

Projects in Focus

Asia-Invest Programme



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Asia-Invest is a European Union initiative that aims to promote and support business co-operation between EU Member States and South Asia, South-East Asia and China. The Programme provides assistance to intermediary organisations to facilitate mutually beneficial partnerships between companies in the EU and Asia, as well as to strengthen the framework conditions to increase trade and investment flows between the two regions.

Eligible countries include all Member States of the EU plus the following in Asia :

Afghanistan	Malaysia
Bangladesh	Maldives
Bhutan	Nepal
Cambodia	Pakistan
China	Philippines
East Timor	Sri Lanka
India	Thailand
Indonesia	Vietnam
Lao PDR	

Organisations from Singapore, Brunei, Hong Kong and Macao are welcome to participate as associated partners in all project activities, provided they finance their own participation.

Eligible Activities

- Business to business match-making and partnership building activities
- Asian private sector support and technical assistance
- Institutional support, networking and dialogue exchange

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Asia-Invest Programme

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Interprise on Advancing Business Partnerships for Industrial Energy Efficiency in Malaysia

Contract	MY/ASIA-INVEST/01/102-3502
Call for Proposals	EuropeAid/119008/C/G/CAI: 2004, 2 nd Deadline
Instrument	Interprise
Area of Activity	Business to business match-making and partnership building
Lead Applicant	The Electrical and Electronics Association of Malaysia No. 5-B, Jalan Gelugor Off Jalan Kenanga 55200 Kuala Lumpur MALAYSIA Tel.: 603-9221 4417 - Fax.: 603-9221 8212 E-mail: teeam@po.jaring.my

Partners	<ul style="list-style-type: none">• Consorzio Italiasia Industrial Relations• CENTRIC Austria International
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Project Location Malaysia, Kuala Lumpur

Project Abstract

The project aims to introduce European technology providers to improve energy efficient processes and technologies in eight major manufacturing sectors, namely wood, pulp & paper, iron and steel, cement, rubber, glass, ceramic and food. A market study documenting business opportunity of EE in Malaysia will first be developed locally and the business demand-driven information will be used by our EU partners in Germany and Italy to promote and attract interested companies from Germany, Austria, Netherlands, France, Italy, Portugal and Spain. Participating European companies will demonstrate their industrial EE competence through the co-financed display-cum-meeting area as well as having pre-arranged meetings with Malaysian companies from the main manufacturing sectors. The entire project shall last about 12 months and the one-to-one meeting event shall be held by February/March 2006 in Malaysia.

Objectives

The main objectives of the project are the following:

1. Support Malaysia's Eighth plan strategy to encourage efficient utilisation of energy, particularly in industrial and commercial sectors
2. Improving the EU technology supply bridge - provide opportunities for EU companies to enter the 'Energy Efficiency market' in Malaysia
3. Developing resilient SMEs
4. Provide an effective EU-Malaysia business dialogue platform for matching objectives
5. Promote and increase greater EU-Malaysia trade and economic exchanges and cooperation
6. Promote and protect the environment

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Main Activities

Activity 1: Develop internal agreement for all partners and subcontractors/ event brochures and forms

Activity 2: Documentation of Industrial EE demand in Malaysia – to develop practical market information on industrial EE demands.

Activity 3: Mobilised Industrial EE technology suppliers from Europe

Activity 4: Development of EU companies profile catalogue

Activity 5: Development of Malaysian companies profile catalogue

Activity 6: Pre-arranged matchmaking meetings for EU and Malaysian companies

Activity 7: One-to-one business matchmaking meetings between EU and Malaysian companies

Activity 8: Post-event follow-up activities on business matchmaking evaluation

Activity 9: Develop Project Report & process all financial expenditures

EC contribution 120.170,00 EUR (73%)

Start date 2 August 2005

Duration 12 months

Status Ongoing

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For details on other projects please visit the Asia-Invest web site.

