# EU BUSINESS HUB

Japan and the Republic of Korea

# CONNECTING EU COMPANIES WITH JAPAN AND THE REPUBLIC OF KOREA

An EU-funded programme that supports EU businesses in the green and low-carbon, digital and healthcare sectors to enter the markets of Japan and the Republic of Korea (RoK).











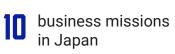
Between 2024 and 2027







Green and Low-Carbon Technologies





**Digital Solutions** 

business missions in the Republic of Korea



Healthcare and Medical Equipment



# WHO CAN PARTICIPATE?

### **EU Small and Medium Businesses (SMEs) and startups**

- Active in the sectors of green and low-carbon technologies, digital solutions, healthcare and medical equipment
- Exist for 5+ years (3+ years in the case of startups)
- Entirely or majority EU-owned and headquartered in the EU
- Have solid business strategy for entering Japan and the RoK
- Have sufficient turnover and number of employees to enter the target markets



Each business mission will allow a group of 50 innovative EU companies to benefit from extensive business coaching.

SMEs and startups can participate in up to 3 business missions distributed between both target countries, with the opportunity to engage in a maximum of two missions in the same country.

By 2027. EU companies will benefit from the EU Business Hub programme

# THE BUSINESS MISSION CYCLE

### **EXPRESSION OF INTEREST**

Companies submit their EOI through the website

### **APPLICATION**

Companies deemed as eligible will receive an email inviting them to apply for the business mission

### **SELECTION**

Selection results communicated to EU companies -50 businesses that show the highest potential are selected

### PRE-DEPARTURE **MEETING**

Pre-departure meeting with selected companies

### **BUSINESS MISSION**

**Business mission** of 4 nights/5 days in Japan or the Republic of Korea

### **POST-EVENT** COACHING

Follow-up with the companies and advice on next steps

### >> 3 to 4 months

>1 month after -> 1 month after application deadline

selection

- >> 2 months after pre-departure meeting

2 weeks after the business mission

## WHAT DOES THE PROGRAMME OFFER?

Targeted promotion of your business in the local markets

Professional coaching

Insights on local business culture

Logistical support, such as interpretation and installation of an exhibition booth

Matchmaking and individual schedule of B2B meetings with local key players

Customised services to enhance the business mission, such as printing, translation, legal advice and more

Financial support for accommodation and customised services

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