

BUSINESS MISSION INFORMATION

CONTEMPORARY EUROPEAN DESIGN

27 MAY – 31 MAY 2019, KOREA

Are you interested in applying for the Contemporary European Design Business Mission to Korea? Are you seeking more information about the EU Gateway to Korea coaching approach, the standard and customised services, the promotion of your company in Korea, the Business Mission Week events, and the financial support offered by the European Union? Please read this document.

1. Overview of the 2019 Contemporary European Design Business Mission to Korea

1.1 Coaching

European companies receive coaching during the application stage, the pre-departure stage, the Business Mission week in Seoul, and after return to Europe. Coaching includes:

- **Suitability check and assistance during application:** After you submit an Expression of Interest, we will contact you to discuss your company's eligibility and suitability for the Business Mission.
- **Market Study:** After selection, you will receive a comprehensive Market Study. This will broaden your understanding of the Korean 'Contemporary European Design' market and help you to define your market strategy.
- **Pre-departure Meeting:** Before the Business Mission week, you will attend a one-day Pre-departure Meeting in Brussels. At the meeting, you will receive a briefing on logistical preparation for the Business Mission week, a presentation on the Korean market in your business sector, and consultation on the business matching process.
- **Post-mission Follow Up:** Shortly after your return to Europe, your EU Gateway Coach will debrief you and offer advice on follow up with contacts made in Korea. You will also be asked to complete an online questionnaire after the business mission.

1.2 Standard and Customised Services

- **Standard Services:** Standard Services are designed to maximise your business opportunities in Korea. They are fully financed by the EU and are provided to all participants. Standard Services include:
 - Product suitability check
 - Search for local business partners
 - Scheduling of individual meetings
 - Promotion in the Korean market
 - 3m x 3m booth at the 2-day Business Exhibition
 - A personal interpreter (English-Korean-English only) at your booth on the two Business Exhibition days
 - Stand-by support during the Business Mission week
- **Customised Services:** You can also choose from a range of optional Customised Services co-financed by the EU. Customised Services include:
 - Translation into Korean and printing of company documentation, product manuals, brochures, and business cards
 - Personal interpreter (English-Korean-English only) for business meetings held outside of the Business Exhibition Days
 - Additional business-related services provided by independent experts

1.3 Promotion in Korea

As part of the Standard Services, all participants will be featured in a comprehensive promotional campaign run in Korea. Promotion will include:

Press release: a press release will be distributed to targeted media with details of all companies participating in the Business Mission.

Media articles: your company and the Business Mission may be featured in mainstream and sector-related local media, gaining your company valuable exposure in Korea.

Korean website: your company profile in Korean language will be displayed on the EU Gateway Korean website at www.eu-gateway.kr, where Korean business people can register to visit the Business Exhibition Days and request meetings.

Direct Mail: invitations to the Business Exhibition Days and a Business Networking Reception will be sent to sector-related Korean companies, industry associations, and public organisations in Korea.

Business Mission Catalogue: a Korean/English catalogue detailing all EU companies participating in the Business Mission will be distributed at the Business Exhibition Days. Each company profile includes:

- Company text
- Product images

2. The Business Mission Week

The five-day Business Mission week in Korea will take place in Seoul from Monday 27 May to Friday 31 May 2019. Participants should anticipate arriving in Seoul on Sunday 26 May and leaving on Saturday 01 June in order to be present at mandatory events on Monday morning and late Friday afternoon.

2.1 Sunday evening: Welcome/Networking Meeting

Time: 17:30–19:00

All participants are invited to an informal get together at the hotel or nearby venue to meet the organisers and network with other participants. While the event is optional, you are encouraged to attend.

2.2 Monday morning: Briefing Session

Time: 09:00–12:00

The Briefing Session comprises a short final update on mission week events and meeting schedule by the organisers followed by in-depth **presentations** on the Korean market of 'Contemporary European Design' by local sector experts. Lunch is provided after the presentations.

2.3 Monday afternoon: Site Visits

Time: 13:00–18:00

Site visits on Monday afternoon offer an insight into the 'Contemporary European Design' sector in Korea. Transport will be provided. Participation is optional.

2.4 Tuesday & Wednesday: Business Exhibition Days

Time: 13:00 –18:00

The two Business Exhibition Days will take place at the Mission hotel. Participants will be able to show products to a targeted audience of potential business partners. Ad-hoc and pre-scheduled business meetings will take place at your booth at the exhibition.

Time: 18:00 – 20:00 (Tuesday only)

A **Business Networking evening** hosted by the European Union on Tuesday is an opportunity to network with business contacts, potential partners, and professional colleagues in an informal environment. Participants can invite their own guests and meet representatives from EU Member State embassies and business organisations invited by the organisers.

2.5 Thursday & Friday: Business Meetings and Optional Activities

On Thursday and Friday participants will be able to hold follow-up meetings with existing contacts and business partners, new contacts from the Business Exhibition Days, and contacts arranged by the organisers.

Meetings on Thursday and Friday will take place at venues decided by participants and their contacts. The local organisers will provide support in arranging and getting to meetings on these two days.

2.6 Friday afternoon: Debriefing Session

Time: 17:00 – 19:00

The **Debriefing Session** is an important event that allows all participants to give their opinions on the Business Mission week directly to the organisers and European Union representatives. Comments are recorded and taken into consideration for making improvements to EU Gateway to Korea.

3. Financial Support from the European Union

The European Union encourages your commitment to the Korean market by co-financing the following:

Accommodation: the European Union provides co-financing of up to EUR 1,000 for six nights of accommodation at the designated Mission hotel in Seoul (Sunday night–Friday night) during the Mission week in Korea.

Details on the Mission hotel and how to book accommodation will be available after selection.

Customised services: the EU co-finances 80% of the cost of Customised Services up to a maximum of EUR 1,000.

3.1 Costs to be covered by participating companies

Participating companies will be responsible for arranging and financing:

- **Flights** to/from Korea and travel within Korea (except Monday Site Visit).
- All **insurance** related to travel accommodation and business in Korea

4 Further Information

You can read more about the programme on the EU Gateway Programme website:

<https://www.eu-gateway.eu/>

To discuss any aspect of application or participation with a representative from the European coaching network, please contact the following: coaching.network@eu-gateway.eu

