

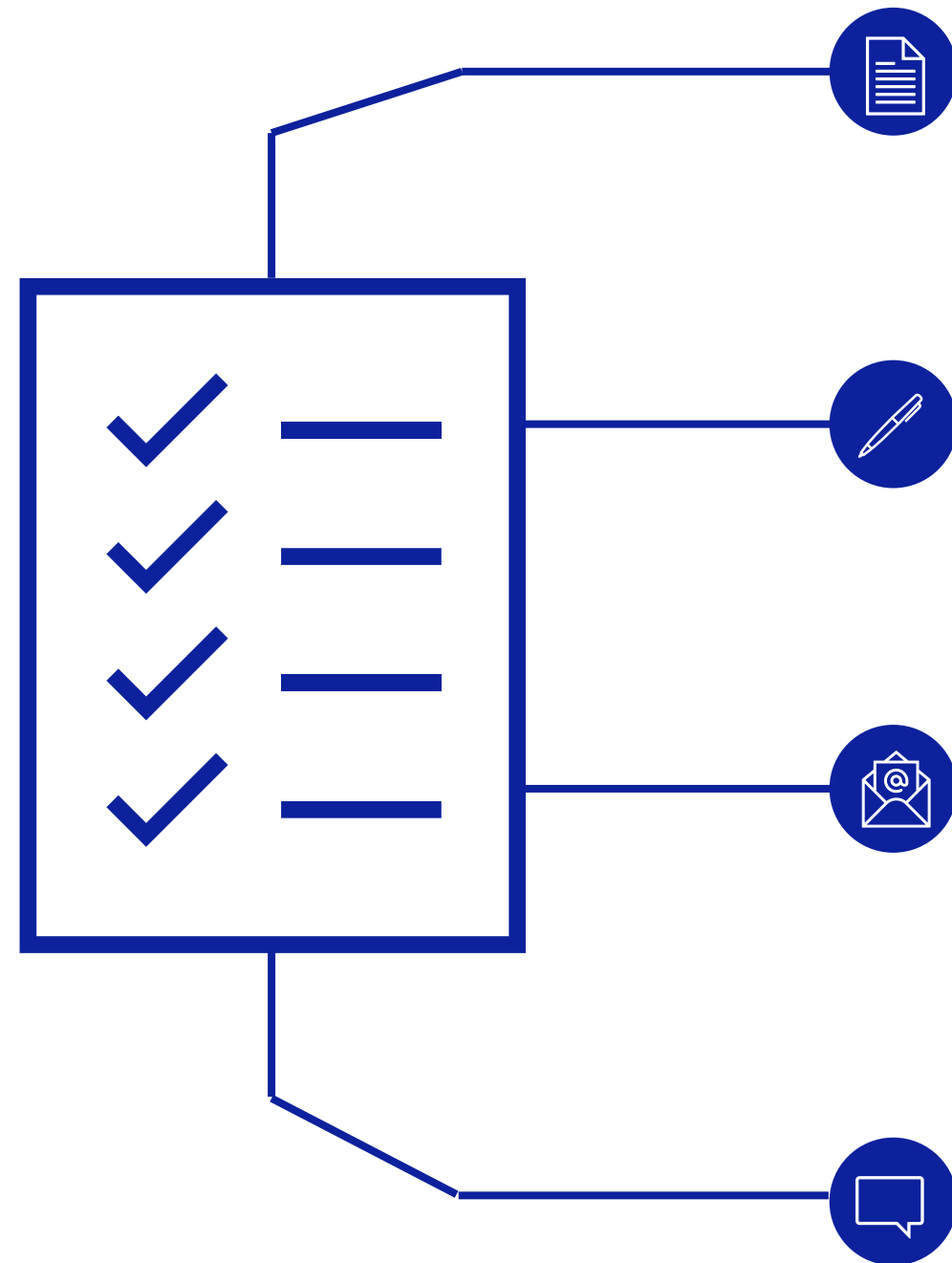
CONNECTING EU COMPANIES WITH JAPAN AND THE REPUBLIC OF KOREA

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

	Country	Email
Cluster 1	Bulgaria, Greece, Romania, Slovakia	cluster1@eubusinesshub.eu
Cluster 2	Estonia, Germany, Lithuania, Poland	cluster2@eubusinesshub.eu
Cluster 3	Denmark, Finland, Ireland, Malta, Sweden	cluster3@eubusinesshub.eu
Cluster 4	Belgium, Czech Republic, Latvia, Luxembourg, Netherlands	cluster4@eubusinesshub.eu
Cluster 5	Cyprus, France, Portugal, Spain	cluster5@eubusinesshub.eu
Cluster 6	Austria, Croatia, Hungary, Italy, Slovenia	cluster6@eubusinesshub.eu

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