



EU BUSINESS HUB @ SMART ENERGY WEEK AUTUMN 2025

BUSINESS MISSION OVERVIEW

15 – 19 September 2025

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](#) Autumn 2025, in Japan at Makuhari Messe.

This business mission presents a unique opportunity for European SMEs and start-ups to expand their internationalisation journey. During the business mission, EU Business Hub @ Smart Energy Week Autumn 2025, companies will have the opportunity to establish valuable contacts with local companies, 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:

- ▶ Hydrogen and fuel cells.
- ▶ Solar power.
- ▶ Rechargeable batteries.
- ▶ Smart grids.
- ▶ Wind power.
- ▶ CCUS.
- ▶ Decarbonisation.
- ▶ Circular economy.

Japanese buyers, distributors and R&D partners in public and private sectors.

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 and a study tour.

The business mission agenda is as follows:

Day 1

Arrival in Tokyo, welcome and networking gathering.

Day 2

Briefing session, sector insights and study tour.

Day 3

Exhibition, networking and business meetings at Smart Energy Week on the Hydrogen pavillion, networking reception.

Day 4

Exhibition, networking and business meetings at Smart Energy Week.

Day 5

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

SERVICES/BENEFITS THE EU PARTICIPANTS WILL BE RECEIVING



Business matchmaking resulting in pre-arranged in-person meetings with carefully selected Japanese enterprises.



Financial support up to €1000 to benefit from a menu of additional customised services co-funded by the project (e.g. translation, printing, legal advice).



Hotel accommodation (Hotel in Makuhari [\[Official Website\]](#) Hotel The Manhattan) for four nights – in total, up to €1000 for accommodation is covered by the programme.



Market intelligence information including sectoral briefings providing, insights on market, structure and opportunities.



Cultural and linguistic support. Such as briefings on doing business in Japan, and support for interpretation and translation.



Coverage of the exhibition fee at Smart Energy Week.

KEY MARKET INSIGHTS

Participating to EU Business Hub @ Smart Energy Week Autumn 2025 represents a unique opportunity for European SMEs and start-ups because:

The Japanese renewable energy market total revenue was **€34.7 billion in 2022**, with a **Compound Annual Growth Rate (CAGR) of 7.1% between 2017 and 2022**.

The Japanese government established **several initiatives and regulations** to encourage the use of renewable energy sources and minimise carbon emissions from industrial activities.

Japan presented its new **Green Growth Strategy in line with Carbon Neutrality in 2050** which identifies 14 sectors (including solar/ geothermal power, hydrogen/fuel ammonia, offshore wind power, etc.) with high growth potential toward the 2050 ambition. The government counts on an **ambitious expansion of renewables and on the deployment of new technologies**, including low-carbon hydrogen, safer advanced nuclear reactors and carbon recycling to decarbonise the electricity sector.

Hydrogen is expected to play a central role in **Japan's clean energy transition**. In fact, Japan was among the first countries to launch a **national hydrogen strategy**, which aims to make **hydrogen cost-competitive with respect to natural gas**.

Deadline to apply for the Business Mission is:

6 JUNE, 2025!

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 RoK.



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