



# Business missions for Environment & Water Technologies revitalise sector in Europe and Asia

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Once more, the **EU Gateway | Business Avenues** Programme chose a high potential sector, [Environment & Water Technologies](#) [1], to target for 10 of its **EU-funded business missions**.

All **four main target markets**, the Republic of [Korea](#) [2], [Japan](#) [3], [South East Asia](#) [4] and [China](#) [5], were, in turn, the focus of at least one mission.

The results are undeniable: **83% of the EU companies that responded to our survey either established business collaborations within one year from the mission or expect to do so in the future**, thanks to the new local connections made during the EU-funded missions. Some of them found partners, distributors, or clients in the target market and beyond. Others boosted their sales in Asia and had to increase their teams to produce more and manage an increasing demand from the new customers. Most reported they greatly improved their understanding of Asian markets and what it takes to succeed in those highly competitive and rather challenging environments.

Read more details about the programme and its impact on the sector in Europe [here](#) [1].



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

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