



# What are the advantages of accessing new markets through EU Gateway | Business Avenues?



- 1. Your company is embedded in something bigger and sponsored by the EU, which attracts local companies and potential partners.*
- 2. The EU Gateway | Business Avenues team will do a lot of field work to prepare the ground for your company before you go on a business mission.*

HyGear is a clean technology company from the Netherlands, specialized in small-scale gas processing systems. After EU Gateway helped HyGear to find partners in Japan and Korea, the Dutch company has taken the opportunity to expand to South East Asia and it is going to participate in the upcoming business mission to Singapore and Vietnam (Environment & Water Technologies, 11-15 July 2016). Indeed, the EU has set the clock to zero and previous participants can apply for more business missions with the new EU Gateway | Business Avenues programme.

We have asked Mr Marinus van Driel, CEO of HyGear and EU Gateway Alumnus, what are the advantages of accessing new markets through our programme and his reply was straightforward:

1. Your company is embedded in something bigger and sponsored by the EU, which attracts local companies and potential partners.
2. The EU Gateway | Business Avenues team will do a lot of field work to prepare the ground for your company before you go on a business mission.

The full interview is available here and covers three other questions:

- What has been your experience with EU Gateway | Business Avenues?
- How did you integrate EU Gateway | Business Avenues in your strategy?
- How can European and Asian companies benefit through partnering with each other?



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