EU BUSINESS HUB
The Republic of Korea





EU BUSINESS HUB @ KOREA SMART GRID EXPO 2027

BUSINESS MISSION OVERVIEW

31 January – 4 February 2027

EU Business Hub @ Korea Smart Grid Expo 2027 will select up to 50 European SMEs to visit the Republic of Korea to kick-start their internationalisation path in the Green and Low-Carbon Technologies sector. The EU Business Hub will provide an **EU Pavilion** – with a booth for each participating company – at the Smart Grid Expo 2027 exhibition, a valuable platform for companies to showcase their products and services, demonstrations, networking and customer acquisition.

The business mission will take place from 31 January 2027 to 4 February 2027 and provides an excellent opportunity for networking and connecting with potential Korean business partners and industry leaders. At the EU Pavilion, a dedicated team of business coaching staff and professional interpreters will be available to promote each European company's products and technologies, assuring maximum exposure to exhibition visitors. A networking event during the mission will also increase the opportunities to connect with potential business partners and clients.

TARGET AUDIENCE

European SMEs, including start-ups and innovative enterprises, active in the Green and Low Carbon Technologies or related sectors, across all parts of the value chain, such as:

- Smart Grid products/services (e.g. smart place, smart meter, smart appliance, smart device)
- Clean energy technologies (e.g. smart power systems, carbon management, hydrogen, renewable energy)
- Energy storage (e.g. batteries, battery systems and applications)
- Electric vehicles (e.g. EV charging infrastructures, e-mobility integrations solutions)

Business operators in the Republic of Korea, especially:

- Buyers and distributors
- R&D institutions and partners (both public and private)
- Investors with interest in green and low-carbon technologies

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 at **Korea Smart Grid Expo 2027**, a business networking reception, and many more activities.

The business mission agenda is as follows:

Day 1	Arrival in Seoul, welcome & networking gathering.
Day 2	Industry intelligence and sector briefing sessions and study tour.
Day 3	Exhibition at Korea Smart Grid Expo 2027 and business matchmaking sessions
Day 4	Exhibition at Korea Smart Grid Expo 2027 and business matchmaking sessions
Day 5	Exhibition at Korea Smart Grid Expo 2027 and business matchmaking sessions, debriefing session.



SERVICES/BENEFITS THE EU PARTICIPANTS WILL BE RECEIVING

Business matchmaking resulting in pre-arranged in-person meetings with carefully selected enterprises in the Republic of Korea.

Market intelligence including sectoral briefings providing valuable insights on market structure and potential opportunities.

Cultural and linguistic support support such as briefings on doing business in RoK and support for interpretation and translation.

Financial support for additional customised services co-funded by the project (e.g. translation, printing, legal advice, booth decoration covered for 80% and up to €1,000).

Hotel accommodation for four nights – in total, up to €1,000 for accommodation is covered by the programme (1 room/company for 4 nights)

Coverage of the exhibition fee at the Korea Smart Grid Expo 2027

KEY MARKET INSIGHTS

Participating to **EU Business Hub @ Korea Smart Grid Expo 2027** represents a unique opportunity for European SMEs because:

The Republic of Korea is **Asia's 4th and the World's 12th economy**.

EU exports to the Republic of Korea in 2024 amounted to **€55.7 billion in goods**.

The Korean smart grid market was valued at **€1.3 billion in 2025**. The industry is projected to reach €1.9 billion by 2034, expanding at a **CAGR of 4.26% between 2026 and 2034**.



The South Korean government announced its **National Framework Plan for Carbon Neutrality and Green Growth in April 2023**. The plan defined the nation's power generation and GHG reduction targets by 2050. It also sets sector-specific reduction targets of approximately 40% less than 2018 levels.

The South Korean government aims to achieve €67.18 billion in green industry exports by 2027.

Public and private sectors plan to jointly explore markets in line with the government's green industry export strategy and will **establish a €268.8 million green export fund until 2028 to support promising projects**.



In 2024, the South Korean government released **the world's first auction for clean hydrogen power generation**, positioning the country as a leader in the global shift toward a sustainable and clean energy transition.

Discover the business mission and apply

BY 8 NOVEMBER 2026

Find out more

EUBUSINESSHUB.EU

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.

Funded by the European Union