



INFORMATION & COMMUNICATION TECHNOLOGIES

EU Gateway | Business Avenues



The programme

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

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



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

The mission life cycle



Funded by the European Union

What is covered by the programme?

Standard

Customized



STRATEGIC

- Tailored preparation on business culture, local market, business opportunities
- Scheduling of **individual business meetings** with local companies
- Individual **stand-by assistance** during business mission
- Advice on how to **follow-up** on business contacts

OPTIONAL

- Advise on legal issues and certification
- Forensic information of local companies
- Interpretation services



ORGANISATIONAL

- **Logistical support for the business exhibition**, including interpretation, installation of booth, design and creation of business mission catalogue, information material
- **Targeted promotion of your company and invitation of selected visitors** from the destination to the business mission week

OPTIONAL

- **Additional interpretation**
- **Translation and printing** of company documentation and brochures, product manuals & business cards



COSTS COVERED

- **100% of strategic and organisational standard services**
- **Up to 500.00 € travel costs** to the pre-departure meeting in Brussels
- **One night/one person in the conference hotel in Brussels**
- **Up to 1,000.00 € co-funding of accommodation costs** for one room per company in the business mission hotel (special rates for participants)

OPTIONAL

- **80% co-financing of customized services** up to max 1,000.00 €

YOUR COSTS

- Flight tickets from your domestic country to the Business Mission
- Travel inside the Business Mission country (Except site Visit)
- All insurance related to travel accommodation and business during the Business Mission
- Logistical costs for transportation of your product if necessary

Participant feedback

... 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=X9hI_N9OQ18

Andriani Amposidou (ALEXANDROS)

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





Overview Business Mission

Scope of the business mission

The Information & Communication Technologies Sector covers companies supplying products and services to the information technology economy in its broad sense, The scope of the mission includes the following sub-sectors:

- Information Technology Equipment.
- Information Technology Services
- Information Technology Software
- Telecommunication Equipment.
- Telecommunication Services

Information Technology Equipment

IT equipment is technological hardware used in the processing of information in the form of data (input, process, output, communication, and storage).

The Sub-sector covers products such as:

- smart handheld devices;
- media tablets;
- 3D printing;
- wearable technologies

Information Technology Services

IT services is the provision of labour-based services, which assist individuals and organizations in the implementation, management, and operation of computer systems, peripherals, storage, network equipment, and software..

The Sub-sector includes:

- IT consulting;
- System integration;
- IT education;
- Satellite services

Information Technology Software

A software is a set of instructions that cause a computer to perform one or more tasks

The Sub-sector covers products such as:

- Virtual machine software;
- Applications; data protection;
- Network solutions;
- Artificial intelligence
- Software defined networks.

Telecommunication Equipment

Telecommunications equipment is hardware used for the purposes of telecommunications

The Sub-sector covers products such as:

- Smart phones;
- Routers;
- IPTV equipment.

Telecommunication Services

Telecommunication Services are services provided by a telecommunication provider

The Sub-sector includes :

- Internet access;
- Mobile data services;
- Fixed voice telephony.

Information & Communication Technologies

Upcoming Business Mission



INFORMATION &
COMMUNICATION
TECHNOLOGIES

Dates

Start:	25th June 2018
End:	30th June 2018
Where:	Singapore & Thailand
Application deadline:	9th March 2018

NTXAsia 2018 part of ConnecTechAsia

- Launched as Asia's definitive showcase for specialised solutions that can help enterprises in their digital transformation journey,
- NXTAsia will spotlight on the latest emerging technologies including the Augmented Reality, Big Data, Internet of Things (IoT), Cybersecurity, Cloud Computing, and more
- More than 500 exhibitors expected for 2018
- EU Gateway participants will have their own booth under the EU gateway pavilion within the Marina Bay Sands Exhibition center.

<http://www.nxtasiaexpo.com/>

How companies can 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**

For more information

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