

# **EU-ABC**

# **BUSINESS MISSIONS**

## **INTRODUCTORY DECK**

# ABOUT EU-ABC BUSINESS MISSIONS

**EU-ABC Business  
Missions give  
members face-to-face  
meetings with  
Ministers across  
ASEAN**

## **Delegates who join the business missions can:**

- Receive updates on policy direction direct from governments
- Seek recommendations on potential avenues for partnership
- Seek clarification on regulations (new/existing regulations)
- Seek clarification on strategic investment opportunities
- Seek assistance on reduction of barriers to trade
- Provide commendations to Ministries for their support

# EU-ABC BUSINESS MISSION

# 2024



## Dates\*

<b>5 - 7 February 2025</b>	<b>Indonesia</b>
<b>17 - 19 February 2025</b>	<b>Thailand</b>
<b>24 - 28 March 2025</b>	<b>Brussels</b>
<b>*1 - 2 September 2025</b>	<b>Cambodia</b>
<b>*13 - 15 October 2025</b>	<b>Philippines</b>

\*Kindly note that the dates reflected above are subject to changes

# CHARGES FOR EU-ABC BUSINESS MISSIONS

# 2024

<p><b>EU-ABC Corporate Members</b></p>	<p><b>3 complimentary</b> Business Missions as part of membership</p> <p><i>*Additional Business Mission charged at <b>SGD2,500 (+GST)</b></i></p>
<p><b>EU-ABC Associate Members</b></p>	<p><b>SGD \$1,500 (+GST)</b></p>
<p><b>Non-EU-ABC Members</b></p>	<p><b>SGD \$6,000 (+GST)</b></p>

## Each Business Mission Includes:

- ✓ Briefing Notes pre-Mission
- ✓ Notes of Minutes post-Mission
- ✓ Chartered bus (departure and drop-off strictly to anchor hotel)
- ✓ Interpreters

## Does **NOT** Include:

- ✗ Flights
- ✗ Accommodation
- ✗ Meals (\*Light refreshments provided for back-to-back meetings)
- ✗ Optional networking events/dinners

# BUSINESS MISSION TIMELINE

**8 WEEKS BEFORE**

Interested parties register for Business Mission via registration link

**5 WEEKS BEFORE**

Delegates to submit questions for the Ministries they have registered for

**4 WEEKS BEFORE**

Ministries will review list of delegates & questions

**2-3 WEEKS BEFORE**

- Ministries confirm meetings
- Calendar invites will be sent to delegates as and when meetings are confirmed

**1 WEEK BEFORE**

Delegates to attend briefing call to go through logistics and other urgent queries. Delegates will also receive a comprehensive briefing pack with information about the Business Mission

# MEETING FORMAT



<b>5 Minutes</b>	Welcome Address by EU-ABC
<b>5 - 10 Minutes</b>	Opening Statement by Government Official representing Ministry/Agency
<b>35 - 40 Minutes</b>	Q&A / Discussion
<b>5 Minutes</b>	Closing Remarks by EuroCham
<b>5 Minutes</b>	Group Photo

*\*EU-ABC will request for a meeting with duration of 60 minutes. Should the meeting duration be less than 60 minutes, the agenda will be adjusted accordingly.*

# MEETING FORMAT

- Order of questions will be sent to delegates before each meeting. Head of delegation will go through questions in that order during the meeting.
- Similar/common questions of the same topic will be raised at one go to ensure sufficient time for dialogue
- Questions not answered will be followed-up by EU-ABC to Ministers for written replies.

## Decorum for Raising Interventions

### ✓ DO'S

- Please keep interventions to **1 minute**.
- Introduce your name, company name, and get straight into the question
- Do adopt an open and consultative tone.

### ✗ DON'TS

- Introduce your company, years of operation, amount of money invested. The Ministries have received your bios and details of the organisation.
- Unless further enquired by the Ministry, you do not need to provide context to your question.

# 2024 CHANGES



## TRANSPORTATION

### Changes for Business Missions from 2024 onwards

- Delegates are **strongly encouraged** to use the **designated transportation services provided by EU-ABC** for all official business mission activities.
- Transportation will be arranged and provided to and from the meeting venues and the anchor hotel for the convenience of all delegates.
- Personal transport is **highly discouraged**, as it may disrupt schedules and coordination efforts.

For delegates who choose to use their own transport:

- EU-ABC **will not provide parking rates or coupons**, or **directions** to parking facilities at meeting venues.
- Delegates will **risk being rejected by security** at ministerial buildings, and EU-ABC will not be able to assist in resolving such issues.
- EU-ABC **will not be liable for any delays** caused by security checks or restrictions.



# 2024 CHANGES



## ANCHOR HOTEL & CORPORATE RATES

For each business mission, the EU-ABC typically partners with an anchor hotel, offering delegates special corporate rates or discounts when booking with the anchor hotel during the mission.

### Important Notice:

- **Personal Responsibility:** Delegates are responsible for providing their credit card details directly to the hotel to confirm their reservations.
- **Awareness of Terms and Conditions:** Delegates must take note of any terms and conditions involved with making the booking, such as non-cancellation or non-refund policies. Do take note of these terms before finalising the booking.
- **Booking Modifications:** Any changes or modifications to bookings must be handled directly by delegates in communication with the hotel reservations team. This includes adjustments to dates, room types, or any other reservation details.

**Delegates are fully responsible for their own bookings. EU-ABC has only facilitated the negotiated rates and is not involved in any other areas of reservation bookings, changes, or special requests. Delegates must manage any booking modifications or special requests directly with the hotel.**

**Changes for  
Business  
Missions from  
2024 onwards**

# 2024 CHANGES



## MEETING ATTENDANCE

### Changes for Business Missions from 2024 onwards

#### **No-Show Penalty:**

- Companies registered for meetings who submit questions but fail to attend without prior notice (**at least 3 working days** in advance) will face limitations in future participation.
- For such cases, the number of participants per company for future business missions will be **restricted to a maximum of two representatives** throughout the year.

#### **Recurring Instances of Non-Attendance:**

Companies with **recurring instances of non-attendance without prior notice** will face additional restrictions:

- **Questions submitted** by these companies **will not be raised at future meetings.**
- The Secretariat **will not raise interventions on behalf of these members** in future business missions for the year.

#### **Minimum Participation Threshold:**

- Meetings with **less than 10 representatives or fewer than five participating organisations** will be dropped, unless the limit is set by the Ministry.

# FAQs - REGISTRATION



Who from my organisation should I register for the Business Missions?

The most senior representative; or the personnel from the Business Unit most relevant to each Ministry/government agency they are registering for.

How many people can I register for the Business Mission?

There is no limit on the number of participants an organisation can register for the business mission.

Do I need to attend all meetings?

No, delegates have the option to select which meetings to attend based on their relevance.

I missed the registration deadline. Can I still sign up for the event?

Please note that the registration deadline is specified on both our website and registration page. While we may be able to accommodate last-minute requests, there is a risk that the ministries may not accept your registration if the finalised list has already been submitted.

# FAQs - REGISTRATION



**Whom from the Chamber members may join Business Missions meetings?**

As Chambers are members of the EU-ABC, they may join Business Missions. Attendance at meetings is restricted to Board members of the Chambers and Chairs of relevant sector committees only. Attendance is also subject to any space constraints at meetings: if meetings are restricted to one person per organisation, only one representative from the Chambers may attend.

# FAQs - QUESTIONS/INTERVENTIONS



I did not submit any questions. Can I still raise interventions at the meetings?

All ministries and governmental bodies require us to submit a list of interventions/questions in advance. If you did not submit any questions by the deadline, there is a high chance that you may not be able to raise any questions during the meeting itself.

I have submitted my questions for the meetings, but I do not see it reflected on the briefing pack.

The list of questions that EU-ABC collated for the Business Mission is submitted to the respective Ministries for their review. The questions which are not reflected on the pack may be due to the following:

- Ministries/Agencies did not approve the question to be raised at the meeting
- The question is parked together with other interventions under the same topic

# FAQs - CONFIRMATION OF MEETINGS



When will I know the confirmed meetings/finalised schedule of the business mission?

The full schedule will be made available to delegates during the briefing call, and will be circulated in the briefing pack.

Will I receive a calendar invite?

Yes, calendar invites will be sent out for the meetings you have been registered for once we receive the meeting confirmation from the ministry.

What happens if there is a clash in meetings?

In the event of a scheduling conflict, delegates will be notified via email and WhatsApp. Delegates will need to choose which meeting they prefer to attend. For organisations with multiple delegates, they may choose to divide their representatives to ensure presence at each conflicting meeting.

# FAQs - ATTIRE



What is the dress code for the Business Mission?

Business Formal.

Are ladies allowed to wear sleeveless attire?

No. We strongly encourage delegates to wear attire that covers the shoulders. There have been instances where delegates were denied entry to meetings due to sleeveless attire.

Am I required to don a tie?

Yes, business formal attire with a tie is required. There may be occasions where jackets are not needed, and we will inform you if such cases arise.

# FAQs - TRANSPORT, INTERPRETATION, GIFT POLICY



Can I organise my own transport?

No. To ensure punctuality to meetings and minimise disruptions, please note that participation in the business meetings will require all delegates to join the bus chartered by the Council. Delegates can leave after the last meeting for the day.

Will Interpretation be provided?

For meetings that will be conducted in languages apart from English, EU-ABC will engage an interpreter. Where possible, EU-ABC will aim to provide simultaneous interpretation.

Can I present a gift to the Minister?

Gift-giving is strictly not allowed

Is there a seating capacity for the meetings?

Seating capacity is subject to:

- 1.Space constraint at the venue (Ministry/Agency offices)
- 2.Request by Ministry/Agency to limit the number of delegates.

Here, the EU-ABC will endeavour to accommodate at least 1 representative from each company/organisation. By default, this will be the most senior representative of each company/organisation. Please let the EU-ABC know if otherwise.



# FAQs - BRIEFING CALL



I am not able to attend the briefing call. Can you record?

Yes. All briefing calls for the business missions will be recorded and uploaded onto the shared folder on google drive for delegates.

Where can i find the latest version of the briefing pack?

The briefing pack will be shared on the same day after the briefing call. It will be uploaded onto a shared Google Drive folder for delegates attending the business mission. Links to the Google Drive folder will be provided via email and shared in the WhatsApp group chat for delegates. Please note that subsequent updates to the briefing pack during the business mission will only be shared with delegates who have joined the WhatsApp group.

Can I obtain the list of delegates who are attending the Business Mission?

Full list of delegates will be reflected on the briefing packet that will be circulated *after* the briefing call.

# FAQs - CONTACT WHATSAPP



During the Business Mission, how can I contact the EU-ABC team?

Please join the WhatsApp group chat created for delegates who are joining the Business Mission. All updates will be reflected in the chat group. This will be the fastest mode of communication during Business Missions.

My company does not allow us to use Whatsapp

Please note that WhatsApp is the only form of communication once the business mission has commenced. Delegates who do not join the chat risk missing out on the latest information. We recommend using your personal device to join the chat and receive the most up-to-date information regarding the business mission.

Can we contact Ministers directly to request for special seat arrangements / accommodation for my representatives?

No.

# SEATING PLAN

- Unless space allows, each organisation will only be entitled to ONE seat at the front row.

**Note:**

- Delegates with questions to raise will be given priority to sit at the front row.
- By default, EU-ABC will select the most senior representative to be seated at the front row unless otherwise specified by the organisation

Organisation 1 2 <sup>nd</sup> Most Senior Delegate	Organisation 1 Most Senior Delegate		
Organisation 2 2 <sup>nd</sup> Most Senior Delegate	Organisation 2 Most Senior Delegate		
Organisation 3 2 <sup>nd</sup> Most Senior Delegate	Organisation 3 Most Senior Delegate		
Organisation 4 2 <sup>nd</sup> Most Senior Delegate	Organisation 4 Most Senior Delegate		
Organisation 5 2 <sup>nd</sup> Most Senior Delegate	Organisation 5 Most Senior Delegate		
Organisation 6 2 <sup>nd</sup> Most Senior Delegate	EuroCham Lead of Delegation		
EU-ABC Secretariat	EU-ABC Lead of Delegation	Minister	
EU-ABC Secretariat / Consultant	EU-ABC Secretariat		
Organisation 7 2 <sup>nd</sup> Most Senior Delegate	Organisation 6 Most Senior Delegate		
Organisation 8 2 <sup>nd</sup> Most Senior Delegate	Organisation 7 Most Senior Delegate		
Organisation 9 2 <sup>nd</sup> Most Senior Delegate	Organisation 8 Most Senior Delegate		
Organisation 10 2 <sup>nd</sup> Most Senior Delegate	Organisation 9 Most Senior Delegate		
Organisation 11 2 <sup>nd</sup> Most Senior Delegate	Organisation 10 Most Senior Delegate		
Organisation 12 2 <sup>nd</sup> Most Senior Delegate	Organisation 11 Most Senior Delegate		

# PAST BUSINESS MISSIONS



	BR	KH	ID	LA	MY	MM	PH	SG	TH	VN
2014						✓				
2015				✓						
2016									✓	
2017										✓
2018			✓			✓			✓	
2019		✓	✓		✓		✓			✓
2020					✓		✓		✓	
2021	✓	✓	✓						✓	
2022			✓		✓				✓	
2023		✓	✓		✓		✓		✓	✓
2024					✓		✓	✓		✓

# PAST BUSINESS MISSIONS

## Indonesia



MINISTRIES	2023	2022	2021	2019
Ministry of National Development Planning				✓
Coordinating Ministry for Economic Affairs		✓		✓
Ministry of Finance	✓		✓	✓
Ministry of Trade	✓	✓	✓	✓
Ministry of Health		✓		✓
Ministry of Industry	✓		✓	✓
Coordinating Ministry for Maritime Affairs and Investment			✓	
Ministry of Investment	✓	✓	✓	✓
Financial Services Authority	✓			✓
Bank of Indonesia	✓	✓		✓
DG of Customs and Excise	✓	✓		✓
KADIN	✓			
Ministry of Communication and Informatics	✓	✓	✓	✓
Ministry of Tourism and Creative Economy	✓	✓	✓	✓
Ministry of Energy & Natural Resources	✓	✓		
Ministry of Agriculture	✓		✓	✓
Ministry of Reserach and Technology				✓
Ministry of Transport	✓		✓	✓
National Research and Innovation agency	✓	✓		✓
Ministry of Foreign Affairs	✓			✓

# PAST BUSINESS MISSIONS

## Malaysia

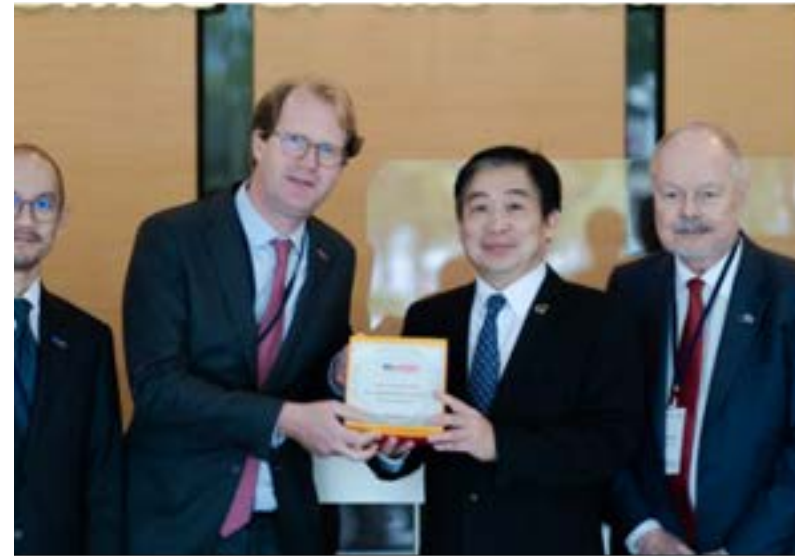


### MINISTRIES

	2024	2023	2022	2020	2019
PRime Minister Office					✓
Ministry of Finance	✓		✓		✓
Ministry of Investment, Trade and Industry	✓	✓		✓	✓
Ministry of Domestic Trade and Cost of Living		✓	✓	✓	✓
Ministry of Health	✓		✓		✓
Ministry of Agriculture and Food Security	✓	✓		✓	✓
Bank Negara Malaysia	✓			✓	
Ministry of Communications	✓	✓	✓	✓	✓
Ministry of Transport	✓	✓			✓
Ministry of Energy Transition and Public Utilities	✓	✓	✓		✓
Ministry of Tourism, Arts & Culture		✓	✓		✓
Ministry of Energy & Natural Resources of Malaysia	✓	✓			
Ministry of Communication and Informatics		✓	✓	✓	✓
Royal Malaysian Customs	✓	✓	✓	✓	✓
Ministry of Economy	✓	✓	✓		
Ministry of Defence		✓		✓	✓
Ministry of Plantation and Commodities	✓				✓
Ministry of Digital	✓	✓		✓	✓
Ministry of Science Technology and Innovation	✓	✓	✓		✓
EU Ambassador to Malaysia	✓	✓			✓

# PAST BUSINESS MISSIONS

## Thailand



### MINISTRIES

	2023	2022	2021	2020
Prime Minister Office		✓		✓
Ministry of Finance	✓	✓	✓	✓
Ministry of Public Health	✓	✓	✓	
Thailand Board of Investment	✓	✓		✓
Ministry of Commerce	✓	✓	✓	
Customs Department	✓	✓		✓
Ministry of Industry	✓	✓	✓	
Ministry of Agriculture & Co-operatives		✓	✓	✓
Ministry of Digital Economy & Society	✓	✓	✓	
Ministry of Tourism & Sports	✓	✓	✓	✓
Ministry of Transport	✓	✓	✓	✓
Ministry of Natural Resources and Environment	✓			✓
Bank of Thailand	✓	✓		✓
Ministry of Energy	✓	✓		
EU Ambassador to Thailand	✓	✓		
Ministry of Higher Education, Science, Research and Innovation				✓
Delegation of EU to Thailand				✓

# PAST BUSINESS MISSIONS

## Philippines



### MINISTRIES

	2024	2023	2020	2019
President's Office				
Department of Finance	✓	✓		✓
Department of Trade and Industry	✓	✓	✓	✓
Bureau of Customs	✓	✓		✓
Bangko Sentral ng Pilipinas	✓	✓		✓
Senate of the Philippines		✓		
House of Representatives		✓		
National Economic and Development Authority	✓	✓	✓	✓
Department of Agriculture	✓	✓		✓
Department of Information and Communications Technology	✓	✓	✓	✓
Department of Tourism	✓	✓		
Department of Science & Technology	✓	✓		
Department of Health	✓			✓
Department of Energy	✓	✓		
Department of Transportation	✓	✓		✓
Department of Environment and Natural Resources	✓			
Department of Interior and Local Government		✓		
Department of Public Works and Highways				✓



# PAST BUSINESS MISSIONS

## Vietnam



### MINISTRIES

	2024	2023	2019	2017
PRime Minister Office	✓	✓		
Ministry of Finance	✓	✓	✓	✓✓
Ministry of Industry and Trade	✓	✓	✓	✓
Ministry of Transport	✓	✓		
National Assembly	✓	✓	✓	
Department of Customs		✓	✓	✓
Ministry of Science and Technology		✓	✓	✓
State Bank of Vietnam	✓	✓	✓	
Ministry of Foreign Affairs	✓	✓		
Ministry of Culture, Sports and Tourism	✓	✓	✓	
Ministry of Agriculture	✓	✓	✓	✓
Ministry of Natural Resources and Environment	✓			
Ministry of Health	✓	✓	✓	✓
Ministry of Planning and Investment	✓	✓	✓	✓
Ministry of Information and Communications	✓	✓	✓	
Ministry of Defence		✓		

# CONTACT US



**FOR INQUIRIES, PLEASE CONTACT:**

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