



# European ICT innovations now sold all across South East Asia

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During a four-year run, EU Gateway | Business Avenues took nearly 190 European participating companies in the Information & Communication Technologies sector to South East Asia.

The Programme helped them understand the complexities of the local markets, navigate the industry to successfully bring their tech solutions to Asia, and pre-arranged over 2200 B2B meetings.

The participants then leveraged EU-support to establish their own professional networks in various countries of the region and further integrate their businesses in the local landscape.

A survey conducted 12 months after each of the first three missions revealed that 81% of the 114 respondents had already established business collaborations or was expecting to do so in the near future.

Thanks to their success, EU Gateway | Business Avenues was able to make an impact in the sector in Europe and beyond. The reputation of European tech solutions crossed borders. It is now synonymous with innovation and excellence and highly sought after in markets like South East Asia. EU Gateway | Business Avenues was there along the way to see it happen.

Read more details about Programme's achievements in the [ICT sector](#) [1].



Funded by the  
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More info on [eu-gateway.eu](https://eu-gateway.eu)

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[1] <https://eu-gateway.eu/information-communication-technologies>