

PRESS RELEASE

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New web portal “EU Asia Business Link” paves the way to Asia for European businesses

European companies having ambitions in Asia can now count on a new ally: the **EU Asia Business Link** (EALink), a web portal providing information and business support in 16 Asian countries*.

The Platform puts users in direct contact with Asia-based experts and organisations who can answer questions and provide advice, helping European businesses achieve success on Asian markets. EALink also provides information on training opportunities and seminars and offers the latest reports, news, events and European business missions to Asian markets, ensuring that EU SMEs and business organisations that are interested in Asia have all the information they need.

The Portal is an initiative of the European Commission (with an overall budget of EUR 1,199,400) implemented by GOPACom and EUROCHAMBRES.

Speaking at the public launch of EALink in Brussels on 25 May, EUROCHAMBRES' CEO Arnaldo Abruzzini commented: *“European businesses have had enough of EU projects that create duplicating structures and that are detached from their everyday reality. The EU Asia Business Link is a welcome change as it builds bridges between existing organisations in Europe and in Asia and reinforces their capacity. This will not only facilitate EU-Asia business exchanges, but also reinforce European Economic Diplomacy.”*

“The EU Asia Business Link will be a valuable asset for European companies eager to break into the Asian market, allowing them to benefit from the extensive experience of experts and organisations already active in the region,” GOPACom Managing Director Antoine Rivet said.

The European Union is increasingly engaged in developing support initiatives for European SMEs to expand their activities internationally, but these initiatives are not always well known. The newly-launched portal will address this issue by increasing the visibility of EU initiatives in Asia among EU-based companies and business organisations. Moreover, by increasing connections among the various initiatives, the Platform aims to further increase their common impact.

*Cambodia, China, Hong Kong, India, Indonesia, Japan, Laos, Malaysia, Myanmar (Burma), Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Thailand and Vietnam.

For more information:

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Pictures of the launch event are available on

<https://www.dropbox.com/sh/7n7c0lo7wf0p2qc/AAAPasHfyB0WQ7MaBneWFqGVa?dl=0>

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