

ACCESS BUSINESS OPPORTUNITIES IN ASIA

- Your Gateway to the Future -



The programme

- EU Gateway | Business Avenues is an exclusive programme to assist high growth European companies in entering selected Asian markets
- Target markets: South East Asia, Korea, China and Japan
- Privileged access to focused business opportunities
- Preparation and participation costs co-financed by the EU

**“Business Opportunities at
high value and low risk”**

56 business missions until 2020.

Business opportunities for European companies in Asia

EU Gateway | Business Avenues is an initiative funded by the European Union helping European companies to establish long-lasting business collaborations in Asia.

Selected European companies get the opportunity to participate in a one-week business mission in any of the three target markets, Korea, South East Asia and China, and soon Japan.



56 missions

10 sectors

2600 European companies meeting with high quality Asian companies



CONSTRUCTION &
BUILDING
TECHNOLOGIES



GREEN
ENERGY
TECHNOLOGIES



INFORMATION &
COMMUNICATION
TECHNOLOGIES



HEALTHCARE
& MEDICAL
TECHNOLOGIES



CONTEMPORARY
EUROPEAN
DESIGN



CLEAN
TECHNOLOGIES



ENVIRONMENT
& WATER
TECHNOLOGIES



SERVICES



FOOD &
BEVERAGE



FOOD SAFETY
TECHNOLOGIES
& SERVICES

The EU Gateway process in 3 steps

1. Recruitment

- Identification of potential companies
- Selection of candidates

2. Preparation

- Preparation and coaching
- Market intelligence
- Pre-departure meetings

3. Market Entry

- Matchmaking with high quality partners
- Access to business opportunities



**50 high profile
European companies**



Value added

Application

Pre-departure Meeting

Business Mission

Follow-up

- Interested companies receive coaching and guidance during the application process
- Participants are invited to a meeting in Brussels
- Coaching & advise on market opportunities
- Market insights from sector experts
- Participants are invited to a business trip to the target market
- Participation in a high profile event or trade fair
- Up to 15 prearranged business meetings
- Post-mission strategic support

Benefits for companies

- One-to-one meetings with selected business partners
- Low market entry costs
- Participation in large sector events
- Tailored coaching on internationalisation strategy
- Readily available market intelligence
- Post-mission business support to facilitate the deal



Participant feedbacks

... Many quality meetings....

... I established a partnership with a Malaysian Company,
they are now acting as our local representative....

... the organisation is top here in Korea....

... You get all the help and the service so you can
concentrate on customers...

... they had answers to all our questions...

... that made it much easier for us to come here...

Antonia Mendez Nazare (AQYLON)

<https://www.youtube.com/watch?v=gCLBj54-Szk>

Hung Soon Chua (KINGSPAN ENVIRONMENTAL)

<https://www.youtube.com/watch?v=ERmxUGbxneE>

Dimitar Grigorov (EME-AD)

https://www.youtube.com/watch?v=Onz-7fde_sQ

Frank Dubiel (KUNSTE INSTRUMENTS)

https://www.youtube.com/watch?v=X9hl_N9OQ18

Andriani Amposidou (ALEXANDROS)

<https://www.youtube.com/watch?v=jDjZLXF-MLQ>

Criteria for participation

- Companies that are successful in Europe
- With minimum 3 years' existence (3 years financial figures)
- Headquartered in the EU and majority-owned by EU shareholders
- Bearing the size, expertise and strategy to enter Asia
- Having a proven track record of international business cooperation
- Engaged in technology, manufacturing or engineering activities



Upcoming missions on Healthcare & Medical Technologies



HEALTHCARE
& MEDICAL
TECHNOLOGIES

When: 04 – 08 December 2017
Where: Shanghai, China
Deadline: 29 June 2017
Pre-departure meeting: 12 September 2017



HEALTHCARE
& MEDICAL
TECHNOLOGIES

When: 29 January – 2 February 2018
Where: Japan
Deadline: 06 October 2017
Pre-departure meeting: 21 November 2017



HEALTHCARE
& MEDICAL
TECHNOLOGIES

When: 12 – 16 March 2018
Where: Korea
Deadline: 17 November 2017
Pre-departure meeting: 9 January 2018

Scope of the HMT business missions

- **Assistive technologies:** Homecare & rehabilitation equipment, assisting devices and prosthetics
- **Medical equipment:** Instruments, apparatuses, devices or materials used in diagnosing, treating or preventing of human or animal diseases
- **ICT for healthcare:** New or improved equipment and technologies such as electronics, sensors, high-density memory etc.
- **Telemedicine and remote health monitoring:** Homecare, telecommunication networks, radiographs, pathology freeze frames etc.
- **Nanotechnology healthcare**
- **Dental products:** Diagnostic and preventive technologies, oral hard tissue disease treatment technologies, regenerative medical technologies, dental laboratory technologies

How to apply?

1. Go to <http://www.eu-gateway.eu/>
2. Select your **UPCOMING BUSINESS MISSIONS**
3. Enter the business mission page and click on **APPLY NOW**

Or contact us:

coaching.network@eu-gateway.eu

