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Virtual Business Opportunities Seminar: Focus on Education

23 November 2022

Presented by Michiko Suga
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BUSINESS OPPORTUNITIES 

European Representative Office (ERO)

- ADB established in 1966
- Established in 1996
- Frankfurt, Germany
- 17 European Member partners

ERO's Role:

Identify/engage a broader range of actors in the European landscape

Make connections

Foster trust and knowledge exchange

Put ADB at the table

Keep Asia/Pacific on the "map"

It's a Match!



European Representative Office

17 Members Countries

Check Opportunities!

Role of Country Engagement Plans - Process



**Initial discussion
with counterparts**



**Preparation of
Country
Engagement Plans**



Targeted activities



**Continued targeted
engagement,
increased visibility
for counterparts in
Asia**

Finland

Areas of Engagement: Connecting Finnish education service industry with ADB opportunities

Business Outreach
Seminar

Finland-ADB
Dialogue

Virtual Morning
Coffee

High-level trilateral
dialogue

ADB-organized
Hackathons

ADB Ventures
Private Sector
Operations

Career Outreach
Events

Country Engagement Plan Implementation 2021-2022





THANK YOU!

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