



Promoting and supporting SMEs' economic activities outside the European Union is an important part of the EU's overall competitiveness strategy outlined in the Europe 2020 flagship communication. In order to help SMEs seize global opportunities and to contribute to increase and diversify their exports and investments to the ASEAN regional market, the European Union co-funded new Business Networks. These Networks will not only provide market access information services but also contribute to the policy dialogue on the business environment and trade relations in their respective country.

**BRUSSELS LAUNCH OF THE EU-ASEAN BUSINESS NETWORKS IN
INDONESIA, THE PHILIPPINES AND VIETNAM**

Wednesday 25 June 2014, 16-20 h
at Sofitel Europe - Place Jourdan 1 - 1040 Brussels

AGENDA

- 15:30 Registration
- 16:00 Welcome addresses
- *Arnaldo Abruzzini*, Secretary General - EUROCHAMBRES
 - *Jason Collins*, Chairman - EBO
- 16:10 Panel discussion on EU-ASEAN relations
- *Didier Herbert*, Acting Director Enterprise Competitiveness, Industry and Growth Policies - European Commission, DG Enterprise and Industry
 - *Julian Conthe-Yoldi*, Policy coordinator - European Commission, DG Trade
 - *Ranieri Sabatucci*, Head of Division Asia and Pacific Department - European External Action Service
 - *Jean-Claude Boidin*, Head of Unit, Asia Regional Programmes, Central Asia, Middle-East - European Commission, DG Development and Cooperation
 - *Dirk Boydens*, CEO, Studiebureau Boydens NV
- Moderation by *Shada Islam*, Director of Policy - Friends of Europe
- 17:00 Presentation of the networks and market opportunities for European Businesses
- EU-Indonesia Business Network, *Jan Rönnfeld*, EIBN Project Director
 - EU-Philippines Business Network, *Dan Braun*, EPBN Managing Director
 - EU-Vietnam Business Network, *Michele D'Ercole*, EVBN Consortium Partner
- 17:45 Question & Answer
- 18:00 Conclusions by *Dirk Vantghem*, Director International Affairs - EUROCHAMBRES
- 18:10 Networking reception and individual meetings at the Business Network Infodesks

*The Business Networks
are co-funded by the EU*



This event is organised in close cooperation with