

EU BUSINESS HUB

Japan and the Republic of Korea



Funded by
the European Union

CONNECTING EU COMPANIES WITH JAPAN AND THE REPUBLIC OF KOREA

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



NATIONAL INFO DAY BULGARIA

20 NOVEMBER 2024





THE EU BUSINESS HUB PROGRAMME



THE EU BUSINESS HUB PROGRAMME

What is the EU Business Hub?

- EU-funded programme that supports EU Small and Medium-Sized Enterprises (SMEs) in the **green, digital, and healthcare sectors** to enter the markets of Japan and the Republic of Korea.
- The programme organises **10 business missions to Japan and 10 to the Republic of Korea** over the next four years.
- Each business mission will allow a group of **50 cutting-edge companies** to benefit from extensive business coaching throughout their participation



THE EU BUSINESS HUB PROGRAMME

The EU Business Hub programme in numbers

3

Sectors



Green and Low-Carbon Technologies



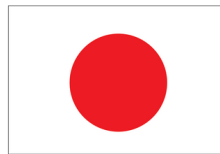
Digital Solutions



Healthcare and Medical Equipment

2

Markets



Japan



The Republic of Korea

20

Business missions

Between 2024 and 2027

10 missions in Japan

10 missions in the Republic of Korea

50 companies per mission

THE EU BUSINESS HUB PROGRAMME

Subsectors



Digital Solutions

- Artificial Intelligence (AI)
- Digital technologies (Internet of Things, 3D printing, Extended Reality)
- NextGen Computing (High Performance Computing, Cloud computing, Edge computing, Quantum technologies)
- Semiconductors
- Cybersecurity
- Blockchain
- Robotics
- Software (including digital platforms, web design, web portals, app development, video games)
- Data, including data analytics
- Telecommunication infrastructure (including 5G/Beyond 5G/6G)
- Media (audiovisual and news media)
- Digital health
- Digital marketing and advertising
- FinTech
- Trust services, digital identities



Healthcare and Medical Equipment

- Assistive Technologies
- Medical Equipment
- ICT for Healthcare
- Telemedicine and Remote Health Monitoring
- Nanotechnology in Healthcare
- AI applications in Healthcare
- Regenerative Medicine and Tissue Engineering



Green and Low-carbon technologies

- Clean energy technologies
- Energy systems
- Environmental Monitoring Analysis and Assessment Equipment
- Circularity
- Environmental and climate change-mitigation technologies/solutions

THE EU BUSINESS HUB PROGRAMME

Objectives of the programme



TRADE FACILITATION

Facilitate **trade and business cooperation** with Japan and the RoK, aligning them closely with the objectives and opportunities presented by the recent **Green and Digital partnerships**.



SME SUPPORT

Provide tailored assistance to **selected EU companies**, especially SMEs, in establishing **business connections** in Japan and the RoK.



PROMOTION OF THE EU BRAND

Promote the **visibility and presence of EU businesses** and the **EU brand and standards** in Japan and RoK.



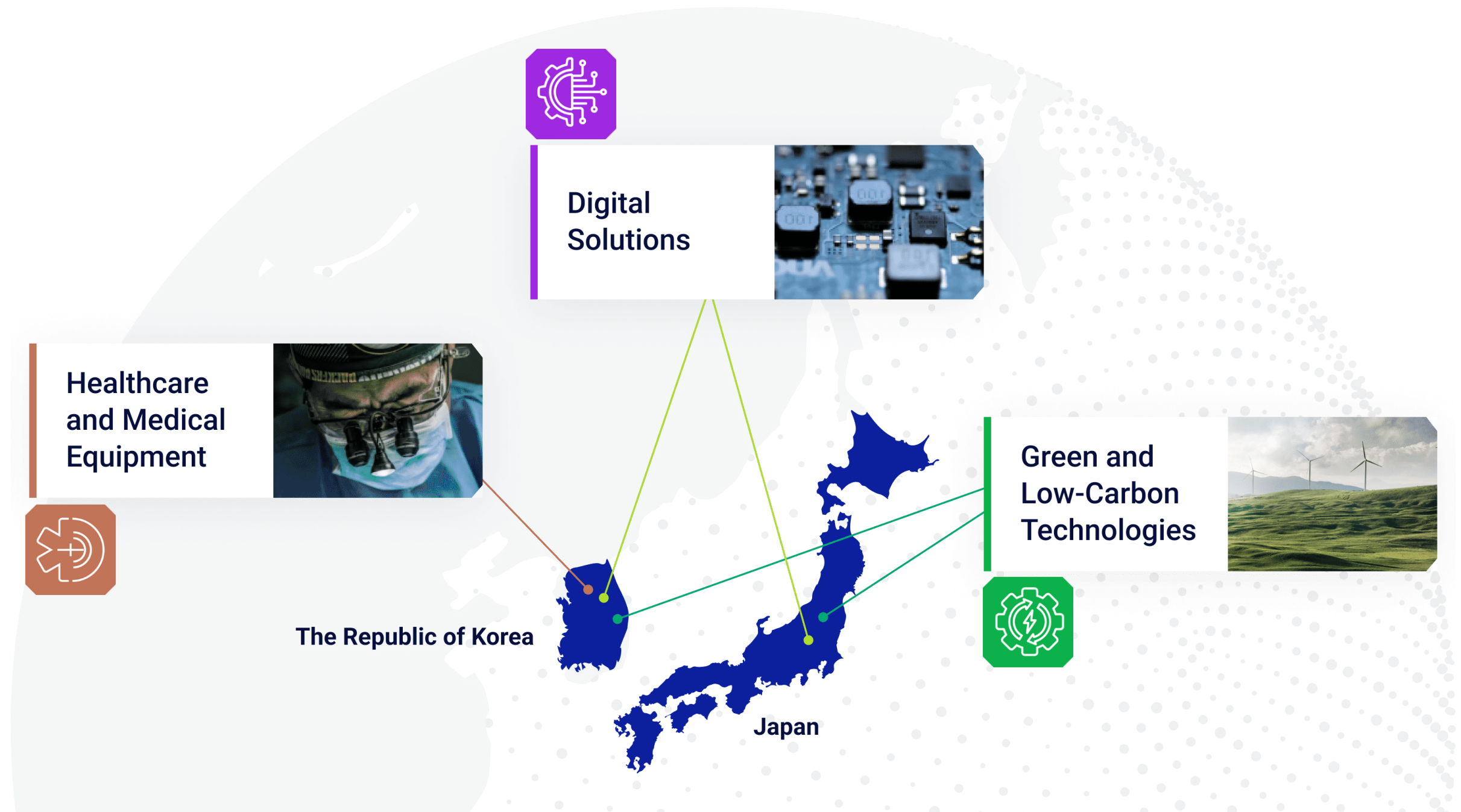
ENHANCED MARKET INSIGHT

Support **EU companies** in gaining a **better understanding** of the local business culture, market rules, and practices to enhance their potential for **accessing these significant Asian markets** (Japan and the RoK).

THE EU BUSINESS HUB PROGRAMME

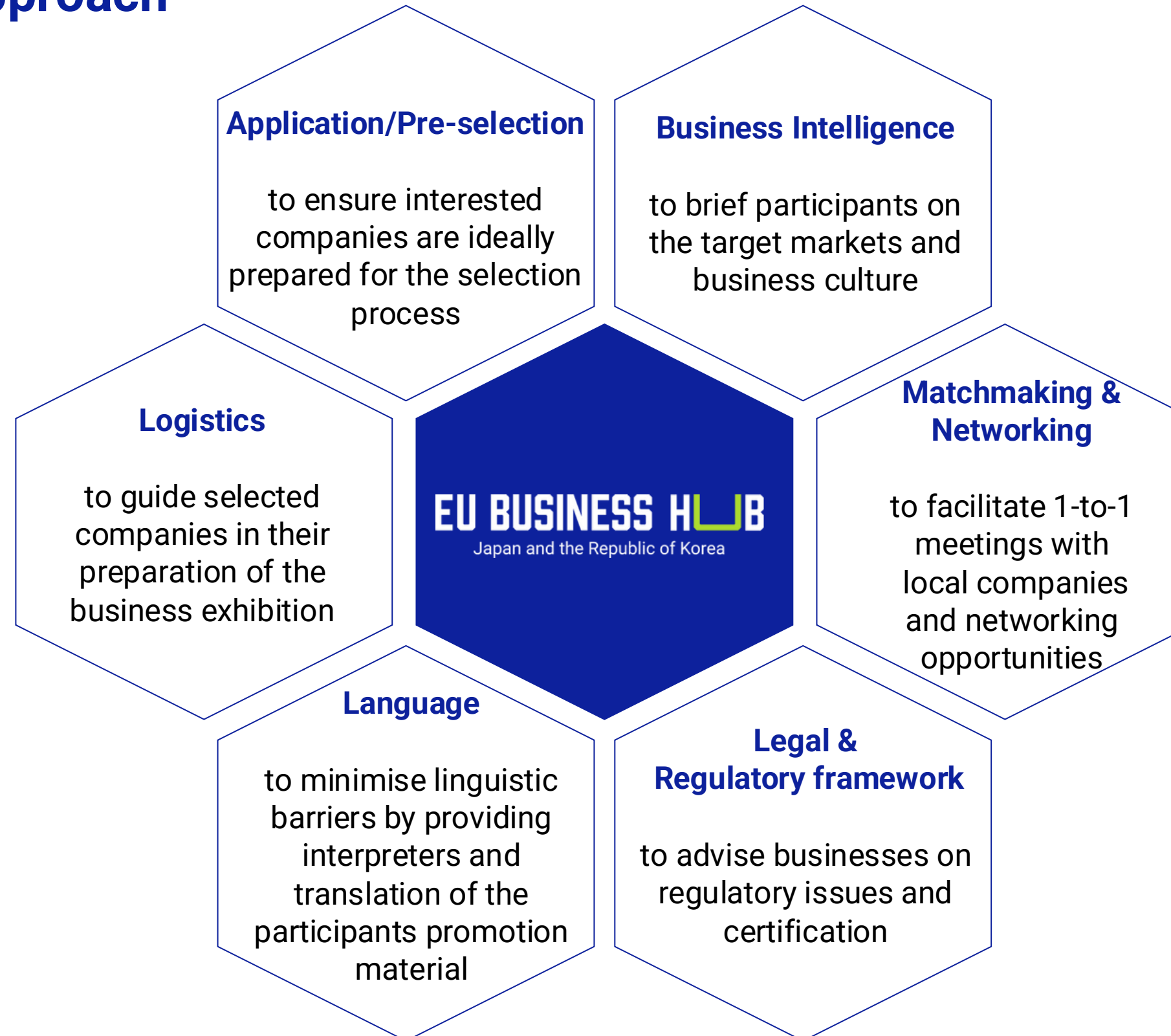
Sectors

The EU Business Hub programme will select EU companies operating in the **green, digital, and healthcare sectors** to participate in business missions to Japan and the Republic of Korea.



THE EU BUSINESS HUB PROGRAMME

Our coaching approach



THE EU BUSINESS HUB PROGRAMME

Typical business mission agenda

DAY 1 [MONDAY]	DAY 2 [TUESDAY]	DAY 3 [WEDNESDAY]	DAY 4 [THURSDAY]	DAY 5 [FRIDAY]
ARRIVAL AND NETWORKING RECEPTION	BRIEFING SESSIONS AND STUDY TOURS/ SITE VISITS	PARTICIPATING TO LARGE SECTOR-RELATED TRADE FAIRS		
<p>Late afternoon – Organiser’s meeting</p> <p>17:00-19:00 – Welcome & Networking Gathering</p>	<p>9:00-12:00 – Briefing session on the BM week, presentation of guest speakers, Meet & Greet with mentors</p> <p>13:00-17:00 – Study tour and site visits</p>	<p>8:00-10:00 – Set-up of the exhibition venue</p> <p>10:00-10:30 – Press briefing & Press tour</p> <p>10:00-17:00 – Exhibition</p> <p>18:00-20:00 – Business Networking Reception</p>	<p>10:00-17:00 – Exhibition and B2B matchmaking</p>	<p>10:00-17:00 – Exhibition and B2B Matchmaking</p> <p>17:00-18:00 – Post BM debriefing (online)</p> <p>18:00-19:00 – Organiser’s debriefing</p>

* the final schedule and structure of each business mission will be presented during the pre-departure meeting held approximately 3 months before the business mission.

THE EU BUSINESS HUB PROGRAMME

Who can participate?

EU SMEs and startups

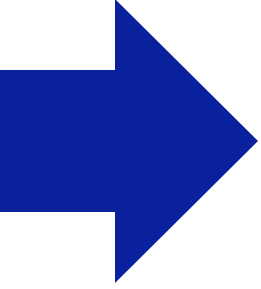


1. Exist for five (5)* years and be able to demonstrate three (3) years of financial figures. * For Start-Ups only: exist for three (3) years and be able to demonstrate two (2) years of financial figures.
2. Be entirely or majority EU-owned and have the headquarters in the European Union.
3. Be active and operational in one of the economic sectors covered by the Programme, either as a producer, a sub-contractor or as an R&D or engineering company - business consultants are not eligible.
4. Have a proven track record of international business cooperation (outside the EU).
5. Have a solid business strategy for entering the Japanese and Republic of Korea markets.
6. Have a sufficient turnover and number of people employed to successfully enter the target market.

SMEs and startups can participate in up to 3 business missions distributed between both target countries, with the opportunity to engage in a maximum of two missions in the same country.

THE EU BUSINESS HUB PROGRAMME

The business mission cycle



EXPRESSION OF INTEREST

Companies submit the EOI through the website

APPLICATION

Companies deemed as eligible will receive an email inviting them to apply for the business mission

SELECTION

50 companies that show the highest potential are selected for the business mission

PRE-DEPARTURE MEETING

Pre-departure meeting with selected companies

BUSINESS MISSION

Business mission of 4 nights/5 days in Japan or the Republic of Korea

POST-EVENT COACHING



BUSINESS MISSIONS CALENDAR



BUSINESS MISSIONS CALENDAR

The Republic of Korea



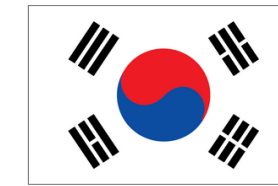
GREEN AND
LOW-CARBON
TECHNOLOGIES



DIGITAL
SOLUTIONS



HEALTHCARE
AND MEDICAL
EQUIPMENT



9 – 13 June 2025
Seoul

Green and Low – Carbon
Technologies Korea 2025

Coinciding with ENVEX



2024

2025



2026



2027



BUSINESS MISSIONS CALENDAR

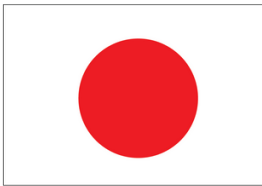
Japan



GREEN AND
LOW-CARBON
TECHNOLOGIES



DIGITAL
SOLUTIONS



21 – 25 April 2025
Tokyo

EU Business Hub @Japan IT Week
Spring 2025
Coinciding with Japan IT Week



2024

2025

2026

2027

EU BUSINESS HUB @JAPAN IT WEEK SPRING 2025

Tokyo, 21 – 25 April 2025

We are looking for

European SMEs and start-ups involved in the digital sector, including technology/services such as:

- Software, application development, data, IT operation and management
- Cloud, AI, business automation
- Embedded and edge computing
- Metaverse
- Information security
- Sales digital transformation, marketing, advanced e-commerce and retail



EU BUSINESS HUB @JAPAN IT WEEK SPRING 2025

Timeline

13 JANUARY

- One unique deadline to:
1. Submit your **Expression of Interest** and
 2. If eligible, submit your **Application form**

7 FEBRUARY

Communication of selection results to applicants

27 FEBRUARY

Online Pre-departure briefing

21 – 25 APRIL

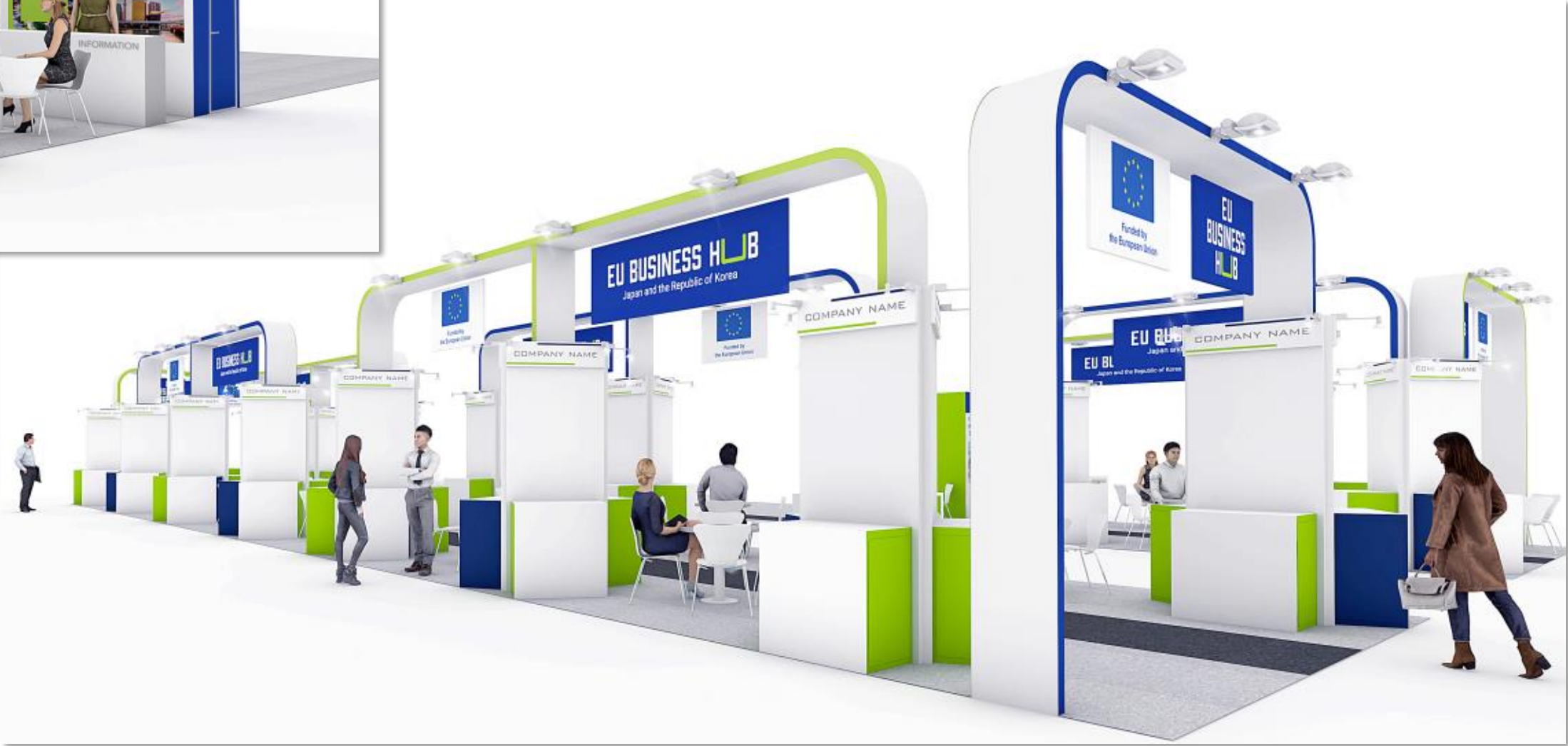
EU Business Hub @Japan IT Week 2025

APPLY HERE:
[HTTPS://EUBUSINESSHUB.EU/](https://eubusinesshub.eu/)



THE EU BUSINESS HUB BOOTH

The EU pavilion



BENEFITS FOR PARTICIPATING COMPANIES



STRATEGIC COACHING

Pre-departure preparation, sector briefs, onsite industry and **sectoral briefing sessions** and **site visits** to sector-relevant facilities



EXHIBITION

Individual exhibition space/ booth
Entry ticket for the trade fair



B2B MATCHMAKING

Individual and **tailored schedule** of **B2B meetings**



LOGISTICAL SUPPORT

Logistical support such as **interpretation, booth installation, design and creation of digital business mission catalogue** and **promotional material**



ACCOMMODATION

Maximum **EU contribution** of €1000 per company (4-night stay, one room per company) at the hotel selected for the business mission



CUSTOMISED SERVICES

Such as legal advice, forensic information, translation, interpretation and printing. Max. **EU contribution** of €1000 per company

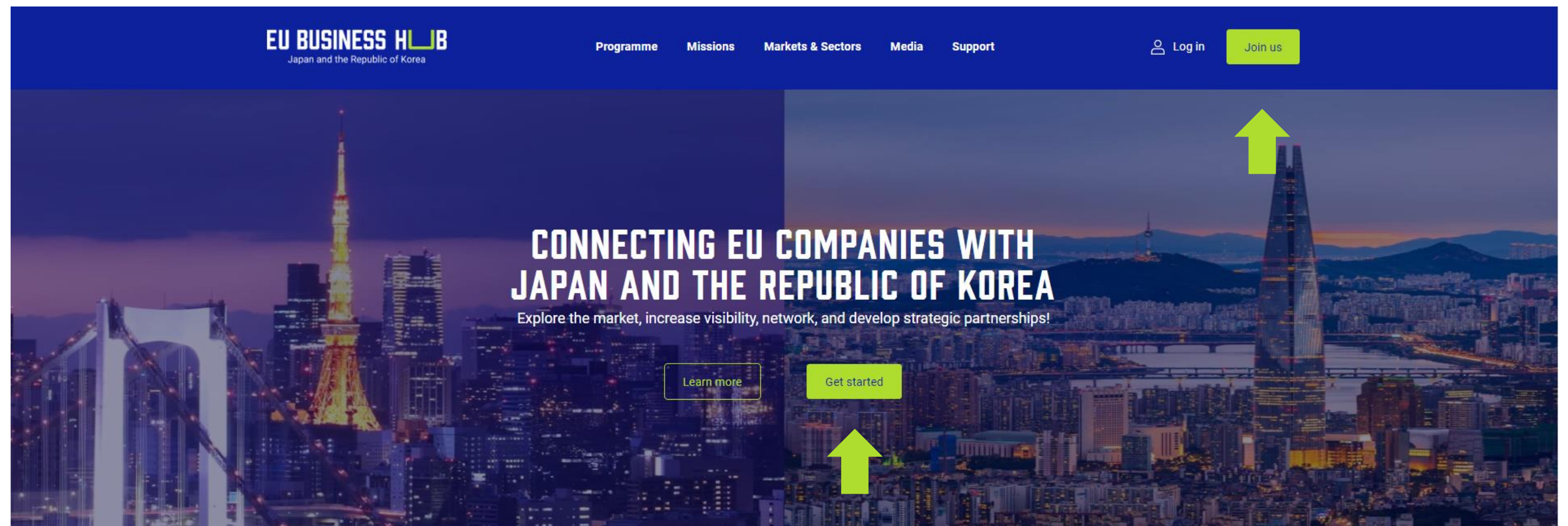


HOW TO APPLY



HOW TO REGISTER

STEP 1 – Create an account



An EU-funded programme that supports EU businesses in the green, digital and healthcare sectors to enter the markets of Japan and the Republic of Korea.

The programme organises 10 business missions to Japan and 10 to the Republic of Korea over the next four years. Each business mission will allow a group of 50 cutting-edge companies to benefit from extensive and tailored business coaching and logistical support throughout their participation.

HOW TO REGISTER

STEP 1 – Create an account

- **Register** by filling in your information and creating an account.
- If already registered, **login** in the Member area.

EU BUSINESS HUB
Japan and the Republic of Korea

Create new account

Already registered in the programme? [Login](#)

Email address*

The email address is not made public. It will only be used if you need to be contacted about your account or for opted-in notifications.

Password*

Provide a password for the new account in both fields.

Contact Person First Name*

Contact Person Surname*

Company name*

Country*

Company VAT Number*

Please enter your VAT number starting with the two-letter country code followed by the numeric or alphanumeric sequence.

To provide our services in the context of the EU Business Hub programme, we will use the information you provide for your registration in accordance with our [Privacy Policy](#).

Create new account



HOW TO EXPRESS YOUR INTEREST

STEP 2 – Express your Interest

- Select a mission and fill in the **Expression of Interest** form and submit it by the set deadline.
- **The Expression of Interest (EOI)** includes the following:
 - Company details
 - Contact person details
 - Business activities
 - Motivations

The screenshot displays the EU Business Hub website interface. At the top, the logo 'EU BUSINESS HUB' is accompanied by the text 'Japan and the Republic of Korea'. Navigation links include 'Programme', 'Missions', 'Sectors & markets', 'Media', and 'Support'. A search bar with a magnifying glass icon and a dropdown menu for 'Company name' is also present.

The main content area features a 'Welcome EU Company' section with a progress indicator showing three steps: 1. Express Interest (highlighted), 2. Apply, and 3. Selection result. Below this, a 'Get started' section prompts users to 'Show your interest in relevant missions.'

Two mission cards are displayed:

- EU Business Hub @ Semicon JAPAN 2024**: Located in Tokyo, Japan, under Digital Solutions. The event dates are 9-13 DEC 2024. A banner indicates '5 days left to apply'. The description is 'Premier event that brings together the semiconductor manufacturing supply chain for the latest insights.' Buttons for 'Express interest' and 'See more →' are provided.
- Digital Solutions Korea 2024**: Located in Seoul, Republic of Korea, under Digital Solutions. The event dates are 2-6 DEC 2024. A banner indicates '45 days left to apply'. The description is 'Premier event that brings together the semiconductor manufacturing supply chain for the latest insights.' Buttons for 'Express interest' and 'See more →' are provided.

A 'View more missions' button is located at the bottom of the page.

HOW TO APPLY

STEP 3 – Apply

If your company profile is **eligible** for the specific business mission, you are invited to apply.

- Login to the Member's Area.
- **Complete and submit the Application Form within the set deadline.**
- The applications are assessed by independent experts using pre-defined criteria.

The screenshot displays the EU Business Hub Member's Area interface. At the top, the navigation bar includes the logo, 'Japan and the Republic of Korea', and menu items: Programme, Missions, Sectors & markets, Media, and Support. A search icon and 'Company name' dropdown are also present. Below the navigation, a progress bar shows the application process stages: 1. Express Interest, 2. Apply (current stage), 3. Selection result. The main content area is titled 'Welcome EU Company' and 'Your Missions'. It lists three missions with their status and application buttons:

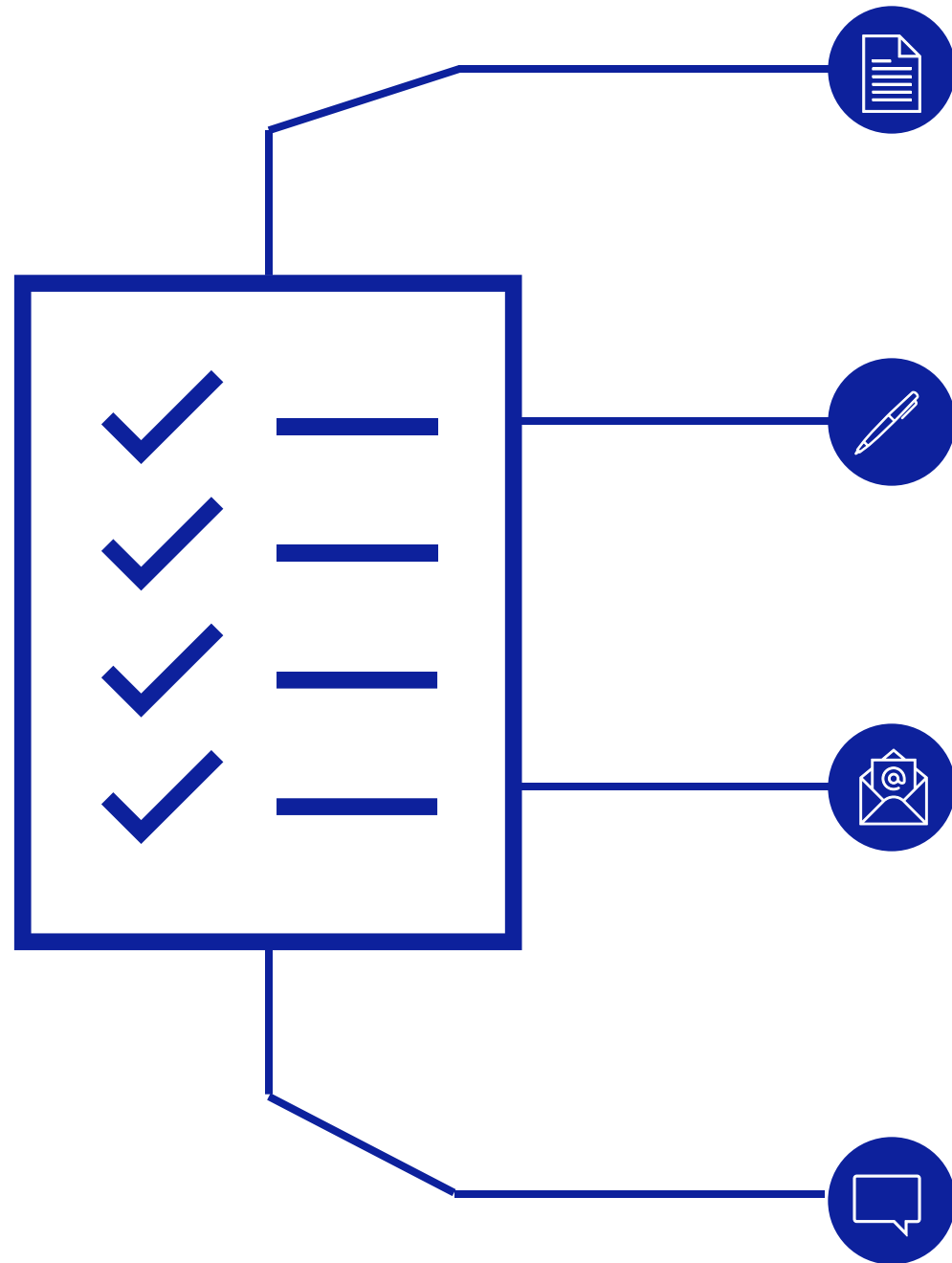
Mission Name	Status	Deadline	Action
EU Business Hub @ Semicon JAPAN 2024 Tokyo, Japan 9-13 December 2024	ELIGIBLE	32 days left to apply	Apply
Digital Solutions Korea 2024 Seoul, Republic of Korea 2-6 December 2024	NOT ELIGIBLE		View Expression of Interest
Digital Solutions Japan 2025 Tokyo, Japan 5-7 March 2025	ELIGIBLE	32 days left to apply	Apply
Information and Communication Technologies Seoul, Republic of Korea 12-15 January 2025	ELIGIBLE	32 days left to apply	Apply

Below the mission listings, there is a section titled 'Other missions you are eligible for' which contains the last two mission cards from the table above.

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 Japan. 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 Japan?** – 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
- 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

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 ←



Q&A



STAY CONNECTED



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support@eubusinesshub.eu

YOUR FEEDBACK IS IMPORTANT TO US

