



CONNECTING EU COMPANIES WITH JAPAN AND THE REPUBLIC OF KOREA

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

AGENDA

1

The EU Business Hub Programme

2

**Healthcare & Medical Equipment sector: EU Business Hub @
World Health Expo 2026**

3

**Digital Solutions sector: EU Business Hub @ Korea Electronics
Show 2026 / EU Business Hub @ Semicon Japan 2026**

4

Who can apply?

5

How to apply?

6

Tips & Tricks for a Successful Application

7

Q&A



THE EU BUSINESS HUB PROGRAMME



EU
BUSINESS
HUB

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



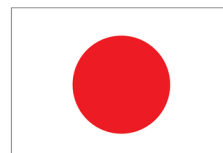
Digital Solutions



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



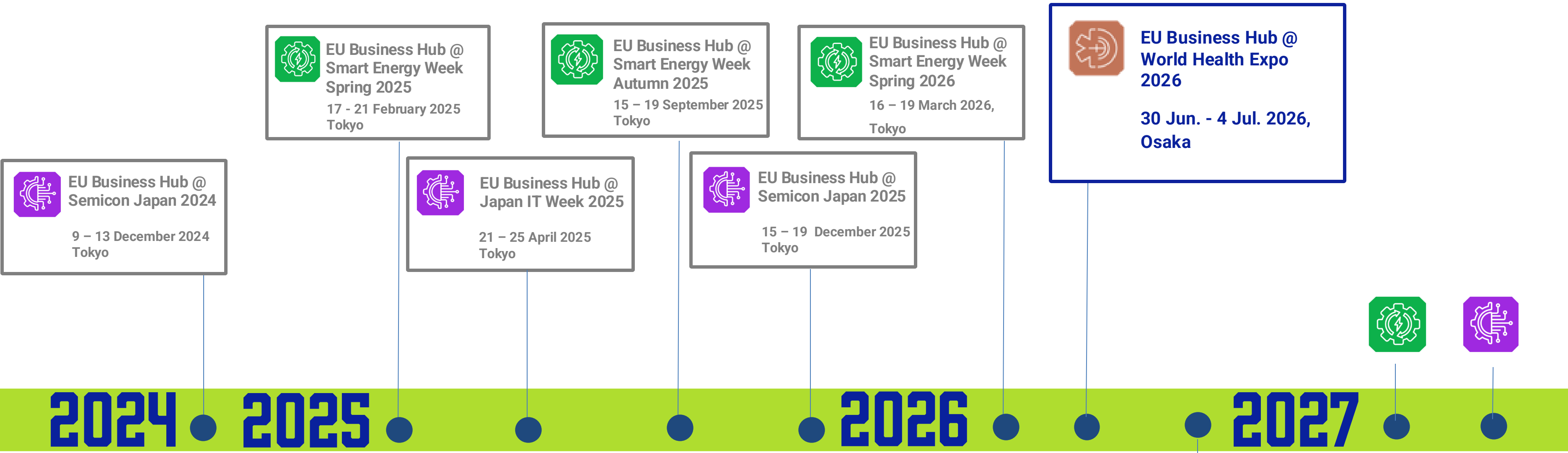
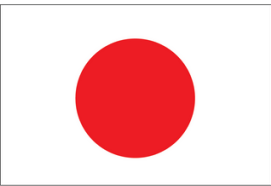
HEALTHCARE
AND MEDICAL
EQUIPMENT



GREEN AND
LOW-CARBON
TECHNOLOGIES



DIGITAL
SOLUTIONS



BUSINESS MISSION TIMELINE

Timeline overview



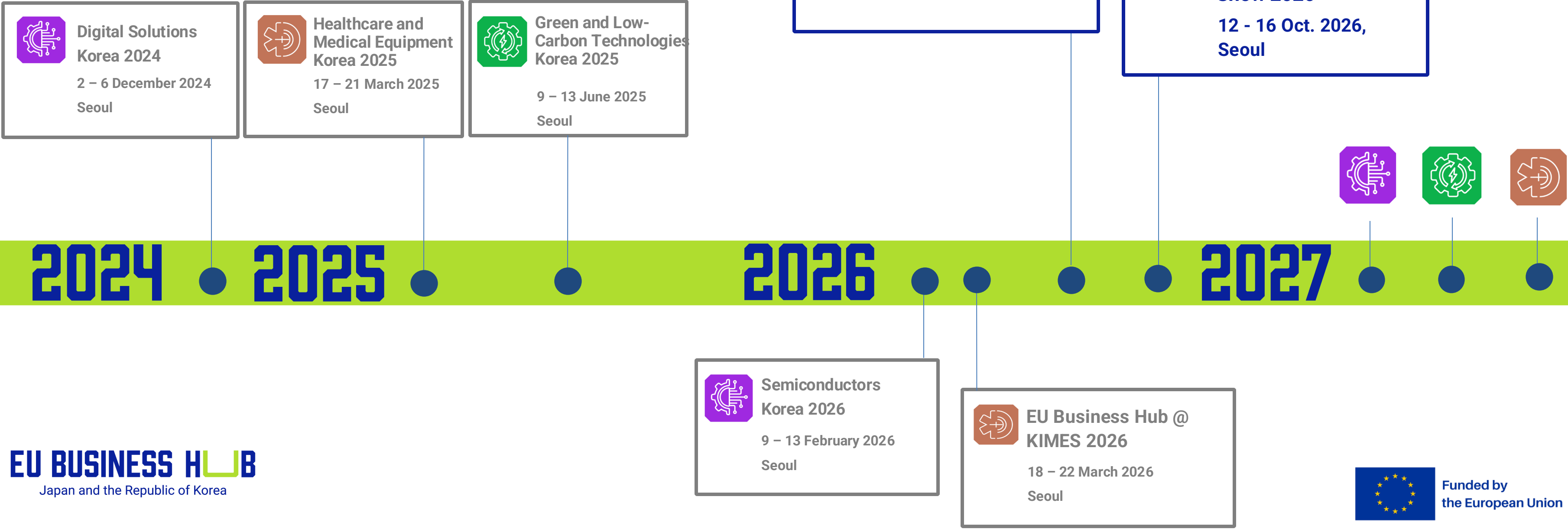
GREEN AND
LOW-CARBON
TECHNOLOGIES



DIGITAL
SOLUTIONS



HEALTHCARE
AND MEDICAL
EQUIPMENT



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 at the EU Pavilion**
- 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

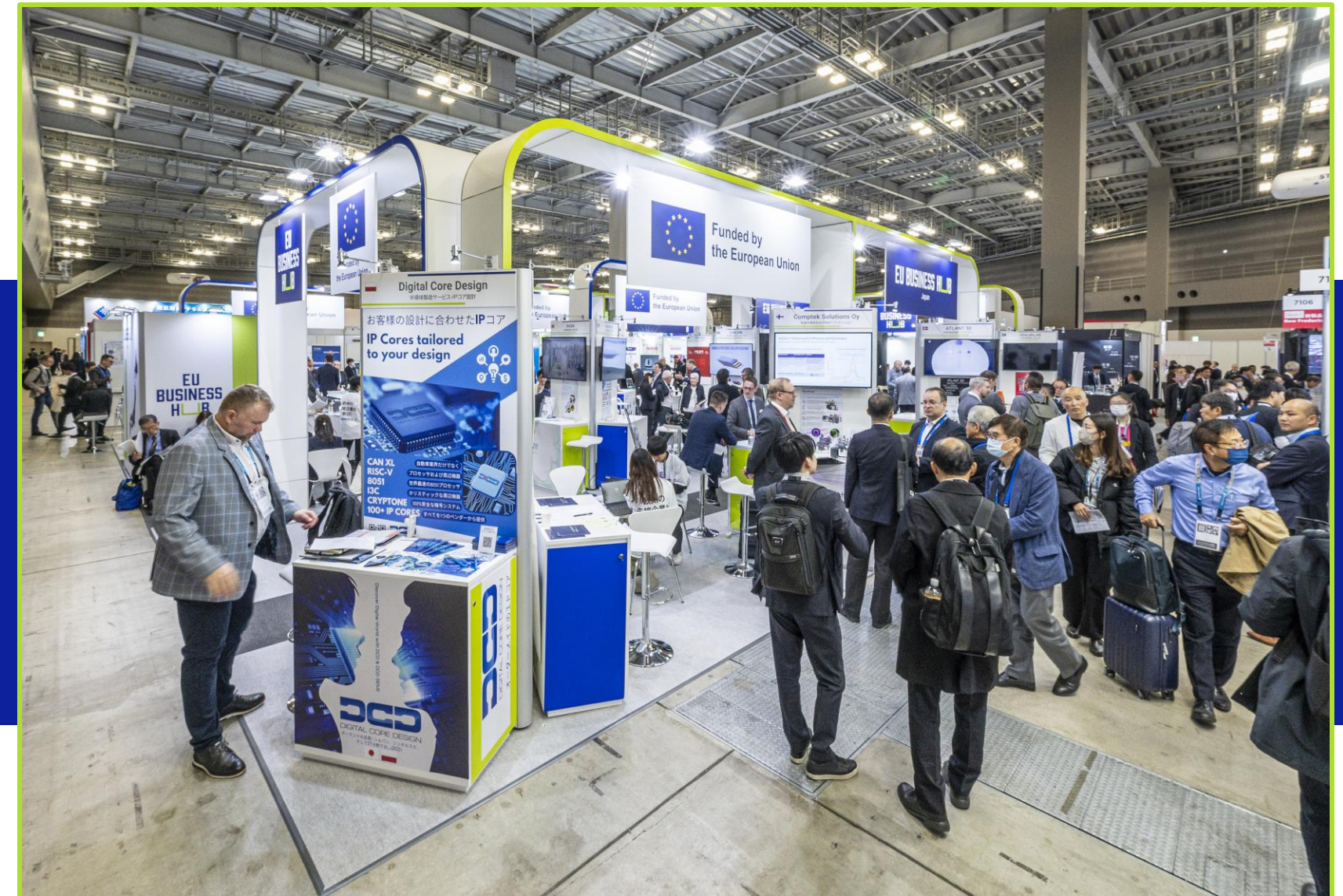
- **Financial support** to benefit from a menu of additional customised services co-funded by the programme (e.g. **certification procedures, import procedures, regulatory matters, local legislation, translation, interpretation, printing, booth decoration**, etc.) –80% of the cost, up to €1000 covered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

THE EU BUSINESS HUB BOOTH

The EU Pavilion



PREVIOUS BUSINESS MISSIONS



EU BUSINESS HUB @ WORLD HEALTH EXPO 2026 BUSINESS MISSION



A GLOBAL OPPORTUNITY FOR BUSINESSES

EU BUSINESS HUB
Japan and the Republic of Korea



**30 JUN. – 4
JUL. 2026**

OSAKA, JAPAN



TAILORED COACHING SUPPORT



**EXHIBIT AT THE EU PAVILION AT
WORLD HEALTH EXPO 2026 FOR 3 DAYS**



TARGETED PROMOTION



3 DAYS OF B2B MATCHMAKING SESSIONS



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



Funded by
the European Union

EU BUSINESS HUB @ WORLD HEALTH EXPO 2026

 We are looking for

European SMEs involved in the medical and healthcare equipment sector, including technologies such as:

- Medical equipment
- AI applications in healthcare
- Imaging and diagnostics
- ICT for healthcare
- Disposables and consumer goods
- Regenerative medicine and tissue engineering
- Digital health
- Nanotechnology in healthcare
- Assistive technologies
- Telemedicine and remote health monitoring

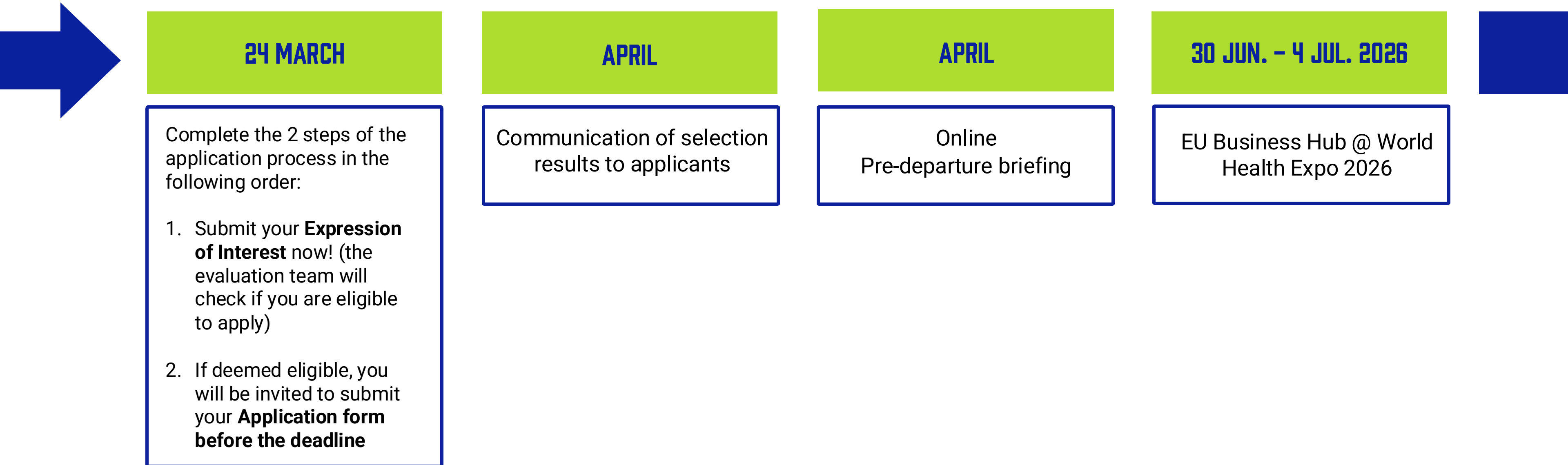
BUSINESS MISSION AGENDA

30 JUNE MONDAY	1 JULY TUESDAY	2 JULY WEDNESDAY	3 JULY THURSDAY	4 JULY FRIDAY
ARRIVAL	BRIEFING SESSIONS AND STUDY TOURS/ SITE VISITS	MATCHMAKING AND EXHIBITING at WORLD HEALTH EXPO 2026		
Arrival in Osaka 17:00-18:00 – Welcome Gathering.	9:00-12:00 – Briefing session on the BM week, presentation of guest speakers, Meet & Greet with mentors. 13:00-17:00 – Matching event / site visits.	10:00-17:00 – Exhibition, networking and business meetings at World Health Expo 2026.	10:00-17:00 - Exhibition, networking and business meetings at World Health Expo 2026.	10:00-17:00 – Exhibition, networking and business meetings at World Health Expo 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 @ WORLD HEALTH EXPO 2026

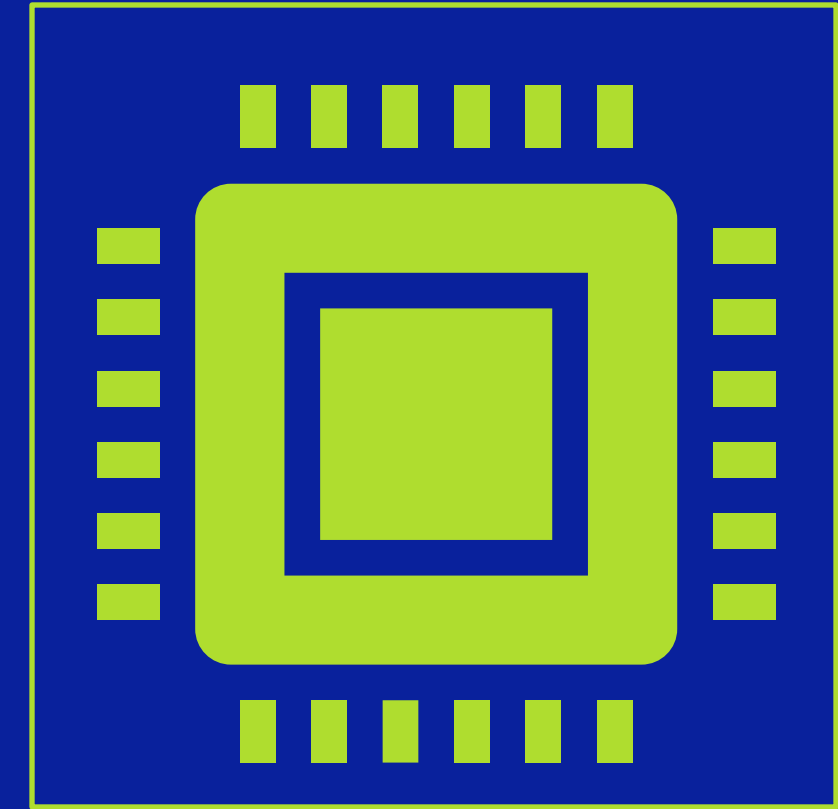
Timeline (Tentative)



EU BUSINESS HUB

**@ KOREA ELECTRONICS
SHOW 2026**

BUSINESS MISSION



A GLOBAL OPPORTUNITY FOR BUSINESSES



TAILORED COACHING SUPPORT



**EXHIBIT AT OUR EU PAVILION AT
KOREA ELECTRONICS SHOW 2026 FOR
4 DAYS**



TARGETED PROMOTION



4 DAYS OF B2B MATCHMAKING SESSIONS



NETWORK WITH LOCAL STAKHOLDERS

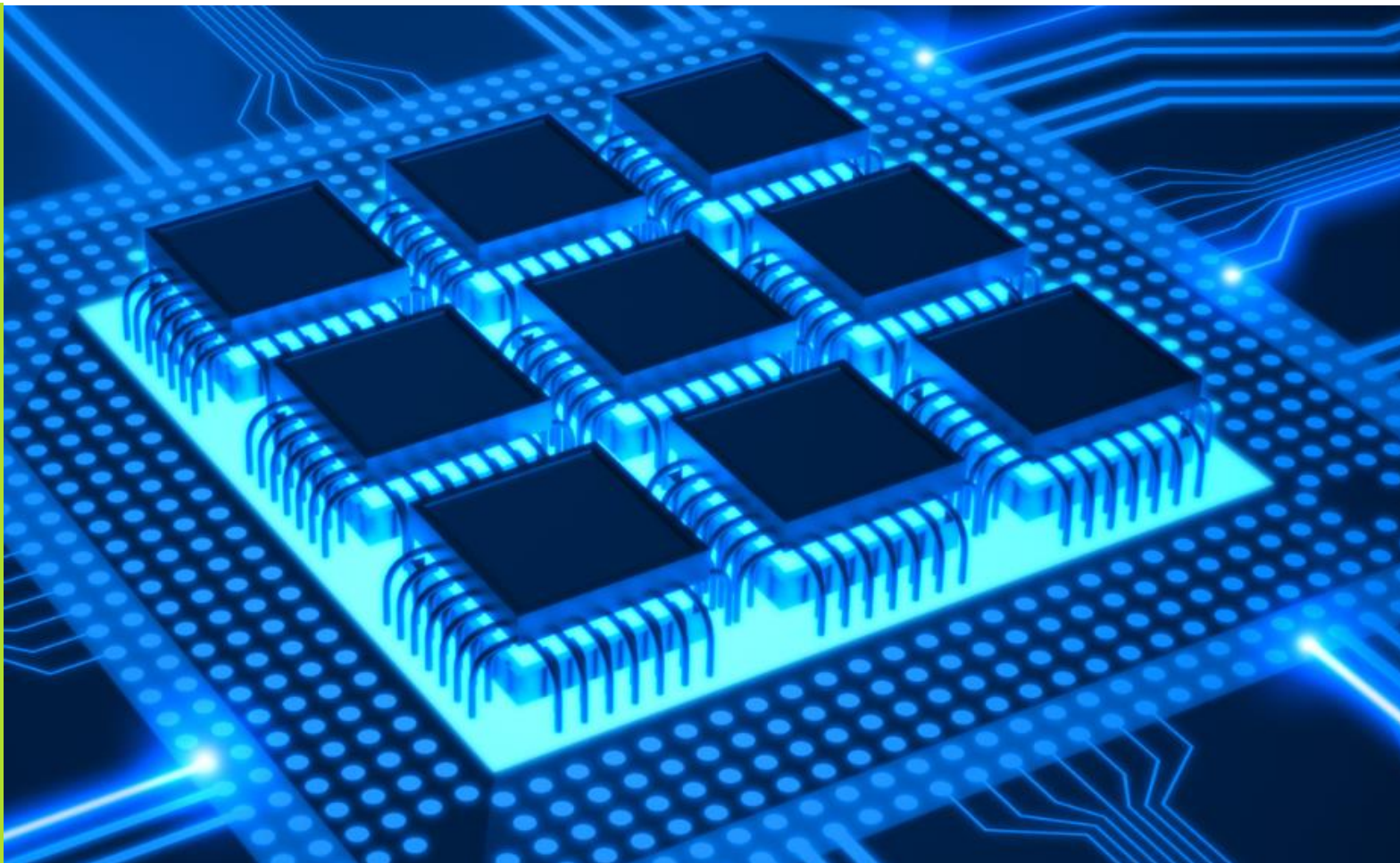


**12-16 OCTOBER 2026
SEOUL,
REPUBLIC OF KOREA**



EU BUSINESS HUB @ KOREA ELECTRONICS SHOW 2026

 We are looking for

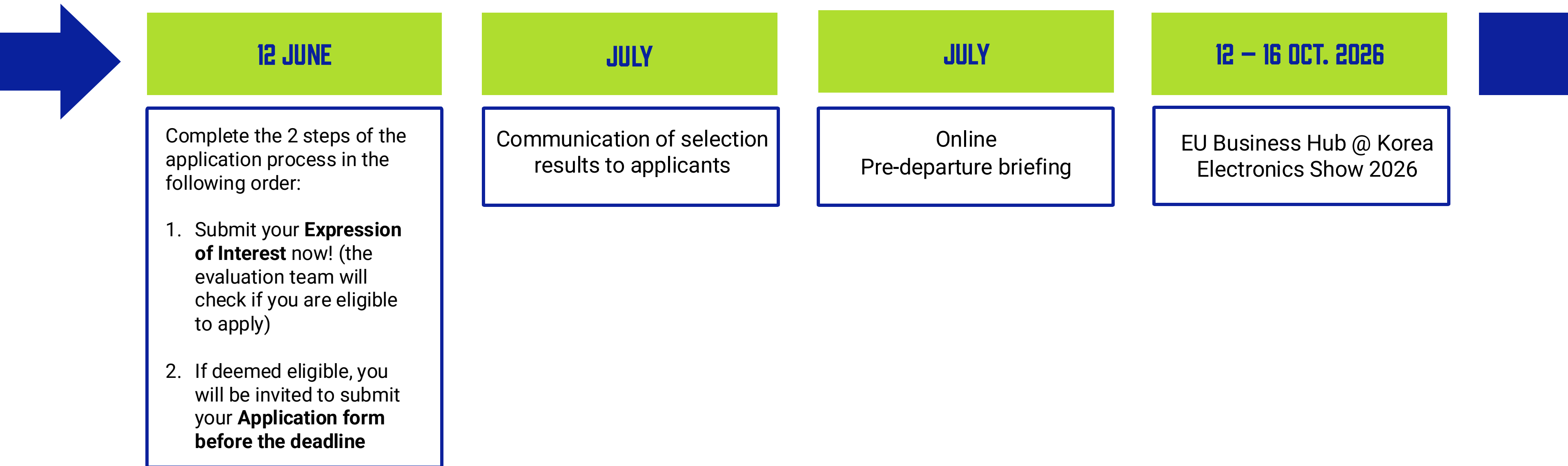


European SMEs, including start-ups and innovative enterprises, active in the digital industry or related sectors, across all parts of the value chain, such as:

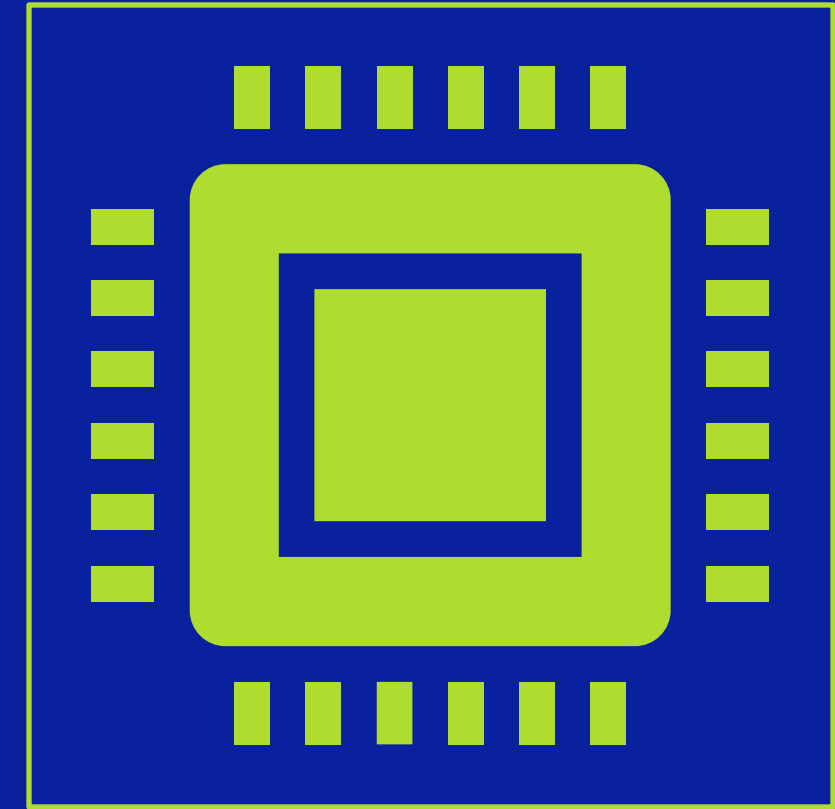
- AX (AI transformation)
- Electronics parts and materials
- Advanced Mobility
- Robotics
- WEB 3.0 / XR

EU BUSINESS HUB @ KOREA ELECTRONICS SHOW 2026

Timeline (Tentative)



EU BUSINESS HUB @ SEMICON JAPAN 2026 BUSINESS MISSION



A GLOBAL OPPORTUNITY FOR BUSINESSES



7 – 11 DEC. 2026
TOKYO, JAPAN



TAILORED COACHING SUPPORT



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



TARGETED PROMOTION



3 DAYS OF B2B MATCHMAKING SESSIONS



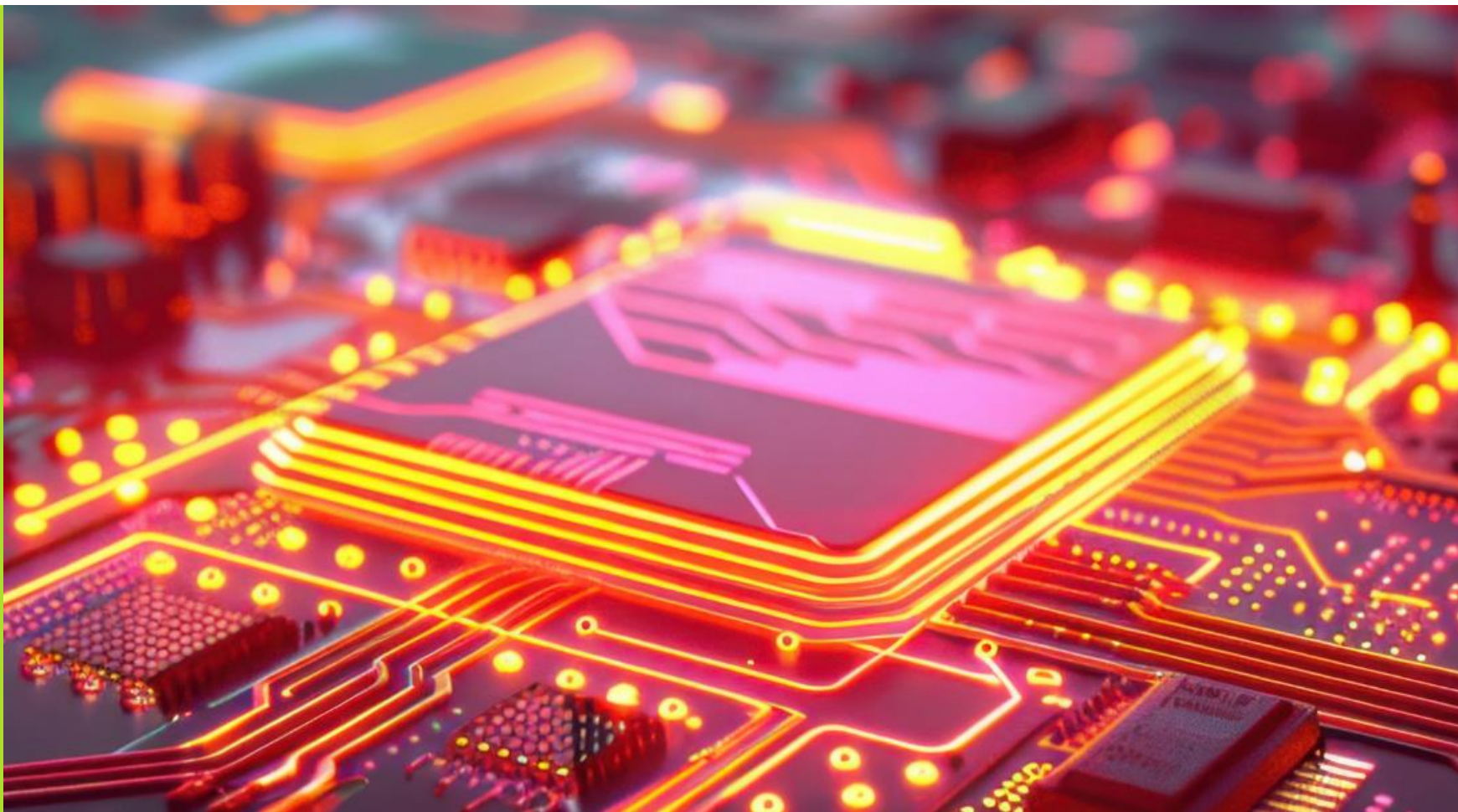
**NETWORK WITH LOCAL STAKHOLDERS AT
THE TRADE FAIR & RECEPTION**



Funded by
the European Union

EU BUSINESS HUB @ SEMICON JAPAN 2026

 We are looking for

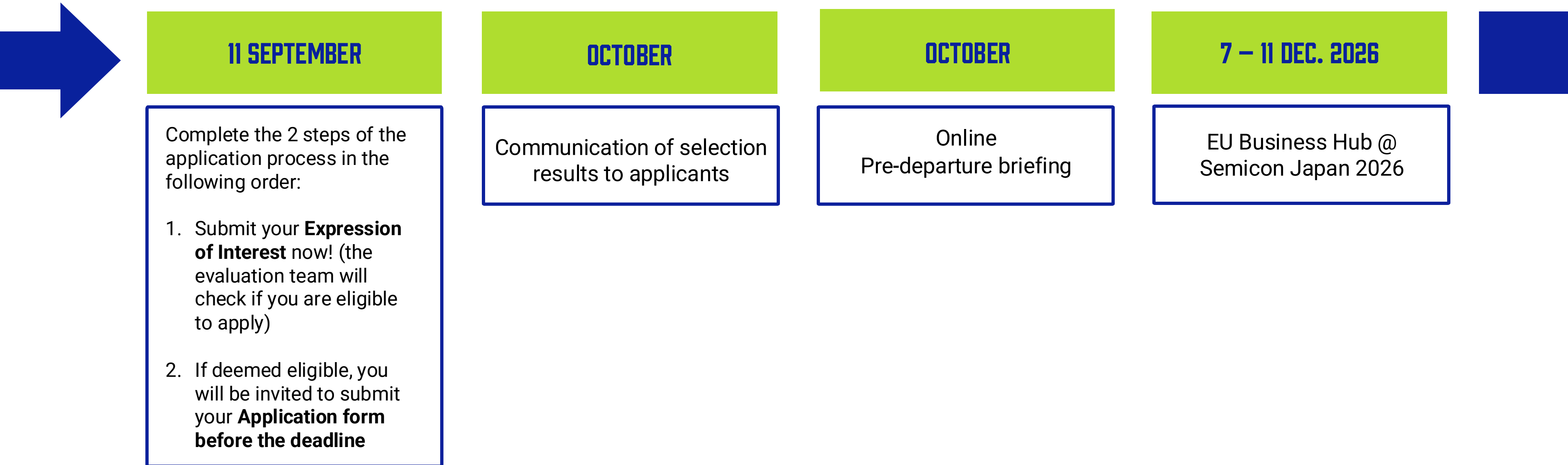


European SMEs and start-ups involved in the semiconductor sector – across all parts of the value chain, including design:

- Products and services
- Front-end and back-end equipment (e.g., connectors, pumps, cables, sensors, etc.)
- Manufacturing and inspection equipment
- Metal processing, cutting and plating
- Surface treatment

EU BUSINESS HUB @ SEMICON JAPAN 2026

Timeline (Tentative)





HOW TO 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

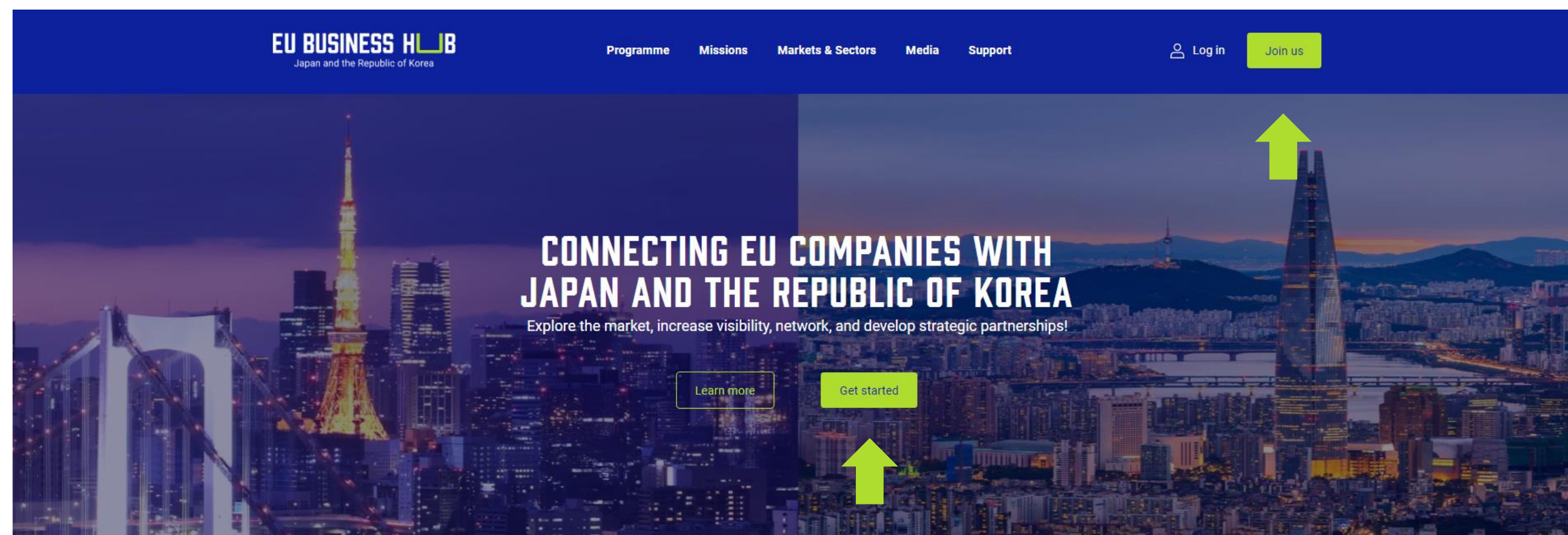
POST-EVENT FOLLOW-UP

THE BUSINESS MISSION CYCLE



HOW TO REGISTER

STEP 1 – Create an account



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'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' with the subtitle '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' are also present.

Below the navigation bar, a 'Welcome EU Company' section features a progress bar with five steps: 1. Express Interest (highlighted), 2. Eligibility Check, 3. Apply, 4. Assessment, and 5. Selection result. Below this, a 'Get started' section prompts users to 'Show your interest in relevant missions.'

Two mission cards are displayed side-by-side. The left card, titled 'EU Business Hub @ Semicon JAPAN 2024', is for Tokyo, Japan, and has a '5 days left to apply' warning. The right card, titled 'Digital Solutions Korea 2024', is for Seoul, Republic of Korea, and has a '45 days left to apply' warning. Both cards include a brief description of the event as a premier event for semiconductor manufacturing supply chain insights. Each card has 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.

The screenshot displays the EU Business Hub website interface. At the top, a dark blue header contains the logo 'EU BUSINESS HUB' with the tagline 'Japan and the Republic of Korea'. Navigation links include 'Programme', 'Missions', 'Sectors & markets', 'Media', and 'Support'. A search icon and a dropdown menu for 'Company name' are also present.

The main content area features a 'Welcome EU Company' section with a progress bar indicating the current step: 'Express Interest' (1), 'Eligibility Check' (2), and 'Assessment' (3). Below this, the 'Your Missions' section lists two missions:

- EU Business Hub @ Semicon JAPAN 2024**: Tokyo, Japan | 9-13 December 2024. Status: **ELIGIBLE**. 32 days left to apply. [Apply](#)
- Digital Solutions Korea 2024**: Seoul, Republic of Korea | 2-6 December 2024. Status: **NOT ELIGIBLE**. [View Expression of Interest](#)

Below the 'Your Missions' section, there is a section titled 'Other missions you are eligible for' which lists two more missions:

- Digital Solutions Japan 2025**: Tokyo, Japan | 5-7 March 2025. Status: **ELIGIBLE**. 32 days left to apply. [Apply](#)
- Information and Communication Technologies**: Seoul, Republic of Korea | 12-15 January 2025. Status: **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
- To prevent late cancellations, selected companies will be required to provide a €1,000 deposit when confirming their participation. The deposit will be fully reimbursed after the mission. Full cancellation policy available at eubusinesshub.eu

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

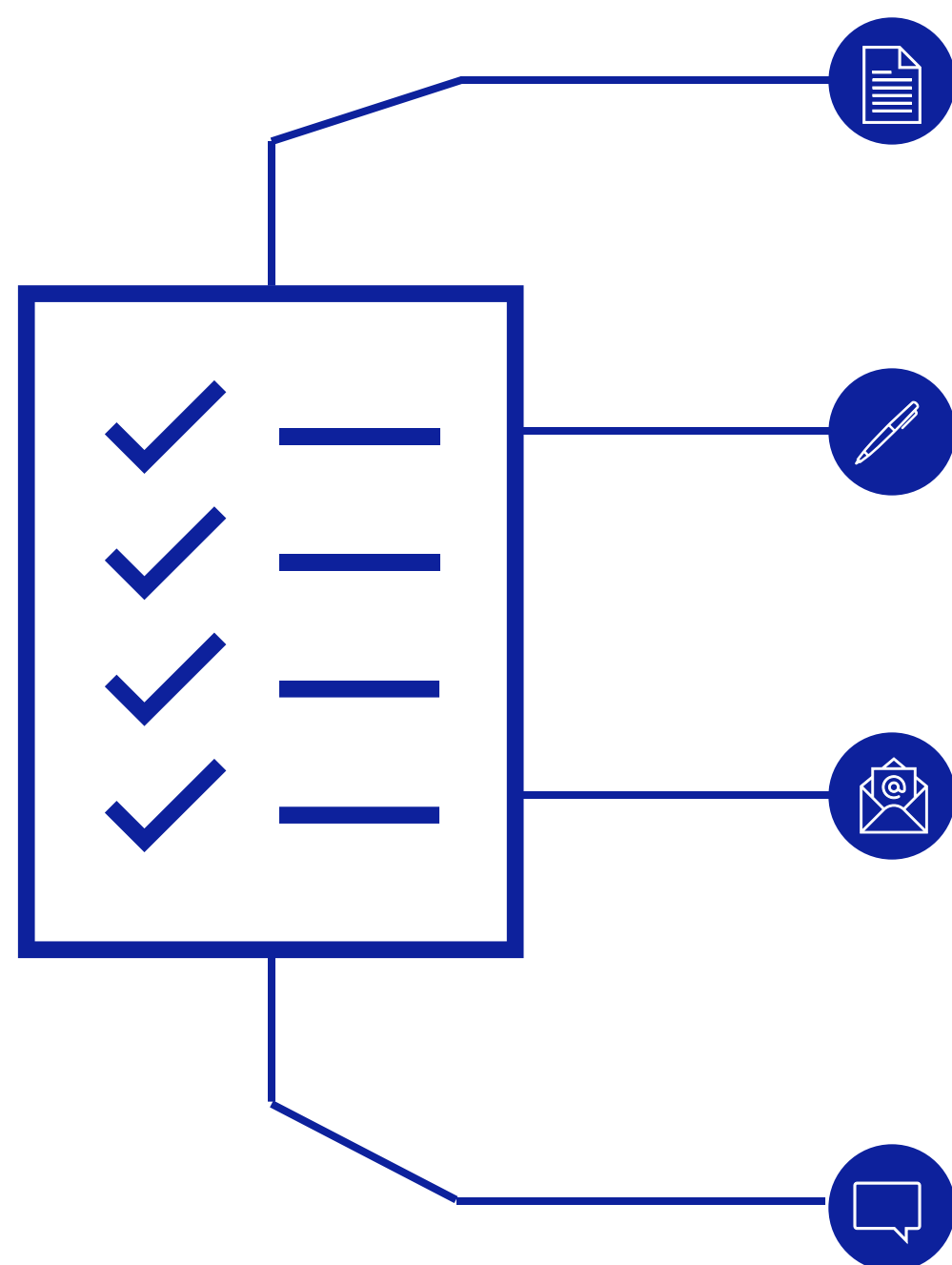
3

- 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/Japanese 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/Japanese 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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