

## 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**

**3** SECTORS



### BUSINESS MISSIONS

Between 2024 and 2027

**10** business missions in Japan

**10** business missions in the Republic of Korea



Green and Low-Carbon Technologies



Digital Solutions



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



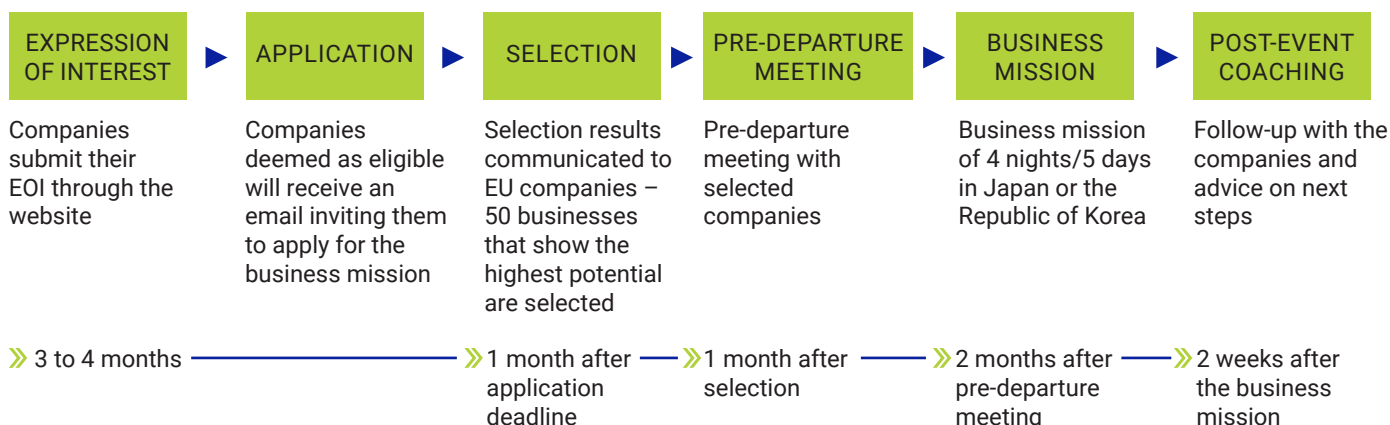
Each business mission will allow a group of 50 innovative EU companies to benefit from extensive business coaching. SMEs and startups can participate in up to 3 business missions distributed between both target countries, with the opportunity to engage in a maximum of two missions in the same country.

By 2027,

# 1,000

EU companies will benefit from the EU Business Hub programme

## THE BUSINESS MISSION CYCLE



## 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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