

EMPASIA

EMPowering ASIAn Business Intermediaries through
Knowledge-based Networking focused on
Sustainability Management

Conference on

“Sustainability for SMEs: Knowledge Management, Corporate Social
Responsibility, Support and Development”

Bangkok, September 2009

EMP ASIA - Project Framework

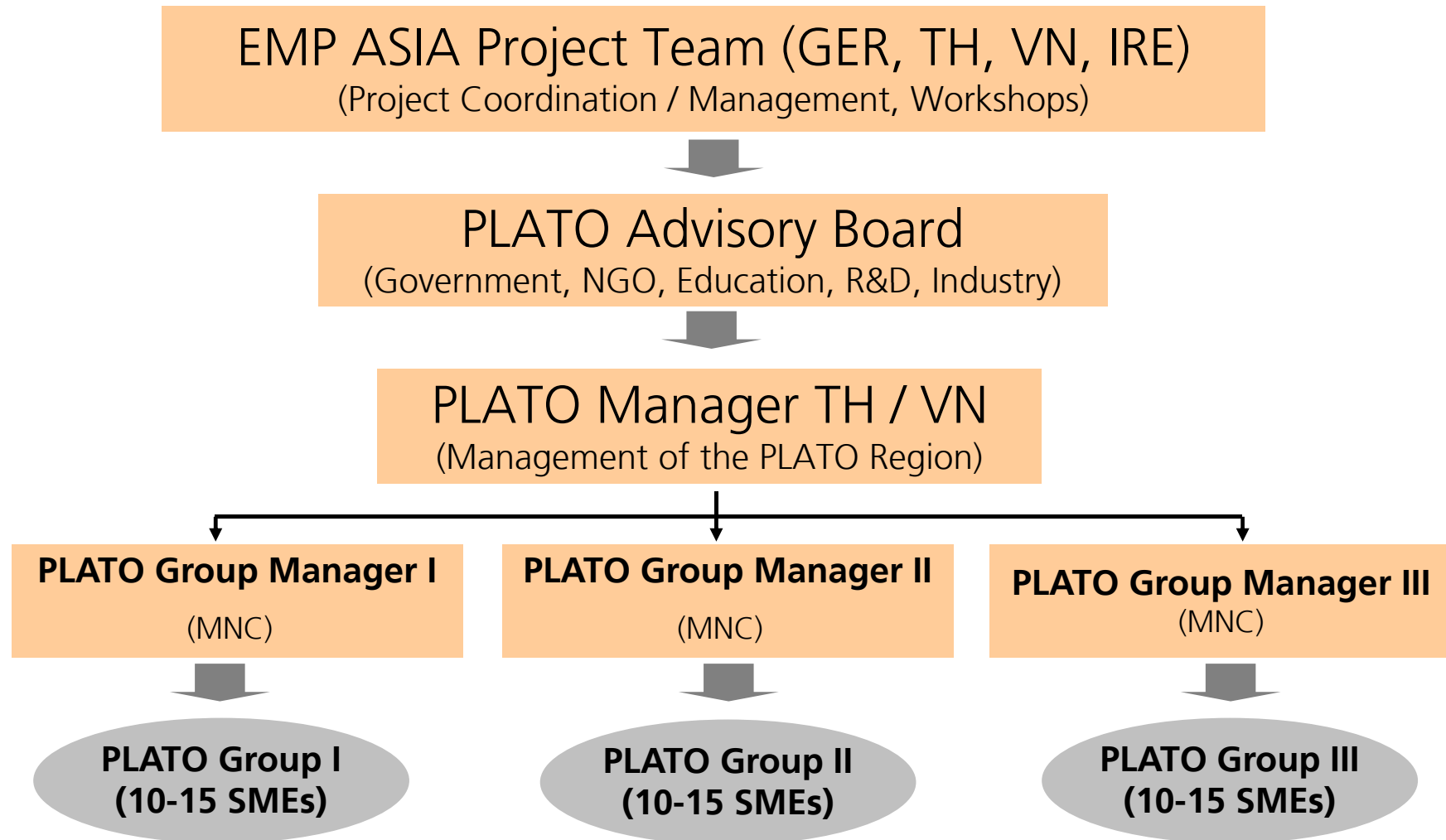
Funding Programme: European Commission, ASIA INVEST Programme 2006-2007, Budget line: 19.1002, Reference: TH/Asia Invest/06 (139-447)

Project Run Time: 1 October 2007 – 30 September 2009 (24 months)

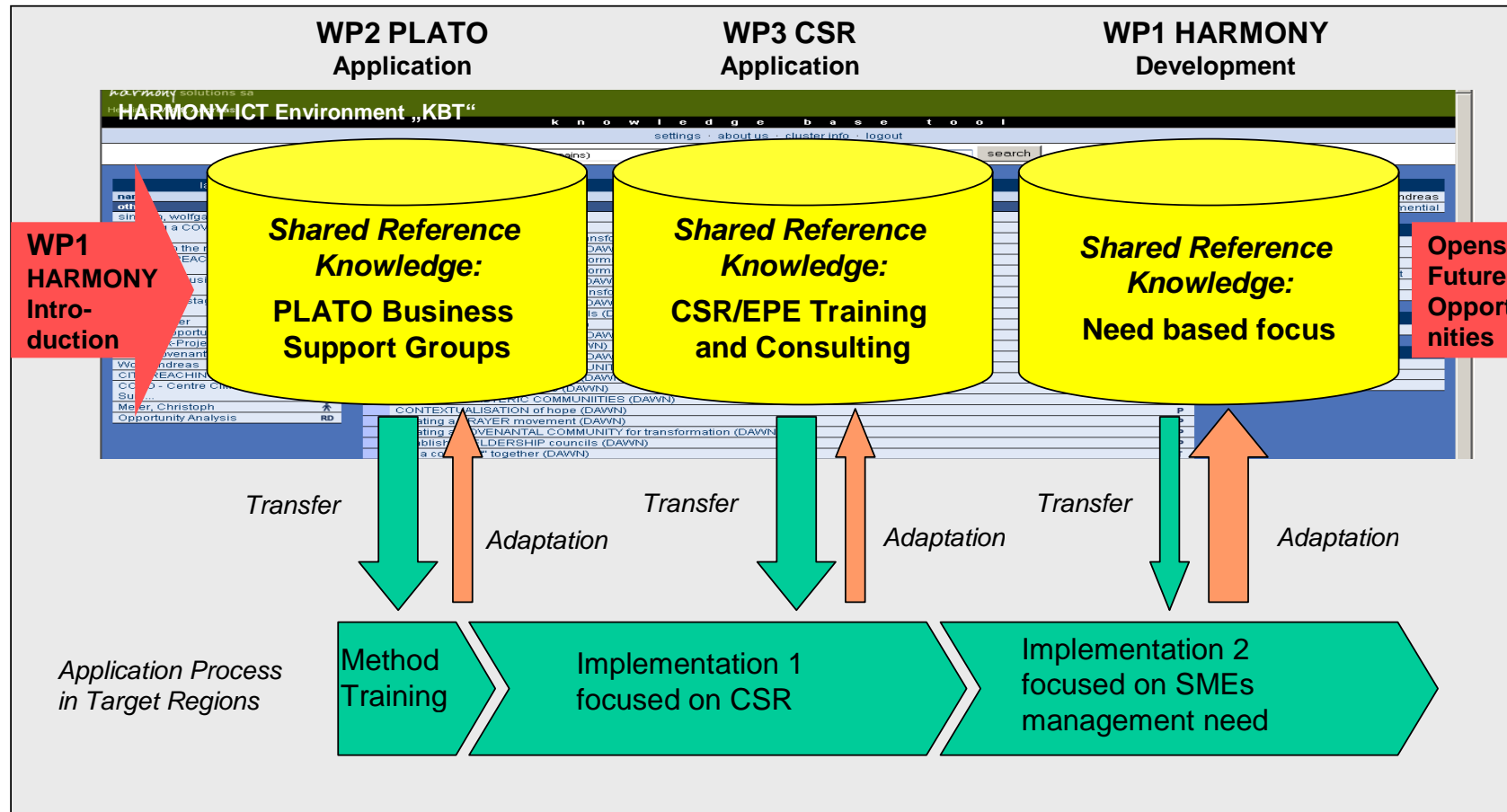
Project Objectives:

1. Introduction and piloting of a new business support service, based on the European PLATO approach (business to business support communities)
2. Enhancing key business intermediaries to improve services to SMEs through integration in an European Knowledge Management Platform
3. Networking between Asian and European intermediary organisations (access to European Networking Platforms (e.g. SME-MPower))

Organisational Structure - PLATO Approach



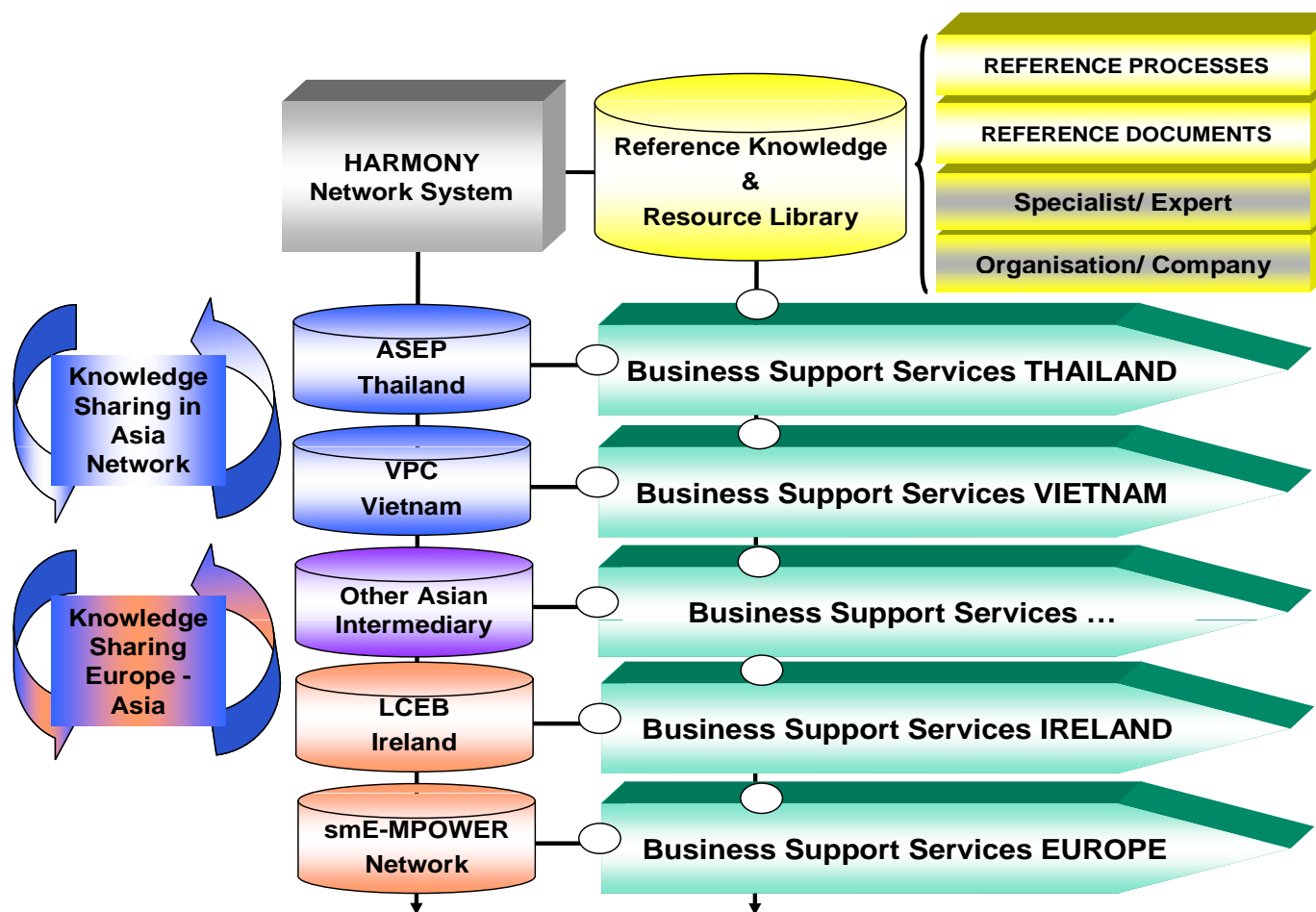
Shared Reference Knowledge along Implementation



- 1. Access to the target groups (SMEs / MNCs)**
- 2. Engagement of MNCs (PLATO - Group Manager)**
- 3. Link-up with existing local SME development programs / initiatives**
- 4. Customization / Adaption of the PLATO - concept according to the local constraints / needs**
- 5. Development of a sustainable, long-term business model**

The **EMP ASIA Network** intends to continue its operation beyond the project scope. It will be a:

- **strategic cooperation** of Asian and European business intermediaries
- **open for new members** national / international.
- **partnership of "equals"**, e.g. combining strength for **competitive advantage** on the international scene.



Further information and today's presentations as pdf.files:

<http://www.empasia.org>

<http://www.sustain-asia.org/>