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**The investment and market platform for European companies in Thailand and ASEAN.**

# European - ASEAN Business Center (EABC) IN THAILAND



## Consortium Partners of the EABC:

German –Thai Chamber of Commerce - British Chamber of Commerce Thailand - Franco-Thai Chamber of Commerce - Thai-Swedish Chamber of Commerce - Thai-Italian Chamber of Commerce - Danish-Thai Chamber of Commerce - Thai-Norwegian Chamber of Commerce - Belgian-Luxemburg-Thai Chamber of Commerce - Netherlands-Thai Chamber of Commerce - Digital Europe – aisbl - Euratex- European Apparel and Textile Confederation - EUROCHAMBRES – Association of European Chambers of Commerce and Industry



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## A European - ASEAN Business Centre (EABC) is being established in Bangkok, Thailand.

### What is EABC?

EABC is a physical centre aimed at facilitating market access for European business in Thailand, to promote Thailand and the ASEAN region as a high potential trade and investment market for European businesses.

The Centre is part of a wider strategy of the European Union to support the internationalization of European SMEs and to enhance market access, in particular in emerging and fast growing markets like South East Asia.

### Who are involved with EABC?

In response to an EU Call for Proposals, bilateral European Chambers of Commerce based in Thailand have joined forces<sup>[1]</sup>, together with EUROCHAMBRES representing all Chambers of Commerce in Europe and two sector organisations - DigitalEurope and EURATEX. The German-Thai Chamber has taken the contractual leadership on behalf of this Consortium.

Together, they will run EABC and look to establish a fruitful partnership with the relevant Thai business organisations.

### How is it organized?

This European Centre will be established on the basis of some fundamental principles.

1<sup>st</sup>: *complementarily*. EABC will develop activities and services which are not yet delivered by existing service providers such as National Chambers of Commerce, Trade Promotion Agencies. Instead, it will focus on those activities that have a clear European value added including IPR, FTA negotiations and likewise.

2<sup>nd</sup>: *public private partnership*. While the European Union is financially supporting the creation of EABC, the ownership of the Centre lies with the European business community – those already based in Thailand and those wishing to enter the market.

3<sup>rd</sup>: *sustainability*. EABC is more than implementing some actions which are co-financed by the European Union. The objective is to create an institution with permanent legal basis.

<sup>[1]</sup> Included in the contract at this time are the British Chamber in Thailand, the Franco-Thai Chamber, the Thai-Swedish Chamber, the Thai-Italian Chamber, the Danish-Thai Chamber, the Thai-Norwegian Chamber, the Belgium-Luxembourg and Netherlands-Thai Chambers, the German-Thai Chamber. The Thai-Finish Chamber is an Associate. Other European Chambers or Trade representatives (e.g. Advantage Austria) may still join the consortium.





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## What will EABC do?

A first priority for EABC is to become the voice of European business in Thailand. All existing Members of existing bilateral Chambers will be invited to join EABC against a marginal fee. The Centre will establish a series of advocacy groups to identify those areas where market access and business cooperation can be improved. European companies will be invited to join such groups, depending on their specific interests.

Secondly, the Centre will develop services which facilitate economic cooperation between EU and Thai business: seminars, flagship events, publications. This will be done in synergy with existing service providers, both in Thailand and in Europe.



## The next steps...

As a first step, the consortium has identified John Svengren as the Director for EABC. His role will be to run EABC on a daily basis and report to a Steering Committee which includes all Consortium Members. A team of 5 staff will be established and offices are being organized at the Empire Tower in Sathorn adjacent to the German-Thai Chamber.

EABC will seek to obtain legal status under Thai law and a full public launch of EABC will be organized as soon as possible.

Annual work plans will be developed by the team and endorsed by the Consortium and the EU Delegation working towards the objectives explained above.

A full visual identity, including website and communication tools, will be developed.

With best regards



**John Svengren**  
*Executive Director EABC*

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