



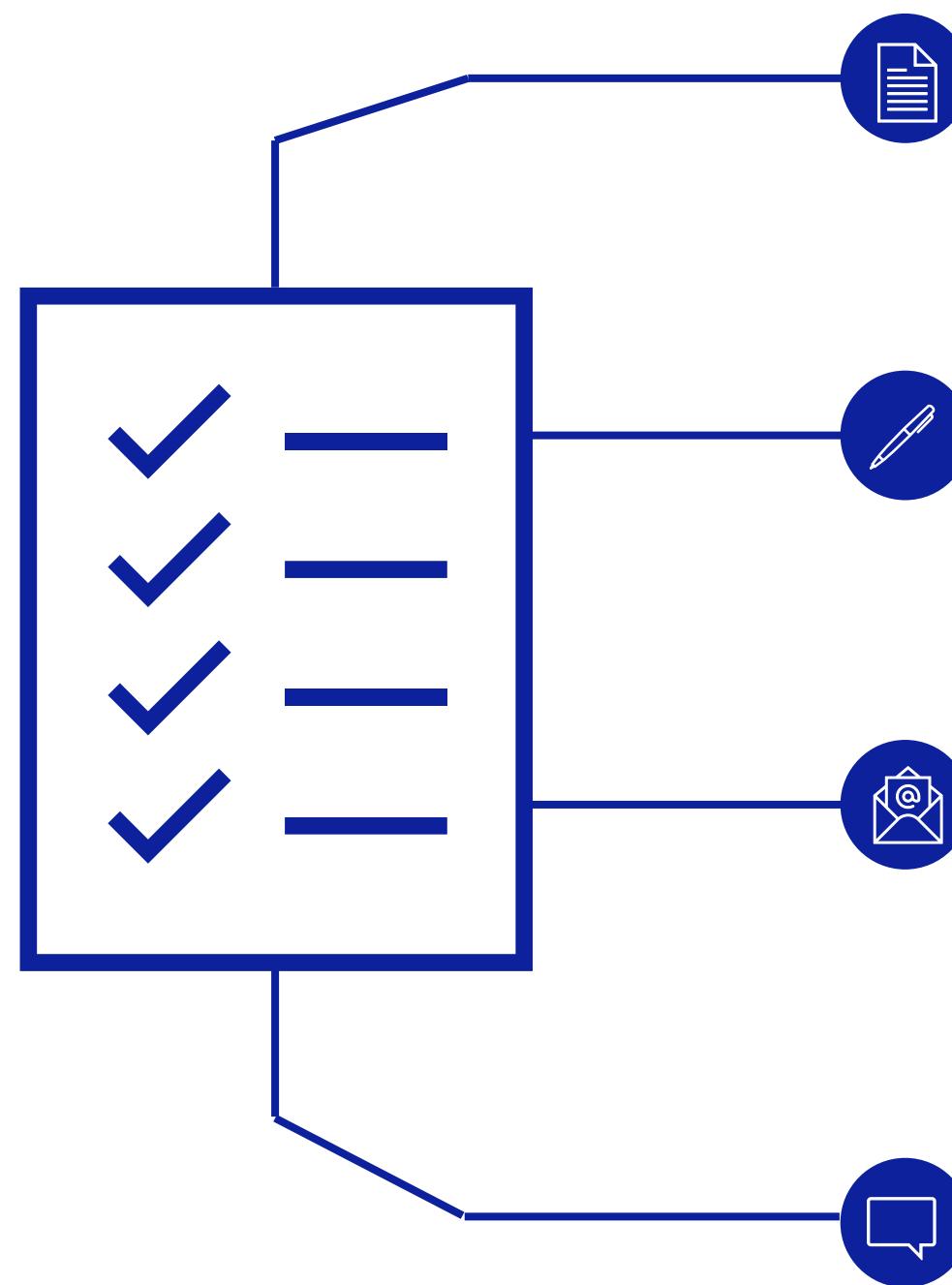
## CONNECTING EU COMPANIES WITH JAPAN AND THE REPUBLIC OF KOREA

Explore the market, increase visibility, network, and develop strategic partnerships!

# TIPS & TRICKS FOR APPLICATIONS



# HOW TO MAKE A SUCCESSFUL EOI



**Detail your expression of interest** thoroughly as information provided during the EOI phase is reused in the application process

**Be descriptive** and provide the assessment team with as many and as precise information as possible to refine your application and enhance your chances of selection → **Show us you are a good fit!**

**Reach out** to our EU recruitment cluster for your country to solve any doubts and ensure you maximise your chances of selection by filling the form adequately

**Ask for feedback** to the team who will provide you with additional information on non-eligibility reasons and will assist you in applying to another business mission on a more adequate topic or at a better suited time

# HOW TO MAKE A SUCCESSFUL APPLICATION



## Do's

- Provide a **detailed description** of the company's GTM strategy, specifically in the target market. Details regarding the following are expected:
  - **Target audience** – what is the target audience? which kind of companies are you looking to meet? are there any specific stakeholders you have identified?
  - **Competitive edge** – what makes the company unique and competitive as compared to Asian and specifically Korean companies active in the sector
  - **Why this target market?** – why specifically this market? Are specific connections or synergies your company is looking for?
- **Provide as many details as possible** on the company's pricing strategy and highlight any key differentiator the company may have that is relevant for the Korean market



## Don't

- Avoid **generic descriptions** of:
  - Regional GTM/International strategy
  - Target Audience
  - Business activities and profile

Ensure providing **appropriate number of details** in your applications.

**Experts will base their assessment on it !**

- Ensure **numbers consistency** (# of employees, revenues, turnover etc.)

# EXAMPLE

***Please provide a short description of your international business strategy, especially with regard to the target market of this business mission...***



- Describe the **overarching ambitions** of the company and the **relevance of international expansion** for your product with a specific view on the target market
- Provide a **detailed rationale** behind choosing the **specific target market** of the Business Mission
- Detail what the **company/product's edge** on the market is and how **internationalisation is key** to achieving the company's ambitions
- Explain what are the **specific steps** to successful internationalisation and what are the **steps the company has taken** and **will be taking** to achieve its ambitions
- *If relevant - Describe the company's **current involvement abroad** and its **lessons learnt** if any*



- Provides a **generic description/definition** of international business strategy
- Does not address **specific reasons** regarding the relevance of the specific target market of the Business Mission
- Does not provide the **WHY** and **HOW** behind their ambitions and next steps to internationalisation with a specific view on the target market

# CONTACT US

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# STAY CONNECTED



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