

CONNECTING EU COMPANIES WITH JAPAN AND THE REPUBLIC OF KOREA

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

AGENDA

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The EU Business Hub programme

2

EU Business Hub @ Smart Energy Week Spring 2026

3

EU Business Hub @ ENVEX 2026

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Who can apply ?

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How to apply ?

6

Tips and tricks for a successful application

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Q&A

THE EU BUSINESS HUB PROGRAMME

A long-standing initiative for B2B cooperation



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 between 2024 and 2027.**
- 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



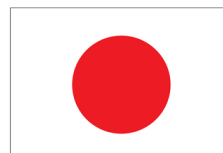
Digital Solutions



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

BUSINESS MISSION TIMELINE

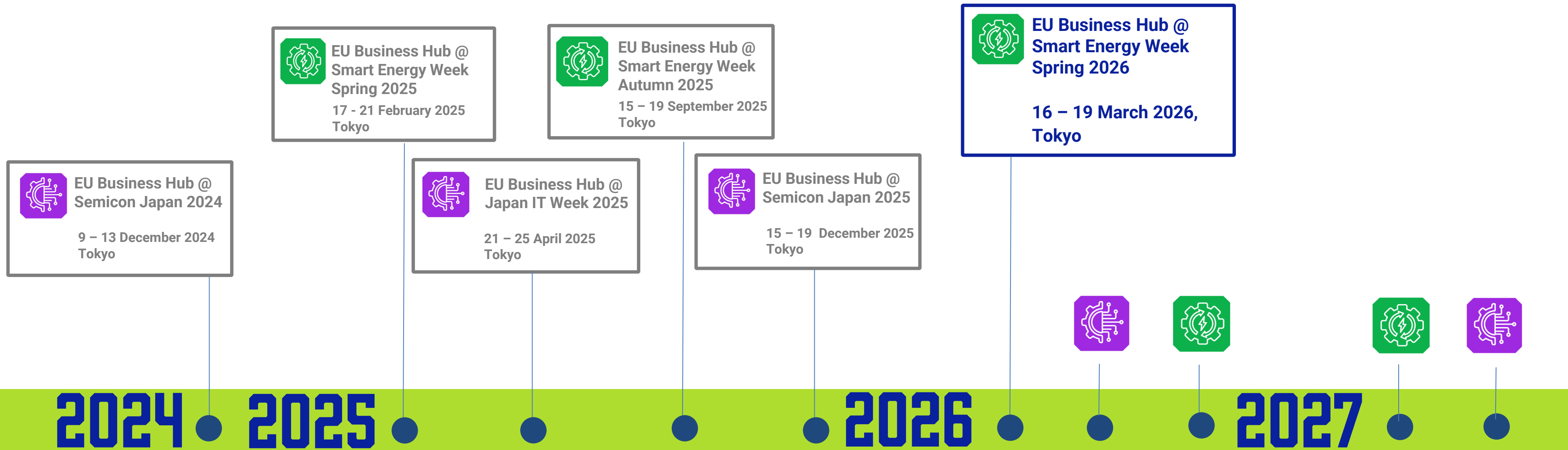
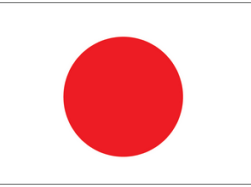
Timeline overview



GREEN AND
LOW-CARBON
TECHNOLOGIES



DIGITAL
SOLUTIONS



BUSINESS MISSION TIMELINE

Timeline overview



GREEN AND
LOW-CARBON
TECHNOLOGIES



DIGITAL
SOLUTIONS



HEALTHCARE
AND MEDICAL
EQUIPMENT





Digital Solutions
Korea 2024

2 – 6 December 2024
Seoul



Healthcare and
Medical Equipment
Korea 2025

17 – 21 March 2025
Seoul



Green and Low-
Carbon
Technologies Korea
2025

9 – 13 June 2025
Seoul



Semiconductors
Korea 2026

9 – 13 February 2026
Seoul



EU Business Hub
@ KIMES 2026

18 – 22 March 2026
Seoul



EU Business Hub
@ ENVEX 2026

18 – 22 May 2026
Seoul

2024

2025

2026

2027

BENEFITS FOR PARTICIPATING COMPANIES



STRATEGIC COACHING

- **Pre-departure preparation:** Briefings on doing business in Japan/RoK & market intelligence information
- **Sectoral briefing sessions** and **site visits** to sector-relevant facilities



B2B MATCHMAKING SUPPORT

- **Pre-arranged agenda of B2B meetings**
- Individual and **tailored schedule** of **B2B meetings** with carefully selected Japanese/Korean companies



EXHIBITION

- **Decorated individual exhibition space**
- Exhibit with a **delegation of top EU companies** in the same sector
- **Targeted Promotion** to boost your company's visibility by strategically promoting your profile and products throughout the business mission



LOGISTICAL SUPPORT

- Logistical support such as **booking of the hotel, networking receptions, interpretation, booth installation, design and creation of digital business mission catalogue and promotional material**



HOTEL ACCOMMODATION

- Up to €1000 for **accommodation covered by the programme** (four nights, one room per company)



CUSTOMISED SERVICES

- **Financial support** to benefit from a menu of additional customised services co-funded by the programme (e.g. **certification procedures, import procedures, regulatory matters, local legislation, translation, interpretation, printing, booth decoration**, etc.) –80% of the cost, up to €1000 covered by the programme.
- Companies may **combine multiple services**

EU BUSINESS HUB @ SMART ENERGY WEEK SPRING 2026 BUSINESS MISSION



A GLOBAL OPPORTUNITY FOR BUSINESSES

EU BUSINESS HUB
Japan and the Republic of Korea



15–19 MARCH 2026
TOKYO, JAPAN



TAILORED COACHING SUPPORT



**EXHIBIT AT THE EU PAVILION AT
SMART ENERGY WEEK 2026 FOR 3 DAYS**



TARGETED PROMOTION



3 DAYS OF B2B MATCHMAKING SESSIONS



**NETWORK WITH LOCAL STAKEHOLDERS AT
THE TRADE FAIR & RECEPTION**



Funded by
the European Union

EU BUSINESS HUB @ SMART ENERGY WEEK SPRING 2026

 We are looking for



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

- Hydrogen Energy
- Solar power
- Secondary battery
- Smart grid
- Wind power
- Biomass
- Thermal power

BUSINESS MISSION AGENDA

15 MARCH	16 MARCH	17 MARCH	18 MARCH	19 MARCH
ARRIVAL AND NETWORKING RECEPTION	BRIEFING SESSIONS AND STUDY TOURS/ SITE VISITS	MATCHMAKING AND EXHIBITING at SMART ENERGY WEEK SPRING 2026		
Late afternoon – Organiser’s meeting 17:00-19:00 – Welcome & Networking Gathering	9:00-12:00 – Briefing session on the BM week, presentation of guest speakers, Meet & Greet with mentors 13:00-17:00 – Study tour and site visits 18:00-20:00 – Business Networking Reception	10:00-17:00 – Exhibition, networking and business meetings at Smart Energy Week Spring 2026. 18:00-20:00 – Happy hour	10:00-17:00 - Exhibition, networking and business meetings at Smart Energy Week Spring 2026.	10:00-17:00 – Exhibition, networking and business meetings at Smart Energy Week Spring 2026. 17:00-18:00 – Post BM debriefing 18:00-19:00 – Organiser’s debriefing

* the final schedule and structure of each business mission will be presented during the pre-departure meeting.

THE EU BUSINESS HUB BOOTH

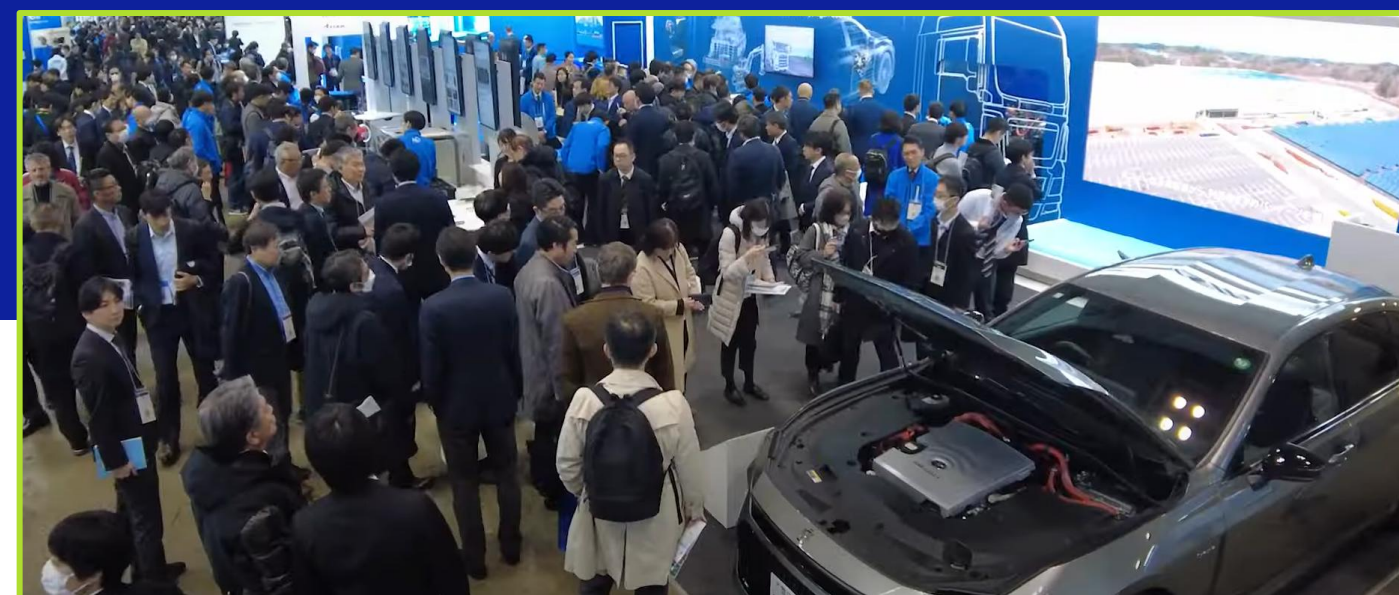
The EU pavilion



PREVIOUS BUSINESS MISSIONS

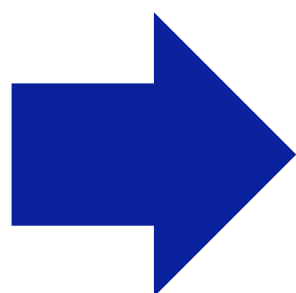


PREVIOUS SMART ENERGY WEEK EDITIONS



EU BUSINESS HUB @ SMART ENERGY WEEK SPRING 2026

Timeline (Tentative)



28 NOVEMBER

Complete the 2 steps of the application process in the following order:

1. Submit your **Expression of Interest** now! (the evaluation team will check if you are eligible to apply)
2. If deemed eligible, you will be invited to submit your **Application form** before the deadline

DECEMBER

Communication of selection results to applicants

JANUARY

Online Pre-departure briefing

15 – 19 MARCH 2026

EU Business Hub @ Smart Energy Week Spring 2026

EU BUSINESS HUB @ ENVEX 2026 BUSINESS MISSION



A GLOBAL OPPORTUNITY FOR BUSINESSES



18-22 MAY 2026
SEOUL,
REPUBLIC OF KOREA



TAILORED COACHING SUPPORT



**EXHIBIT AT THE EU PAVILION AT
ENVEX 2026 FOR 3 DAYS**



TARGETED PROMOTION



3 DAYS OF B2B MATCHMAKING SESSIONS



**NETWORK WITH LOCAL STAKHOLDERS AT
THE TRADE FAIR & RECEPTION**



EU BUSINESS HUB @ ENVEX 2026

 We are looking for



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

- Clean energy technologies (e.g. carbon management, hydrogen, renewable energy, biogas, ...)
- Water treatment technologies (e.g. wastewater treatment water purification and desalination, ...)
- Environmental monitoring analysis and assessment equipment
- Circularity and waste treatment solutions
- Environmental and climate change mitigation technologies/solutions.

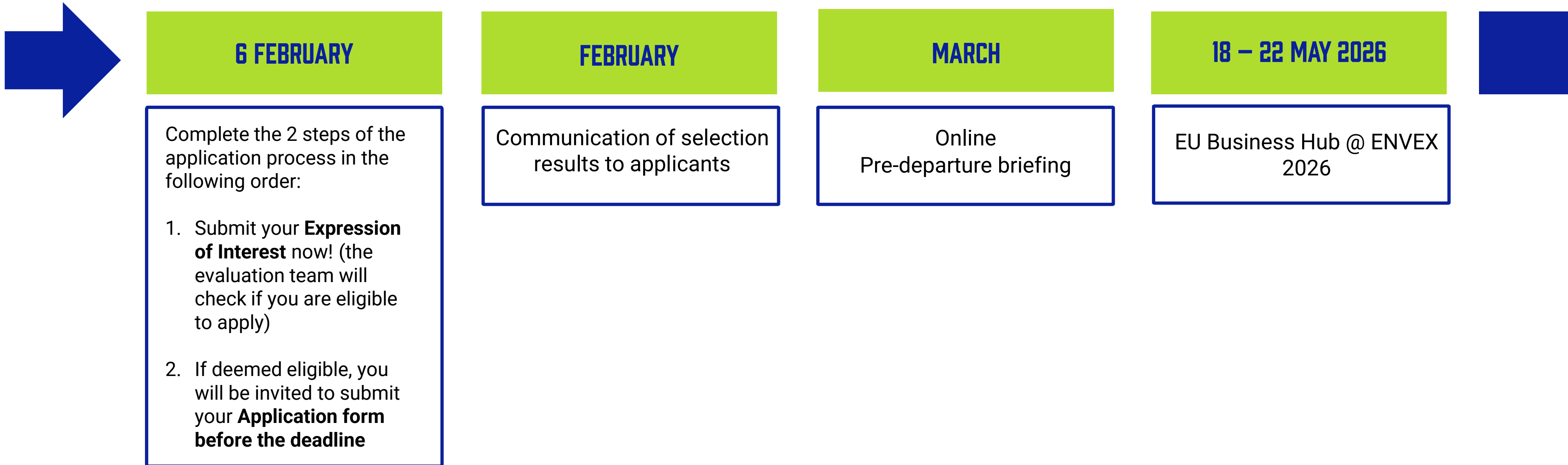
BUSINESS MISSION AGENDA

18 MAY MONDAY	19 MAY TUESDAY	20 MAY WEDNESDAY	21 MAY THURSDAY	22 MAY FRIDAY
ARRIVAL	BRIEFING SESSIONS AND STUDY TOURS/ SITE VISITS	MATCHMAKING AND EXHIBITING at ENVEX 2026		
Arrival in Seoul 17:00 – 18:00: Welcome and networking gathering	9:00-12:00 – Briefing session on the BM week, presentation of guest speakers, Meet & Greet with mentors 13:00-17:00 – Study tour and site visits	10:00-17:00 – Exhibition, networking and business meetings at ENVEX 2026.	10:00-17:00 - Exhibition, networking and business meetings at ENVEX 2026.	10:00-17:00 – Exhibition, networking and business meetings at ENVEX 2026. 17:00-18:00 – Post BM debriefing

* the final schedule and structure of each business mission will be presented during the pre-departure meeting.

EU BUSINESS HUB @ ENVEX 2026

Timeline (Tentative)





WHO CAN APPLY?



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.

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.

5

Have a sufficient turnover and number of people employed to successfully enter the target market.

2

Be entirely or majority EU-owned and have the headquarters in the European Union.

4

Have a proven track record of international business cooperation (outside the EU).

6

Have a solid business strategy for entering the Japanese and Republic of Korea markets.

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.

HOW TO APPLY?



THE BUSINESS MISSION CYCLE

Eligibility decision



Online portal



Expression of Interest form



Application form



Selection email



Tailored support to companies



Onboarding towards your mission!

REGISTRATION

Companies are invited to create an account and register on the website

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

MISSION PREPARATION

Tailored support to companies to prepare their mission: matchmaking, coaching, logistical support

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

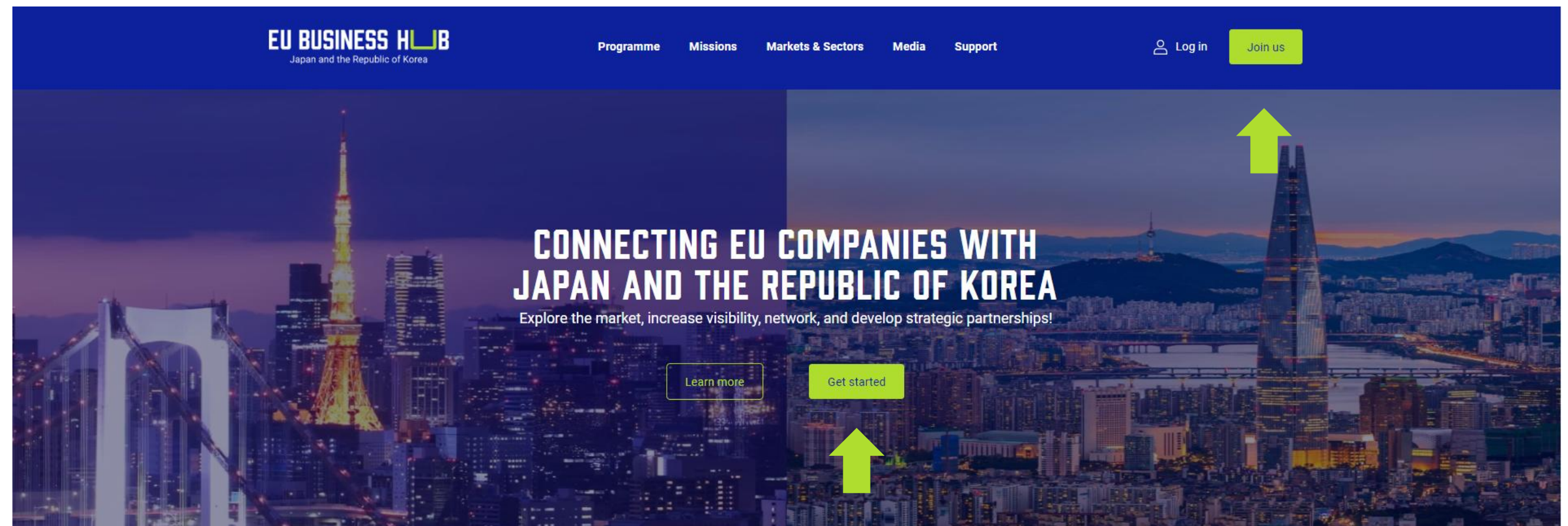
POST-EVENT FOLLOW-UP

THE BUSINESS MISSION CYCLE



HOW TO REGISTER

STEP 1 – Create an account



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's 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



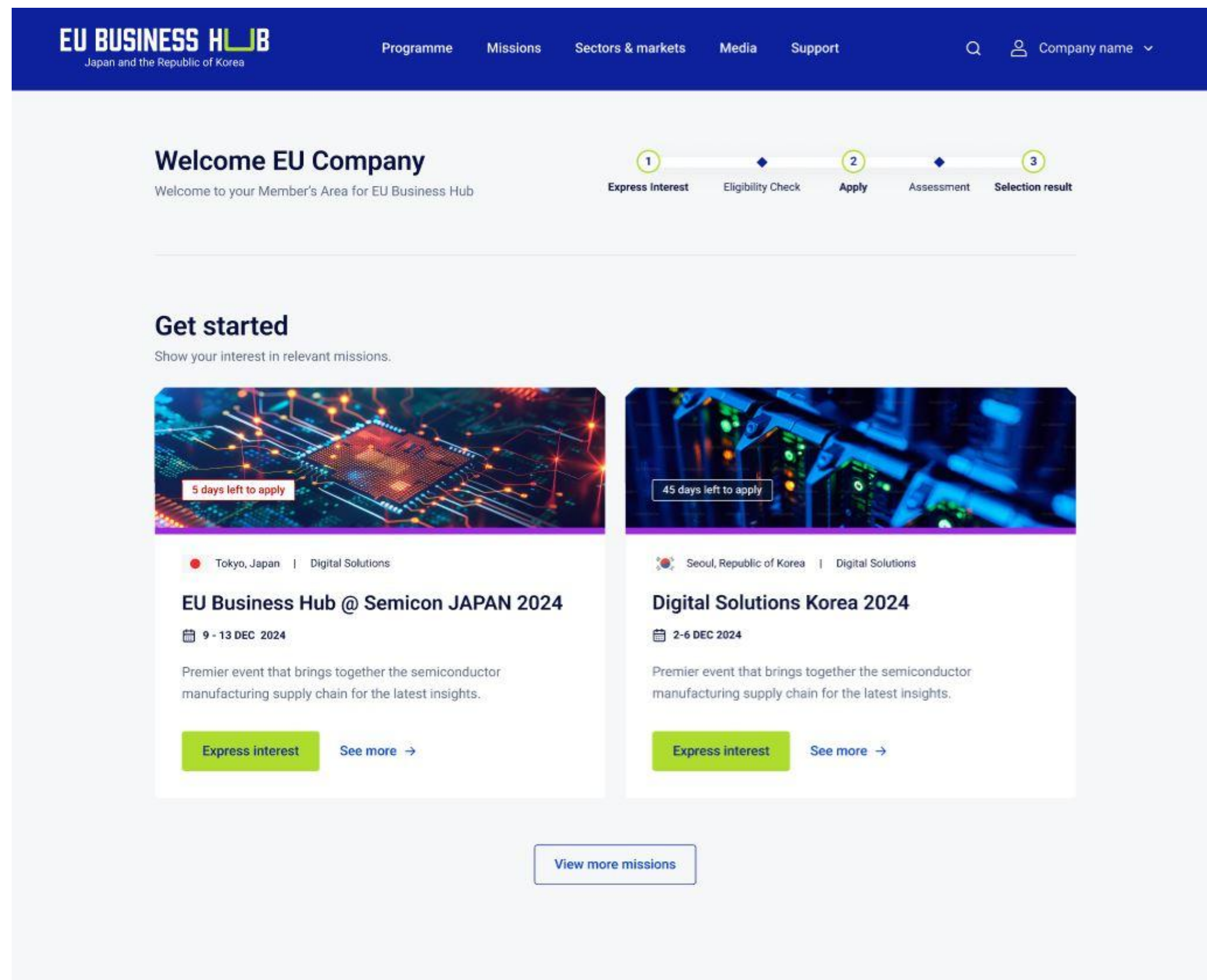
THE BUSINESS MISSION CYCLE



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, a dark blue navigation bar contains the logo 'EU BUSINESS HUB Japan and the Republic of Korea' and links for '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.

Below the navigation bar, a 'Welcome EU Company' section features a progress bar with three steps: 1. Express Interest (highlighted), 2. Apply, and 3. Selection result. The text 'Welcome to your Member's Area for EU Business Hub' is displayed below the progress bar.

The 'Get started' section, with the subtext 'Show your interest in relevant missions.', lists two missions:

- EU Business Hub @ Semicon JAPAN 2024**: Located in Tokyo, Japan, under the category 'Digital Solutions'. The event dates are 9 - 13 DEC 2024. A banner image shows a semiconductor chip with a '5 days left to apply' countdown. The description states: 'Premier event that brings together the semiconductor manufacturing supply chain for the latest insights.' There is a green 'Express interest' button and a 'See more →' link.
- Digital Solutions Korea 2024**: Located in Seoul, Republic of Korea, under the category 'Digital Solutions'. The event dates are 2-6 DEC 2024. A banner image shows server racks with a '45 days left to apply' countdown. The description states: 'Premier event that brings together the semiconductor manufacturing supply chain for the latest insights.' There is a green 'Express interest' button and a 'See more →' link.

At the bottom right, there is a button labeled 'View more missions'.

ELIGIBILITY DECISION

STEP 3 – Eligibility decision

- If your company profile is **eligible** for the specific business missions, you are invited to **apply via email**.
- If your company profile is **not eligible** for the specific business missions, do not hesitate to reach out for **feedback**. Your company may be eligible for another Business Mission.
- Please note that the **Expression of Interest form** is not the finalised application.
- Eligible companies will be invited to fill in an **Application form** to the business mission they would like to participate in.



Funded by
the European Union

EU BUSINESS HUB
Japan and the Republic of Korea

ProgrammeMissionsSectors & marketsMediaSupport

QCompany name

Welcome EU Company

Welcome to your Member's Area for EU Business Hub

1

2

3

Express InterestEligibility CheckApplyAssessmentSelection result

Your Missions

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

Other missions you are eligible for

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

THE BUSINESS MISSION CYCLE



APPLICATION

STEP 4 – Apply

- **Log in 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.
- If your application is unsuccessful, feel free to contact us for feedback; you may be eligible and better suited for another Business Mission

1

- The application is a two-step process composed of the **Expression of Interest form** and the **Application form**; you need to complete both forms to apply for a BM

2

- The **Application form** is meant to give you the opportunity to showcase your activity in the **best way** possible so take time to properly detail each of the categories

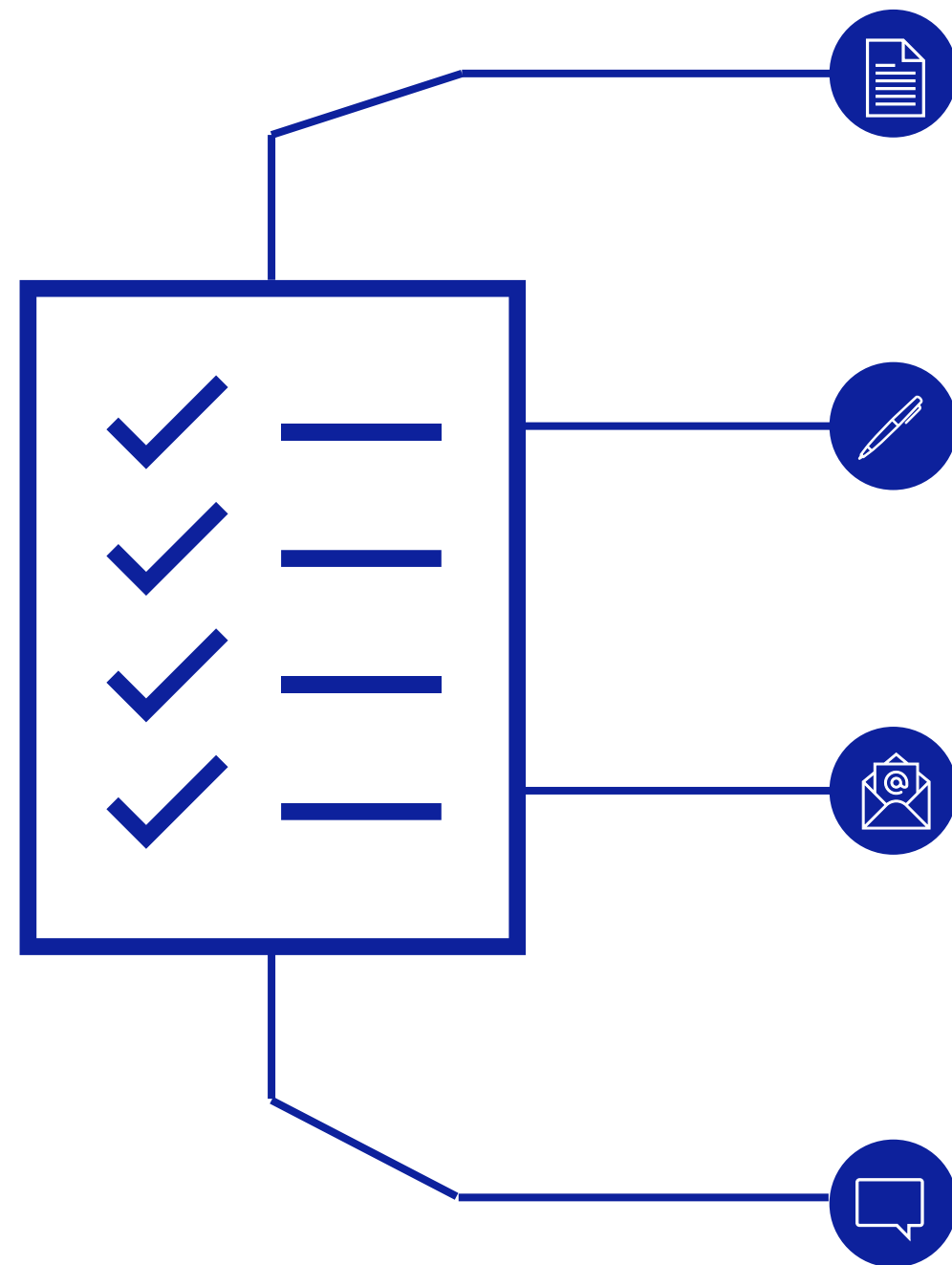
3

- The **Application form** includes:
 - Company details
 - Business profile
 - Business activities
 - International strategy
 - Participant details

TIPS & TRICKS FOR A SUCCESSFUL APPLICATION



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, Poland, Sweden	cluster2@eubusinesshub.eu
Cluster 3	Denmark, Finland, Ireland, Lithuania, Malta	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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