

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 co-operation 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





Regional co-operation

Eligible countries



Asia-Invest II Instruments

Call for Proposals

Match-making activities	Private sector development	Institutional capacity building
Asia Venture	Asia-Invest Technical Assistance	Asia-Invest Alliance
Asia-Interprise		
Asia-Partenariat		

Separate Award Procedure

Asia-Invest Forum
Asia Investment & Trade Facilitation Studies





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



Asia-Invest Alliance Activities

- 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 match-making 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
 - Asia-IT&C: 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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Further information available at:

- ▶ EUBIA – European Biomass Industry Association
 - ▶ e_Mail: eubia@eubia.org
- ▶ ETA - Renewable Energies
 - ▶ home page: www.etaflorence.it
- ▶ WIP - Renewable Energies
 - ▶ home page: www.wip-munich.de



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