Building partnerships between EU & Asian companies

The European Union's
Asia-Invest Programme



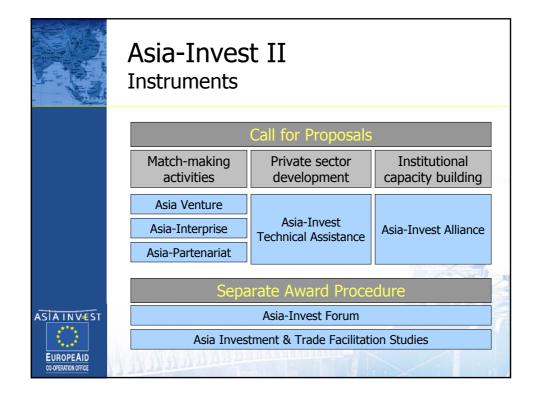
www.europa.eu.int/comm/europeaid/projects/asia-invest

#### Introduction

- Asia-Invest is a European Commission regional cooperation initiative with Asia
- Aims to strengthen mutual trade and investment flows between the EU and Asia
- Is market-driven, providing financial support to business intermediary organisations for high-quality projects submitted under a range of co-financing activities. These organisations include:
  - Chambers of Commerce
  - Sector-specific trade and industrial associations
  - Agencies promoting trade and investment
  - Business and professional associations
  - Technology, management, standards and quality institutes









## Asia-Interprise Business match-making

- Medium-scale business to business encounters organised in the EU or Asia, around one or several sectors
- Involving at least 30 hosting companies and 20 visiting companies in one or more sectors



## Asia-Interprise Activities

- Identification and selection of companies
- business preparation for companies prior to match-making
- organisation of the meeting and follow-up activities to support potential partnerships
- Examples:
  - Naples, Italy, 'The Food Industry: possible agreements between EU and Chinese companies', 25-26 June 2001
  - Kuala Lumpur, 'Co-operation Meeting Water Technologies', 27-28 March 2002





### Asia-Partenariat **Business match-making**

- Large scale multi-sector business meetings in Asia to facilitate partnerships between EU and Asian companies
  - Selection of Asian host companies
  - Promotion campaign of the Asian country in the EU
  - Identification of EU companies
  - Preparation for participants
  - 2 days match-making meetings
  - Follow-up activities to support potential partnerships



#### Asia-Partenariat **Activities**

- Example:
  - EU-China Partenariat 2002
    - Beijing, 7-8 November 2002
    - 7 industrial sectors
- Past Partenariats
  - ASEAN (1997), India (1999), Malaysia (2002)
- Up and Coming
  - Sri Lanka (2004), India (2005), Malaysia (2005)





# Asia-Invest Alliance Description

- Institutional capacity building of Asian intermediaries to effectively service local companies
- Enhanced networking and dialogue between EU and Asian intermediaries to develop a meaningful and sustainable network and to facilitate new trade and investment opportunities





- Capacity building, workshops and training
  - business familiarisation
  - market opportunities
  - organisational methods
  - promotional strategies
- Mutual visits and staff exchanges
- Creation of information links and the exchange of matchmaking opportunities between EU and Asian intermediaries
  - developing a partner search database





## Asia-Invest Forum Networking for intermediaries

- Workshops and conferences to promote networking and dialogue among EU and Asian business intermediaries
- Institutional dialogue between public authorities and private sector
  - Supported by the Asia-Invest Partner Search facility
- Past Networking Events
  - China, 5 November 2002 (100 intermediaries)
- Up and Coming
  - Vietnam, 30-31 October 2003
  - Sri Lanka (2004)
  - Thailand (2004)



## Expected results

#### Asia-Invest II

- Growth in the number of direct business meetings and opportunities for partnership between EU and Asian SMEs
- Enhanced networking between EU and Asian intermediaries to reinforce links between the two regions
- Improvements in the business environment a more dynamic private sector and sustainable economic development
- Increased participation from less prosperous Asian countries and those who did not participate under the first phase





### EuropeAid Co-operation Office EU-Asia co-operation programmes

- Other EC regional co-operation initiatives with Asia:
  - Asia-Pro Eco: co-operation in environmental issues
  - Asia-Urbs : co-operation in urban development
  - <u>Asia-IT&C</u>: co-operation in information & communications technologies
  - Asia-Link: co-operation in higher education
  - AUNP: Asean University Network Programme

www.europa.eu.int/comm/europeaid/projects















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