



The European-ASEAN Business Centre is a project co-financed by the European Union. The views expressed in this document do not reflect the opinion of the EU.

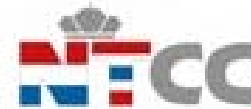
European - ASEAN Business Centre (EABC) IN THAILAND

The investment and market
platform for European companies
in Thailand.



The 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



The Structure of the EABC



European Union/ Delegation in Thailand
Project Funder

**GTCC, BCCT, NTCC, EUROCHAMBRES, TSSC,
DTCC,BTCC, TNCC, TICC, FTCC, Euratex, Digital
Europe**
Consortium/ Supervisors of EABC

German-Thai Chamber of Commerce
Grant Beneficiary & Implementing Body of
Administration



Operation & Implementation of Activities

Director of EABC

Secretary

Finance

Policy Officer

**SME Services &
Events**

**Legal/ IPR
Expert**

**Public Relation/
Communication**

European - ASEAN Business Center in Thailand (EABC)

Steering/ Advisory of the EABC

Internal

Consortium Meeting

Delegates of each partner, Delegates of the grant beneficiary, the Director of EABC

External

Project Steering Committee

EABC Partner Consortium and European Delegation

Advisory Board

The Commercial Counselors of the European embassies, European Delegation and representatives of the EABC Partner consortium (incl. Director of EABC)

Membership with the EABC

- ☉ The European ASEAN Business Centre in Thailand will apply for legal registration as a Trade Association under the Association Act in Thailand.
- ☉ An ordinary membership with the EABC applies only if the applicant is member with a European Bilateral Chamber in Thailand.

Membership possibilities:

- 1. Ordinary Membership*
- 2. Associate at EABC Working Groups*

The Overall Objective

- ☉ **Contribute to improve the trade and investment environment for European companies in Thailand and**
- ☉ **to increase European trade and investment in Thailand**

Indicators:

- ☉ **Increased number of European companies (especially SMEs) operation in Thailand**
- ☉ **Increased export and Investment of European companies**

Specific Objective

- **Facilitate market access for European companies in Thailand and promote Thailand and the ASEAN region as a high potential market in Europe**

Indicators:

- **Increase awareness among European companies of the Thai market development**

Activities of the EABC

1. Advocacy

- **Creation of Advocacy / Working Groups with the direct participation of companies representing European business interests in Thailand**
- **Drafting, publishing and dissemination of joint European industry position papers to the Royal Thai Government in regards to new and existing regulations**

Activities of the EABC

1. Advocacy

- ☉ **Representing European industry positions to the Royal Thai Government, BOT, Joint Foreign Chambers in Thailand and other organizations, agencies as well as to the EU**
- ☉ **Providing industry input for the formulation of EC positions**

Activities of the EABC

1. Advocacy

Some of the important fields are ...

- ⦿ Taxation, Customs duties and excise taxes
- ⦿ Standards, Quotas and IPR
- ⦿ Foreign restrictions – incl. labor and immigration
- ⦿ Key industry and service sectors

Activities of the EABC

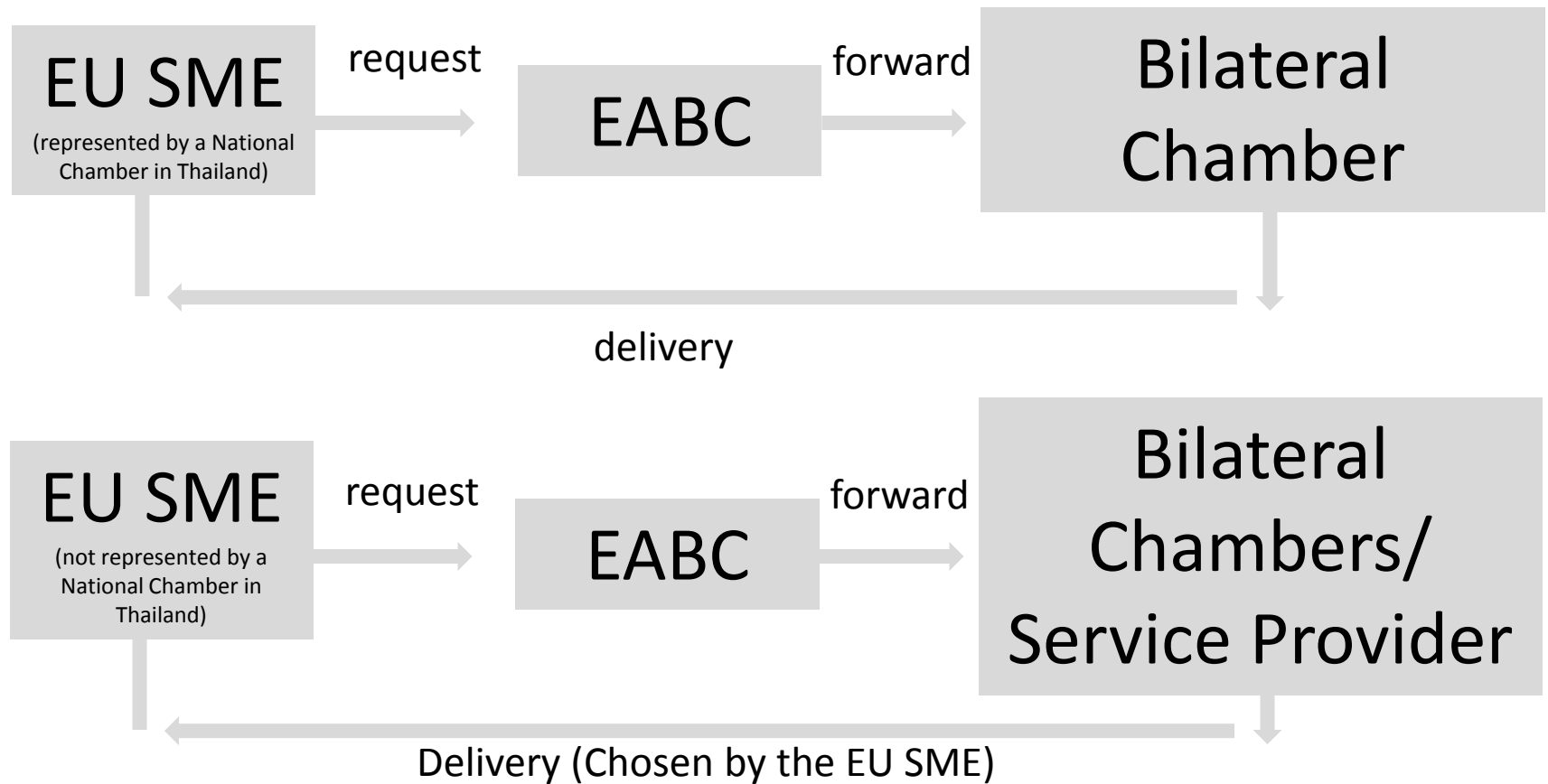
2. Intelligence Centre

- ☉ Trade related information, legal analysis and advisory services (IPR & Standard Helpdesk) on Thailand to European companies also outside European Union
- ☉ such as Switzerland and Norway (especially SMEs)
- ☉ Clearing house – coordination with the Consortium on redirecting of services (no duplication of services)

Activities of the EABC

2. Intelligence Centre

The Service Process



Activities of the EABC

2. Intelligence Centre

- ☉ # The IPR and Standard Help Desk will be coordinated with EU Member States, European bilateral Chambers of Commerce in Thailand and other European business organizations closely #

Activities of the EABC

3. Promotion of European business interests in Thailand

- ☉ Organization of European Flagship events to foster the European dimension in the business community
- ☉ Organization of EU –scale conferences in coordination with Member States and EUD in Thailand for networking and advocacy
- ☉ Promotion of Thailand as the gateway to ASEAN through seminars, conferences and workshops

Activities of the EABC

Key activities estimation

○ Networking with Stakeholders in Thailand, EU and ASEAN	15 %
○ Creating and running of business advocacy groups	15 %
○ Intelligence gathering	15 %
○ Clearing House function	15 %
○ European flagship events	20 %
○ General PR, Management and Administration	20 %

Budget of the EABC

- **The EABC is funded by the European Union with a total amount of 2,300,852.60 EUR. The Consortium and EABC**
- **activity will contribute 13 percent of overall costs.**

Contact Details of the EABC

- ☉ John Svengren (Director)
- ☉ European ASEAN Business Centre (EABC)
195 Empire Tower, 25th floor
Sathorn Road, - Yannawa, Sathorn
Bangkok 10120 – Thailand
email: director@eabc-thailand.eu

