

## Business Mission to Japan 13-17 September 2010

Information and Communication Technologies

Funded and organized by the European Union      Application deadline: 14 May 2010

### Business opportunities in Japan

Japan is one of the EU's main economic partners. The two economies together account for 40% of global GDP, nearly 30% of world trade and provide half of the world's outflow of foreign direct investment.

- 2<sup>nd</sup> largest economy in the world with wealthy consumers and high purchasing power
- Foreign companies in Japan report consistent profits and plan to expand business
- Stable business environment and highly developed infrastructure well suited to European firms

### Why EU Gateway

- Expand market share in a cost-effective and efficient way
- Make new contacts and strengthen existing relationships
- Identify potential suppliers, subcontractors, representatives, importers and distributors
- Discover current and future trends in the Japanese/ market
- Research and compare the characteristics of local and competitive products
- Get immediate feedback when introducing your products and technologies face-to-face
- Discuss challenges and trends with other industry professionals
- Raise the profile of your company with an official European Union mission

### Minimize Costs

- ✓ Programme funds 80% of the costs for organisation and services
- ✓ Programme funds hotel accommodation for one week
- ✓ Companies cover costs of travel and sending of their products

For more information, visit [www.eu-gateway.eu](http://www.eu-gateway.eu) and contact us: [contact@eu-gateway.eu](mailto:contact@eu-gateway.eu)



## The EU Gateway helps you discover the Japanese market

Companies participating in the EU Gateway Programme Business Missions receive a comprehensive package of coaching and services, from the application stage until after their return from Japan

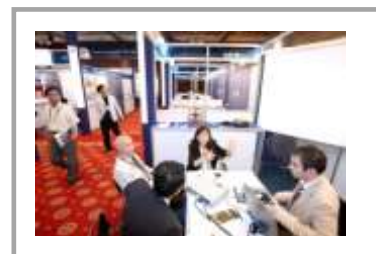
### Preparation

- Professional coaching services
- Briefing on market opportunities and business culture (travel and accommodation covered)
- Organisation and co-funding of services (advice, translation, interpretation, printing)
- In Japan: tailored search for local business partners, matchmaking



### Business Mission

- Briefings by European and Japanese industry experts
- Study tour of Japanese companies in the industry
- Exhibition Days with booths, promotion, targeted visitors
- Planned meetings with potential business partners
- Helpdesk for logistic and strategic assistance
- Press-coverage of the business mission
- Financial support for accommodation (up to €1000)



### How to Apply

The Programme is looking for companies that have a solid business-structure, exist for at least 5 years and have exports and sales experience in other EU countries.

The ICT mission is for companies that have developed and produce innovative software and hardware. The software and hardware need to be related to the functioning of information processing, communication by electronic means, transmission, monitoring and control of data or processing; equipment for detection, measuring, checking or controlling physical phenomena or process.

Applications are electronic, easily completed and submitted online. Go to [eu-gateway.eu](http://eu-gateway.eu) and click on Apply Now to complete an Expression of Interest form. Companies have the opportunity to participate in up to three times in the Programme mission to Japan.