts

## 1.3 Promotion in Singapore and Malaysia

As part of the Standard Services, all participants will be featured in a comprehensive promotional campaign run in Singapore and Malaysia. 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](http://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 Malaysia.

**Business Mission catalogue:** a printed English catalogue detailing all EU companies participating in the Mission will be distributed 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 Malaysia
- A photograph of your company's representative(s) at the Business Exhibition

## 2. Business Mission Week

The 6-day Business Mission week in Singapore and Malaysia will be organised from Sunday 08 July to Friday 13 July. Participants should arrive at the Mission hotel in Singapore no later than 12:00 on Sunday 08 July in order to attend the first mandatory event at 12:00.

### 2.1 Sunday afternoon: Briefing Session (Singapore) / Setup

Time: 12:00–15:00

The **Briefing Session** comprises a final update on mission week events in Singapore, meetings scheduled by the organisers and in-depth presentations on doing business in Singapore by local sector experts.

Time: 15:00–18:00

All participants may prepare their booths and do their final checks. All booths must be set up by 18:00.

### 2.2 Monday to Wednesday: Business Exhibition Days / 'Meet-the-Exhibitors' Sessions

Time: 09:00–18:00

The three **Business Exhibition Days** will take place at the Trade Exhibition Venue. 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.

### 2.3 Monday evening: Networking Reception

Time: 18:00–20:00

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.

## 2.4 Wednesday: Final Exhibition Day

Time: 09:00–17:00

This marks the final Exhibition Day for the Mission in Singapore. Participants will need to ensure their timely check-out from the Mission hotel and that they have confirmed their arrangements for the Mission in Malaysia. Participants must arrange to arrive in Kuala Lumpur in the evening of Wednesday, 11 July in order to attend the briefing on 12 July morning.

## 2.5 Thursday: Briefing Session / Setup / Business-to-Business Meetings / Meet-the-Exhibitors' Sessions / Networking Reception (Malaysia)

Time: 09:00–12:00

The **Briefing Session** comprises an update on the mission week events in Malaysia, meetings scheduled by the organisers and in-depth presentations on doing business in Malaysia by local sector experts.

Time: 13:00–14:00

All participants are to prepare the table top exhibition and all setup must be completed by 14:00.

Time: 14:00–18:00

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 top or nearby meeting areas at the exhibition. **'Meet-the-Exhibitors' Sessions** are also scheduled to be held concurrently with the exhibition.

Time: 18:00–20:00

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 Malaysia.

## 2.6 Friday: Business-to-Business Meetings / Debriefing Session

Time: 09:00–14:00

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 booths or nearby meeting areas at the exhibition.

Time: 14:00–16:00

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 Business Avenues programme.

### 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: Sunday; Check-out: Friday) during the Mission week in Singapore & Malaysia.

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 & Malaysia and travel within these two countries.
  - Please note that you should anticipate checking in to the Mission hotel on Sunday and checking out on the following Friday in order to be present at the mandatory Briefing Session (Sunday afternoon) and Debriefing Session (Friday afternoon).
- All **insurance** related to travel accommodation and business in Singapore and Malaysia.

### 4. Further Information

You can read more about the programme on the EU Business Avenues in South East Asia website: [www.eubusinessavenues.com](http://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](mailto:coaching.network@eu-gateway.eu)