

BUSINESS MISSION INFORMATION

GREEN ENERGY TECHNOLOGIES

28 OCTOBER – 01 NOVEMBER 2018, INDONESIA | SINGAPORE

Are you interested in applying for the Green Energy Technologies Business Mission to Indonesia & Singapore? 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 Indonesia & Singapore, 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 Green Energy Technologies Business Mission to Indonesia and Singapore

1.1 Coaching

European companies will receive coaching during the application stage, the pre-departure stage, the Business Mission week in Indonesia and Singapore 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 Green Energy Technologies market in Indonesia and Singapore 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 Indonesian and Singaporean 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 Indonesia and

Singapore. 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 Indonesia and Singapore. 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 the Asia Clean Energy Summit, a part of Singapore International Energy Week 2018, as well as at the Business-to-Business Meetings in Indonesia
 - 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 Bahasa Indonesia and printing of company documentation, product manuals, brochures, and business cards
 - Personal interpreter (English-Bahasa Indonesia-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 Indonesia and Singapore

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

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 Indonesia and Singapore
- A photograph of your company's representative(s) at the Business Exhibition

2. Business Mission Week

The 5-day Business Mission week in Indonesia and Singapore will be organised from **Sunday 28 October to Thursday 01 November 2018**. Participants should arrive at the Mission hotel in Jakarta no later than 12:00 on Sunday 28 October in order to prepare for the business exhibition and to attend the first mandatory briefing session at 14:00.

2.1 Sunday afternoon: Briefing Session (Indonesia) / Setup

Time: 14:00–17:00

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 Indonesia by local sector experts.

Time: 17:00–18:00

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

2.2 Monday: B2B Meetings / Exhibitor Spotlight / Networking Reception

Time: 09:00–18:00

The **Business-to-Business Meetings** will take place at the designated venue/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. **Exhibitor Spotlight** 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 Indonesia.

2.3 Tuesday: Depart for Singapore / Setup / Briefing Session (Singapore)

Time: 09:00–12:00

Participants will need to ensure their timely check-out from the Mission hotel and that they have confirmed their arrangements for the Mission in Singapore. Participants must arrange to arrive in Singapore in time to attend the mandatory briefing session.

Time: 13:00–16:00

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

Time: 17:00–18:00

All participants are to prepare the exhibition booths and all setup must be completed by 18:00.

2.4 Wednesday: Exhibition / Exhibitor Spotlight / Networking Reception

Time: 09:00–18:00

The two Business Exhibition Days will take place at the Trade Exhibition Venue and will be part of the Asia Clean Energy Summit 2018 (ACES), a part of Singapore International Energy Week. 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. Exhibitor Spotlight sessions are also scheduled to be held concurrently with the exhibition.

ACES is Asia's leading event focusing on clean energy technology, policy and finance, supported by leading government agencies, research institutes and industry in Singapore. As the regional platform to share and co-create innovative clean energy solutions, ACES supports the vision to be a clean energy hub for Asia.¹ The exhibition creates a marketplace for companies to showcase their latest clean energy technologies and solutions, to tap into the growth opportunities in Asia Pacific's clean energy market.²

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.

¹ <https://www.asiacleanenergysummit.com/about/about-aces/>

² <https://www.asiacleanenergysummit.com/exhibition/why-exhibit/>

2.5 Thursday: Exhibition | Debriefing Session

Time: 09:00–18:00

This marks the final Exhibition Day for the Mission in Singapore. Participants will need to ensure their timely check-out from the Mission hotel.

Time: 19:00–21:00

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: Thursday) during the Mission week in Indonesia and Singapore.

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 Indonesia and Singapore 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 Thursday in order to be present at the mandatory Briefing Session (Sunday afternoon) and Debriefing Session (Thursday evening).
- All **insurance** related to travel accommodation and business in Indonesia and Singapore.

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