



EU Gateway Programme



# Opportunities for EU Companies in Japan and Korea

The EU Gateway Programme is managed by the European Union and helps European Union companies to succeed in Japan and Korea by providing support at the critical early stages of their market penetration strategy (see the EU Gateway website at [www.eu-gateway.eu](http://www.eu-gateway.eu)).

## Sectors

The Programme focuses on providing assistance in technological sectors with a high market potential in Japan and Korea as well as in the design sectors. Business Missions are organized in the two target countries in the following sectors:

Sector	Japan	Korea
Construction and Building Technologies	✓	✓
Healthcare and Medical Technologies	✓	✓
Environment and Energy-related Technologies	✓	✓
Information and Communication Technologies	✓	
Fashion Design	✓	
Interior Design	✓	

## Business Missions

Companies are invited to participate in one-week Business Missions in Japan and Korea and to present their products to potential Japanese and Korean partners.

There is one Business Mission per sector each year per target country. The participants of the Business Missions are EU Companies active in the same sector. Missions accommodate up to 40 EU Companies for Japan and 30 EU Companies for Korea permission.



“An initiative to enhance co-operation with Japan and Korea”



EUROPEAN COMMISSION External Relations

## What are the benefits for EU Companies?

The Programme offers the following benefits for EU companies

- Professional coaching services aimed at exploiting their business potential and capacities in relation to the target markets
- Assistance in developing a productive and collaborative platform with Japanese and Korean companies
- A firsthand understanding of doing business in Japan and Korea
- Meeting potential Japanese and Korean business partners
- Logistical support during the Business Weeks in Japan and Korea: accommodation, meeting facilitation, pre-arranged contacts with local companies as well as tailor-made strategic assistance
- Provision of customised services such as personal interpreters, translation of company documents, printing of brochures

## Who can participate?

You can apply for participation in an EU Gateway Business

Mission if your company fulfils the following criteria:

- Has existed for at least 5 years;
- Is fully or majority-owned by European Union capital;
- Is located and has its main activities in the European Union;
- Is active in one of the sectors covered by the EU Gateway Programme;
- Has a proven track record of international business cooperation;
- Has a solid business strategy for entering the Japanese and/or Korean markets;
- Has a sufficient turnover and number of people employed to guarantee a market entry to Japan and/or Korea.

Selected EU companies have the opportunity to participate in up to three Business Missions in Japan and Korea.

## How does the EU Gateway Programme support EU companies?.

The Programme finances

- up to 1,000 EUR covering the cost of one room per company in the campaign hotel
- up to 80% of the cost for customized services with a maximum of 1,600 EUR per company

Services included in the Programme: coaching, standard meeting facilitation for the two business days, a study tour, on-the-spot coaching and a helpdesk

For more information, please see [www.eu-gateway.eu](http://www.eu-gateway.eu)

## APPLY NOW!

Apply online via the EU Gateway Programme's website: [www.eu-gateway.eu](http://www.eu-gateway.eu).

Applications are assessed by a professional coach according to their economic, financial and strategic merits. The European Union makes the final selection of the most suitable participants.

Through the former EU Gateway to Japan campaigns, the European Commission has helped many companies reap the rewards of entering the Japanese market. Since 1994 more than 2,400 companies from the EU Member States have been on a Gateway mission.

