



EU BUSINESS HUB @ SMART ENERGY WEEK SPRING 2027

BUSINESS MISSION OVERVIEW

22 – 26 March 2027

The EU Business Hub programme will select and support up to **50 European SMEs and start-ups in the renewable energy sector** to attend the Smart Energy Week Spring 2027, in Japan at Tokyo Big Sight. The 2026 Spring exhibition was visited by more than 64 000 participants, making it one of the biggest Green Technology events in Japan.

The EU Business Hub will provide the EU Pavilion at the exhibition, a valuable platform for companies to showcase their products and services, demonstrations, networking, and customer acquisition. This business mission will take place **from 22-26 March, 2027**, and provides an excellent opportunity for networking and connecting with potential Japanese business partners and industry leaders. Many Japanese corporations send representatives and have exhibition booths at the Smart Energy Week. At the EU Pavilion, a dedicated team of business coaching staff and professional interpreters will be available to promote European companies' products and technologies, assuring maximum exposure to exhibition visitors. A networking event during the mission will increase the opportunities to connect with potential business partners and clients.

This business mission presents **a unique opportunity** for European SMEs and start-ups to establish valuable contacts, exhibit their solutions at the EU Pavilion, build long-lasting relationships with Japanese enterprises and explore new business avenues together.



TARGET AUDIENCE

European SMEs and start-ups involved in the renewable energy sector, including technologies such as:

- ▶ Circular economy/recycling
- ▶ Decarbonisation and energy efficiency
- ▶ Hydrogen/fuel cells and electrolusers
- ▶ Onshore wind and offshore renewable technologies
- ▶ Renewable energy technologies/solutions
- ▶ Solar photovoltaic and solar thermal technologies

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

OVERVIEW OF THE BUSINESS MISSION

The business mission to Tokyo will last five days in total, including three days of exhibiting, business matchmaking and networking, as well as sector insights.

The business mission agenda is as follows:

Day 1

Arrival in Tokyo.

Day 2

Briefing and lecture session with sectoral experts.

Day 3

Exhibition, networking, B2B meetings at Smart Energy Week and Networking Reception.

Day 4

Exhibition, networking, B2B meetings at Smart Energy Week and debriefing session.

Day 5

Exhibition, networking, B2B meetings at Smart Energy Week.



SERVICES/BENEFITS THE EU PARTICIPANTS WILL BE RECEIVING



Business matchmaking

resulting in pre-arranged in-person meetings with carefully selected Japanese companies.



Market intelligence

including sectoral briefings providing valuable insights about the Japanese market and potential opportunities.



Cultural and linguistic

support such as briefings on doing business in Japan, and support for interpretation and translation.



Financial support for additional (optional) customised services is co-funded by the project and covers 80% up to €1000 (e.g., translation, printing, legal advice, booth decoration).



Hotel accommodation (Grand Nikko Tokyo Daiba) for four nights – in total, up to €1000 for accommodation is covered by the programme.



Coverage of the exhibition fee at Smart Energy Week.

KEY MARKET INSIGHTS

Participating to EU Business Hub @ Smart Energy Week Spring 2027 represents a **unique opportunity for European SMEs and start-ups**:

Market size: The Japanese renewable energy market total volume was **163.71 gigawatt in 2026**, with a projected **Compound Annual Growth Rate (CAGR) of 3.78% between 2026 and 2031**.

Commitment to renewable energy: Japan remains a leading hydrogen pioneer, backed by a **¥7 trillion GX support framework over 10 years**, including ¥5 trillion for hydrogen and ammonia supply chains.

Regulatory environment: Japan has strengthened its decarbonisation framework through the **GX 2040 Vision and Seventh Strategic Energy Plan, targeting renewables at 36–38% of power supply by 2030 and 40–50% by 2040**, alongside a mandatory GX-ETS from FY2026 and a fossil-fuel levy from FY2028.

Importance of renewables in Japan's energy mix: Renewables play an increasingly important role in Japan's energy system, §accounting for an estimated **26.7% of electricity generation in 2024, up from 25.7% in 2023**.

Role of renewables in electricity generation: Solar and hydropower continue to dominate Japan's renewable electricity generation, supplying **11.4% and 7.9% of total generation respectively in 2024**, while wind and geothermal remain small but important growth opportunities.

Main sources of renewable heat: waste-to-energy, waste-heat recovery, sustainable bioenergy, geothermal heat, and electrified heat solutions remain promising opportunities for decarbonising heat use.

Discover the business mission and apply

BY 27 NOVEMBER 2026

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 Republic of Korea.



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