



DIGITAL SOLUTIONS KOREA 2024

BUSINESS MISSION OVERVIEW

2 – 6 December 2024

Thanks to Digital Solutions Korea 2024, **50 European SMEs including start-ups** will visit the Republic of Korea and kick-start their internationalisation path in the Digital Solutions sector.

This business mission presents a **unique opportunity** for EU SMEs to establish valuable contacts, showcase their solutions, build long-lasting relationships with Korean enterprises and explore new business avenues together. The EU Business Hub provides market insights, matchmaking services, financial and tailored support to companies.

TARGET AUDIENCE



European SMEs including start-ups and Korean enterprises involved in the Digital Solutions sector, such as: Cloud Solutions, Artificial Intelligence (AI), Internet of Things (IoT), NextGen Computing, Semiconductors, Cybersecurity, Extended Reality (XR), Robotics, Software, Media & Telecommunication Infrastructure, Blockchain, Digital Health, Digital Marketing and Advertising, Fintech.

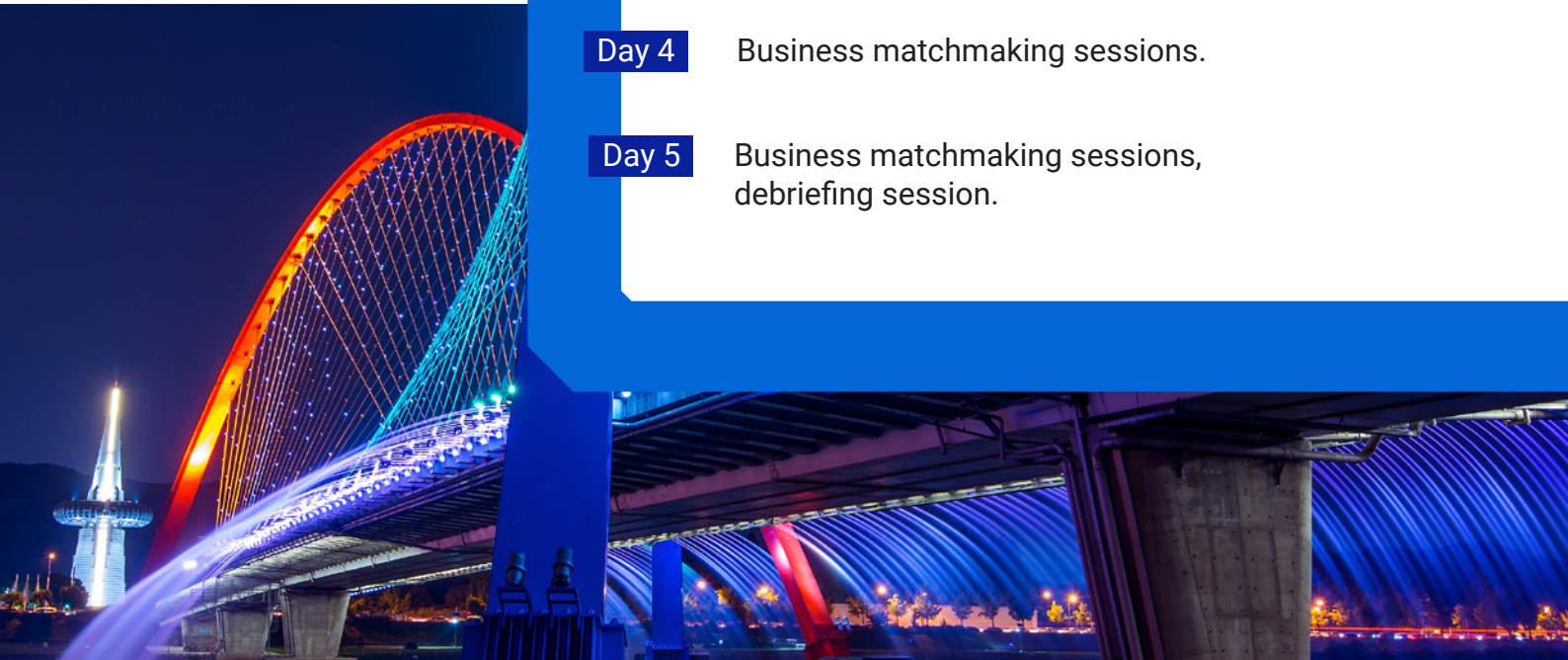
South Korean Business Operators, notably buyers, distributors and R&D partners in public and private sectors, and investors.

OVERVIEW OF THE BUSINESS MISSION

The business mission to Seoul will last five days in total, including three days of dedicated business matchmaking and networking and a visit to [Softwave 2024](#) for networking opportunities and a study tour.

The business mission agenda is as follows:

- Day 1** Welcome & networking gathering, briefing session, industry intelligence and sector briefs.
- Day 2** Business matchmaking sessions, networking reception.
- Day 3** Study tour, visit and network @Softwave 2024.
- Day 4** Business matchmaking sessions.
- Day 5** Business matchmaking sessions, debriefing session.



SERVICES/BENEFITS THE EU PARTICIPANTS WILL BE RECEIVING



Business matchmaking: pre-arranged in-person meetings with carefully selected South Korean enterprises.



Financial support up to €1000 to benefit from a menu of additional customised services co-funded by the project e.g., translation, printing, legal advice.



Hotel accommodation ([Sofitel](#)) for four nights – in total, up to €1000 for accommodation are covered by the programme.



Market intelligence information.



Cultural and linguistic support.

KEY MARKET INSIGHTS

Participating to Digital Solutions Korea 2024 represents a unique opportunity for European SMEs because:

1ST
ranks **in the OECD Digital Government Index**

4TH
economy in Asia



13TH
economy in world

9TH
the EU's largest trading partner for goods

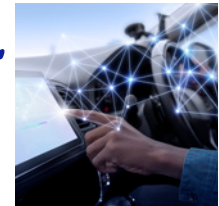
EU exports to the Republic of Korea in 2022 amounted to

 **€60.1**
billion
in goods

 **€19.6**
billion
in services

The Republic of Korea is a **digital powerhouse**: ranking 1st worldwide for Information and Communication Technology (ICT) infrastructure and mobile internet connectivity, 2nd for e-commerce ratio, 3rd for cybersecurity, 4th for ICT exports, 10th for government AI readiness.

In 2022, the ICT industry accounted for **13.0% of Korea's GDP** and led the country's economic growth, as it represented 30-40% of total exports.



The Ministry of Science and ICT listed **12 National Strategic Technologies** as strategic areas in its Science and Technology Master Plan (2023-2027) including semiconductor and display, secondary battery, advanced mobility, hydrogen, cybersecurity, AI, etc.

Deadline to apply for the Business Mission is:

9 AUGUST, 2024

Find out more

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EU Business Hub –Japan and the Republic of Korea is an EU-funded programme that supports EU businesses in the green and low-carbon, digital, healthcare and medical equipment sectors to enter the markets of Japan and the RoK.



Funded by
the European Union