

# BUSINESS MISSION INFORMATION

## ORGANIC FOOD & BEVERAGE

### 01 – 07 SEPTEMBER 2019, SINGAPORE | THAILAND

Dear Participant,

Are you interested in applying for the Organic Food & Beverage Business Mission to Singapore & Thailand? Are you seeking more information about the EU Business Avenues in South East Asia coaching approach, the standard and customised services, the promotion of your company in Singapore & Thailand, a more detailed outline of the Business Mission Week, and the financial support offered by the European Union? Please read this document.

## 1. Overview of the Organic Food & Beverage Business Mission to Singapore and Thailand

### 1.1 Coaching

European companies will receive coaching during the application stage, the pre-departure stage, the Business Mission week in Singapore and Thailand and after returning to Europe. Coaching includes:

- **Suitability check and assistance during application:** After submitting an Expression of Interest we will contact you to discuss your company's eligibility and suitability for the Business Mission.
- **Market Study:** After selection, you will receive a comprehensive Market Study. This will broaden your understanding of the Organic Food & Beverage market in Singapore and Thailand and help you to define your market strategy.
- **Pre-departure Meeting:** Before the Business Mission week, you will attend a one-day Pre-departure Meeting in Brussels. At the meeting, you will receive a briefing on logistical preparation for the Business Mission week, a presentation on the Singaporean and Thai markets in your business sector, and consultation on the business matching process.
- **Post Mission Follow Up:** Shortly after your return to Europe, your EU Business Avenues in South East Asia Coach will debrief you and offer advice on follow up with contacts made in Singapore and Thailand. You will also be asked to complete an online questionnaire after the business mission.

## 1.2 Standard and Customised Services

- **Standard Services:** Standard Services are designed to maximise your business opportunities in Singapore and Thailand. They are fully financed by the EU and provided to all participants. Standard Services include:
  - Product suitability check
  - Search for local business partners
  - Scheduling of individual meetings
  - Promotion in the target markets
  - Built-up booth at Food & Hotel Thailand in Bangkok, as well as at the Business-to-Business Meetings in Singapore
  - Stand-by support during the Mission week
- **Customised Services:** You can also choose from a range of optional Customised Services co-financed by the EU. Customised Services include:
  - Translation into Thai and printing of company documentation, product manuals, brochures, and business cards
  - Personal interpreter (English-Thai-English only) for business meetings held outside of the Business Exhibition Days
  - Additional 1:1 consultation with independent local sector experts

## 1.3 Promotion in Singapore and Thailand

As part of the Standard Services, all participants will be featured in a comprehensive promotional campaign run in Singapore and Thailand. Promotion will include:

**Press release:** a press release will be distributed to targeted media with details of all companies participating in the Mission.

**Website:** your company profile will be displayed on the EU Business Avenues in South East Asia website at [www.eubusinessavenues.com](http://www.eubusinessavenues.com), where business people can register to visit during the business exhibition days, and request for meetings.

**Direct Mail Promotion:** invitations to the business exhibition days will be sent to sector-related companies, industry associations and public organisations in Singapore and Thailand.

**Business Mission catalogue:** a printed English catalogue detailing all EU companies participating in the Mission will be distributed at the Business Exhibition Days and to relevant stakeholders. The catalogue will also be made available online. Each participating company profile includes:

- Company key data and contact information
- A company introduction

- A summary of the company's products and/or technologies
- Two images of products you wish to focus on in Singapore and Thailand
- A photograph of your company's representative(s) at the Business Exhibition

## 2. Business Mission Week

The 7-day Business Mission week in Singapore and Thailand will be organised from Sunday 01 September to Saturday 07 September. Participants should arrive at the Mission hotel in Singapore on Sunday, 1 September before 13:30hrs in order to attend the first mandatory briefing session at 14:00 and prepare for the exhibition.

Sunday 1 September	Monday 2 September	Tuesday 3 September	Wednesday 4 September	Thursday 5 September	Friday 6 September	Saturday 7 September
SINGAPORE		THAILAND				
14:00 – 17:00 <b>Briefing Session</b>	09:00 – 18:00 <b>Business-to-Business Meetings</b>	Depart to Bangkok, Thailand	10:00 – 18:00 <b>Business Exhibition Day 1</b>	10:00 – 18:00 <b>Business Exhibition Day 2</b>	10:00 – 18:00 <b>Business Exhibition Day 3</b>	10:00 – 17:00 <b>Business Exhibition Day 4</b>
17:00 – 18:00 Table-top setup	Exhibitor Spotlight 16:00 – 17:00	13:30 – 16:30 <b>Briefing Session</b>	16:00 – 17:00 Exhibitor Spotlight	16:00 – 17:00 Exhibitor Spotlight		
18:30 – 20:00 Site Visit	<b>Networking reception 1</b> 18:00 – 20:00	16:30 – 19:00 <b>Exhibition Booth setup</b>		<b>Networking reception 2</b> 18:00 – 20:00		17:00 – 19:00 <b>Debriefing session</b>

## 2.1 Business Mission Week Programme

Sunday, 1 September 2019 Singapore	
Time	Session
13:30 – 14:00	<b>Registration and collection of Welcome Pack (Mandatory)</b>
14:00 – 17:00	<p><b>Briefing Session:</b></p> <p>The <b>Briefing Session</b> comprises a final update on mission week events in Singapore, meetings scheduled by the organisers and in-depth presentations on doing business in Singapore by local sector experts.</p>
17:00 – 18:00	<p><b>Exhibition Set-up</b></p> <p><i>All participants may prepare their booths and do their final checks. All booths must be set up by 18:00.</i></p>
18:30 – 20:00	<b>Site Visit</b>
Monday, 2 September 2019 Singapore	
Time	Session
09:00 – 18:00	<p><b>Business-to-Business Meetings</b></p> <p>The <b>Business-to-Business Meetings</b> will take place at the business meeting venue. Participants will be able to showcase products and technologies to a targeted audience of potential business partners. Ad-hoc and pre-scheduled business meetings will take place at table top or nearby meeting areas at the exhibition.</p>
16:00 – 17:00	<b>Exhibitor Spotlight</b>
18:00 – 20:00	<p><b>EU Business Avenues Networking Reception 1</b></p> <p>The <b>Business Networking Reception</b> hosted by the European Union is an opportunity to network with business partners, potential partners, and professional colleagues in an informal environment. Participants can invite their own guests and should have the opportunity to meet representatives from EU Member State embassies and organisations in Singapore.</p>

**Tuesday, 3 September 2019**  
**Thailand**

Morning	<b>Depart to Bangkok, Thailand</b>
13:30 – 16:30	<p><b>Briefing Session</b></p> <p>The <b>Briefing Session</b> comprises a final update on mission week events in Thailand, meetings scheduled by the organisers and in-depth presentations on doing business in Thailand by local sector experts.</p>
16:30 – 19:00	<p><b>Exhibition Set-up</b></p> <p><i>All participants may prepare their booths and do their final checks. All booths must be set up by 19:00.</i></p>

**Wednesday, 4 September 2019**  
**Thailand**

Time	Session
10:00 – 18:00	<p>The four <b>Business Exhibition Days</b> will take place at the Trade Exhibition Venue.</p> <p>Participants will be able to showcase products and technologies to a targeted audience of potential business partners. Ad-hoc and pre-scheduled business meetings will take place at booths or nearby meeting areas at the exhibition. <b>Exhibitor Spotlight Sessions</b> are also scheduled to be held concurrently with the exhibition.</p>
16:00 – 17:00	<b>Exhibitor Spotlight</b>

**Thursday, 5 September 2019**  
**Thailand**

Time	Session
10:00 – 18:00	<b>Business Exhibition Day 2</b>
16:00 – 17:00	<b>Exhibitor Spotlight</b>
18:00 – 20:00	<p><b>EU Business Avenues Networking Reception 2</b></p> <p>The <b>Business Networking Reception</b> hosted by the European Union is an opportunity to network with business partners, potential partners, and professional colleagues in an informal environment. Participants can invite</p>

	their own guests and should have the opportunity to meet representatives from EU Member State embassies and organisations in Thailand.
<b>Friday, 6 September 2019</b> <b>Thailand</b>	
<b>Time</b>	<b>Session</b>
10:00 – 18:00	<b>Business Exhibition Day 3</b>
<b>Saturday, 7 September 2019</b> <b>Thailand</b>	
<b>Time</b>	<b>Session</b>
10:00 – 17:00	<b>Final Exhibition Day</b> This marks the final Exhibition Day for the Mission in Singapore. Participants will need to ensure their timely check-out from the Mission hotel and they can bring their belongings to the exhibition venue.
17:00 – 19:00	<b>Debriefing Session</b> The <b>Debriefing Session</b> is an important event that allows participants to give their opinions on the Business Mission week directly to the organisers and European Union representatives. Comments are recorded and taken into consideration for making improvements to the EU Business Avenues in South East Asia programme.
<b>END</b>	

## 3. Financial Support from the European Union

The European Union encourages your commitment to the ASEAN market by co-financing the following:

**Accommodation:** The European Union provides co-financing of up to EUR 1,000 for six nights of accommodation at the designated Mission hotel (Check-in: Sunday; Check-out: Saturday) during the Mission week in Singapore and Thailand.

Details on the Mission hotel and how to book accommodation will be available after selection.

**Customised services:** the EU co-finances 80% of the cost of Customised Services up to a maximum of EUR 1,000.

### 3.1 Costs to be covered by participating companies

Participating companies will be responsible for arranging and financing:

- **Flights** to/from Singapore and Thailand and travel within these two countries.
  - Please note that you should anticipate checking in to the Mission hotel on Sunday and checking out on the following Saturday in order to be present at the mandatory Briefing Session (Sunday afternoon) and Debriefing Session (Saturday evening).
- All **insurance** related to travel accommodation and business in Singapore and Thailand.

## 4. Further Information

You can read more about the EU Gateway | Business Avenues programme on the [www.eu-gateway.eu](http://www.eu-gateway.eu) website.

To discuss any aspect of application or participation with a representative from the European coaching network, please contact the following: [coaching.network@eu-gateway.eu](mailto:coaching.network@eu-gateway.eu)

# Annex

## Food & Hotel Thailand 2019, BITEC



**4-7 September 2019**

BITEC, Bangkok, Thailand

The 27<sup>th</sup> edition of Food & Hotel Thailand is the leading trade-only food and hospitality exhibition in Thailand.

Food & Hotel Thailand (FHT) continues in its role as Thailand's most important trade-only event for premium international food and hospitality business. Each year, the show represents exhibitors from every corner of the globe with its complete offering of the latest Food & Drinks, Foodservice

Equipment, Hospitality Style and Technology products, attracting key industry buyers from across Thailand and South East Asia.

FHT 2019 incorporates the following and it is in-conjunction with Thailand's 25th International Culinary Cup (TICC) 2019 co-organised by the Thailand Chefs Association

- Coffee & Tea Culture 2019
- Fine Food Thailand 2019
- Hospitality & Retail Technology 2019
- Restaurant & Bar Thailand 2019
- Wine & Spirits Thailand 2019

### Quick Facts:

- Over 30,000 trade visitors from 58 countries
- Over 440 exhibitors from 34 countries
- The industry's choice to find premium F&B and hospitality products
- Has the strongest industry support and home to the leading industry events
- Proven track record over 26 years of delivering business for exhibitors

### Visitor Profile:

- Airlines / Cruise Liners / Rail / Travel Catering
- Barista
- Cafe / Coffee Shop / Bakery
- Food & Beverage Importers / Distributors / Wholesalers
- Food & Beverage Manufacturers & Processors
- Foodservice & Kitchen Equipment & Supplies Importers / Distributors / Wholesalers



- Government & Trade Associations
- Hotel / Restaurant / Resort / Country Club
- Media
- Property Owner / Developer
- Quick Service Restaurants
- Retail / Hypermarket / Supermarket / Department / Grocery / Convenience Stores
- Spa & Lifestyle Owners & Management
- Service Apartment
- Sommelier
- Wine & Spirits Importers / Distributors / Wholesalers

