

New European-ASEAN Business Centre (EABC) to foster EU-Thailand economic cooperation

European businesses can now count on a new platform aimed at strengthening economic cooperation and commercial ties between Thailand and Europe. The European-ASEAN Business Centre (EABC) was inaugurated in Bangkok to provide practical support to EU companies with an interest in the Thai market.

With two million EUR funding by the European Union, EABC will become the unified voice of European businesses in Thailand, acting as a platform to interact with authorities and counterparts in Thailand. The aim is to improve trade and investments of Europe into Thailand and to promote Thailand and ASEAN as potential markets for European companies.

“EABC will work closely with European businesses, the Royal Thai Government, EU Institutions and Chambers of Commerce as well as counterparts both in Thailand, ASEAN, and in Europe,” said Rolf-Dieter Daniel, President of the EABC.

Why Thailand?

Thailand is considered as a key trading partner as well as a potential investment destination of European businesses.

“Thailand is an interesting market for EU companies and can serve as a steppingstone for developing activities in the whole ASEAN region,” said Arnaldo Abruzzini, Secretary General of EUROCHAMBRES and member of the EABC’s Board of Directors. *“EABC can support European businesses both at the policy level, by voicing their concerns, and on the practical level, by providing hands-on services which are of particular interest for small firms who have limited resources to develop market intelligence in-house.”*

Speaking at the EABC inaugural event in Brussels on 31 January, H.E. Apichart Chinwanno, Ambassador Extraordinary and Plenipotentiary, Head of Mission of Thailand to the European Union warmly welcomed the establishment of EABC. He said that Thailand is committed to fostering closer ties with the EU and that, given a pivotal role in broadening the horizon of opportunities and mutual benefits for both Thai and European businesses, EABC has challenging tasks ahead. On behalf of the Royal Thai Government, he wished EABC a great success with its endeavours.

About the EABC

EABC is backed up by a consortium of 16 partners and associates both in Thailand and Europe, including EUROCHAMBRES as the European Liaison Office. Main activities will include carrying out policy work, supporting European businesses with trade-related information and organising European-wide events to foster opportunities of European businesses in Thailand.

EABC is part of a strategy of the European Union to support the internationalisation of European SMEs in particular in emerging and fast growing markets.

Pictures of the inauguration of the EABC office in Bangkok can be viewed on www.facebook.com/media/set/?set=a.281684398553315.72503.160579703997119&type=1

<p>Further information: Ms Freya Lemcke, Tel. +32 2 282 08 76, lemcke@eurochambres.eu Press contact: Ms Guendalina Cominotti, Tel. +32 2 282 08 66, cominotti@eurochambres.eu All our press releases can be downloaded from www.eurochambres.eu/content/default.asp?PageID=153 More information on EABC on www.eabc-thailand.eu</p>
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