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).

2 MARKETS

20 BUSINESS MISSIONS
Between 2024 and 2027

3 SECTORS

- Green and Low-Carbon Technologies
- Digital Solutions
- Healthcare and Medical Equipment

10 business missions in Japan
10 business missions in the Republic of Korea
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.

The Business Mission Cycle

1. Expressions of Interest
   - Companies submit their EOI through the website

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

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

4. Pre-departure Meeting
   - Pre-departure meeting with selected companies

5. Business Mission
   - Business mission of 4 nights/5 days in Japan or the Republic of Korea

6. Post-event Coaching
   - Follow-up with the companies and advice on next steps

By 2027, 1,000 EU companies will benefit from the EU Business Hub programme.

What does the programme offer?

1. Targeted promotion of your business in the local markets
2. Professional coaching
3. Insights on local business culture
4. Logistical support, such as interpretation and installation of an exhibition booth
5. Matchmaking and individual schedule of B2B meetings with local key players
6. Customised services to enhance the business mission, such as printing, translation, legal advice and more
7. Financial support for accommodation and customised services

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