

# Terms and Conditions for EU Gateway | Business Avenues Partnership Organisations

## Definitions

- **EU Gateway | Business Avenues:** the initiative funded by the European Union to help European companies to establish long-lasting business collaborations in Asia.
- **Partnership Organisations:** organisations that became partners of EU Gateway | Business Avenues after being accepted by the European Commission, FPI.
- **Coaching Network (CN):** the organisation responsible for recruitment of the EU companies and for coaching them during the entire business mission period, and creating links with business leads in the target markets.
- **Operational and Logistic Unit (OLU):** the organisation responsible for the coordination and logistics of activities, as well as promotion to potential business visitors in the target country.

## Criteria for partnering

To become a Partnership Organisation an organisation must meet the following list of criteria:

- To be affiliated to, and active in, more than one EU member state
- To be able to demonstrate having a considerable network and reach capacity to generate applications from European companies for EU Gateway | Business Avenues
- Not be affiliated with a religious or political party

## Approval of partnership

EU Gateway | Business Avenues will screen each potential partner against the three criteria and then transfer the positive pre-assessments to the European Commission, Service for Foreign Policy Instruments (FPI). The FPI decides if the organisation can become a Partner Organisation.

## Approval of partnership

### Premium content

- EU Gateway | Business Avenues will send the Partner Organisation news about confirmed business missions one week before publishing it on the website.
- EU Gateway | Business Avenues will send the Partner Organisation deadline reminders two weeks before the deadline.
- EU Gateway | Business Avenues will send abstracts of relevant sector Asian Market Studies to Partner Organisations via email.

### Co-branding opportunities

- News of the new partnership can be published on the EU Gateway | Business Avenues website mentioning the Partner Organisation and what they do.
- The Partner Organisation will have a profile page on the EU Gateway | Business Avenues website. In exchange, they are required to mention their affiliation with EU Gateway | Business Avenues on their website or social media.
- The Partner Organisation is welcome to use the EU Gateway | Business Avenues logo on its website and profile pictures on social media.
- The Partner Organisation is welcome to use the EU Gateway | Business Avenues logo (on PPTs, banners etc.) to show its affiliation to the Programme.

### Expand the Network of Partner Organisations

- The President of the Partner Organisation is invited to participate in one Business Mission provided it has generated five European company applications that have been accepted for participation by the European Commission and have actually participated (and not cancelled).
- EU Gateway | Business Avenues will not cover the expenses of the travel and accommodation of the Partner Organisation.
- The President will benefit from a special programme rate at the Business Mission Week hotel (to be agreed with the OLU).
- The President of the Partner Organisation will be offered to participate for three days in the relevant Business Mission Week:
  - Day1: the President can join the informal evening gathering with the participating European companies and the organisers.
  - Day 2: The President can participate in the morning briefing sessions, and in the afternoon participate in a site visit (to be agreed with the OLUs).
  - Day 3: the President can visit the first Business Exhibition Day, benefit from meetings organised with target market organisations (to be set up by CNs and agreed with CNs), and participate in the Tuesday evening networking event (to be agreed with and paid for by the OLUs).