

BUSINESS MISSION INFORMATION

GREEN ENERGY TECHNOLOGIES

4–8 JULY 2016, KOREA

Dear participant,

Are you interested in applying for the Green Energy Technologies Business Mission to Korea and are you seeking more information on the EU Gateway to Korea coaching approach, the standard and customised services, the promotion approach in promoting your company in Korea, a more detailed outline of the Business Mission Week, and the Financial Support offered by the European Union? Please read this document.

1. Overview of the 2016 Green Energy Technologies Business Mission to Korea

1.1 Coaching

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

- **Suitability check and assistance during application:** After submitting 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 Green Energy Technologies 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
 - Built-up booth at the 2-day Business Exhibition:
 - 3X3 metre floor area; company name in English and Korean, country, and booth number; storage cabinet; brochure stand; table and four chairs; lighting; electrical outlet (220V/60HZ) with multi adapter plug; and Wi-Fi Internet connection
 - A personal interpreter (English-Korean-English only) at your booth on the two Business Exhibition days
 - Stand-by support during the 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 1:1 consultation with independent local sector 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 Mission.

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

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

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

- Company key data and contact information
- A company introduction
- A summary of your company's products and technologies
- Two images of products you wish to focus on in Korea
- A photograph of your company's representative(s) at the Business Exhibition

2 Business Mission Week

The 5-day Business Mission week in Korea will run from Monday 4 July to Friday 8 July. Participants should arrive at the Mission hotel on Sunday 3 July in order to attend the first mandatory event at 09:00 on Monday.

2.1 Sunday evening: Welcome/Networking Meeting

Time: 19:00–21:00

All participants are invited to an informal meeting at one of the Mission hotel bars, where they can meet the local organisers and network with other participants. While the event is optional, participants 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 and in-depth **presentations** on the Korean Green Energy Technologies market 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 participants an insight into the state of Green Energy Technologies in Korea. Travel will be provided. Participation is optional.

2.4 Tuesday & Wednesday: Business Exhibition Days

Time: 10:00–18:00

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

Time: 18:00 – 20:00

The **Business Networking Reception** hosted by the European Union is an opportunity to network with business partners, potential partners, and professional colleagues in an informal environment. Participants can invite their own guests and should have the opportunity to meet representatives from EU Member State embassies and organisations in Korea.

2.5 Thursday & Friday: Business Meetings and Optional Activities

On Thursday and Friday, participants will be free to hold follow-up meetings with existing contacts and business partners, new contacts from the Business Exhibition Days, and contacts arranged by the organisers. Optional business-related activities and events may also be organised on these days.

Meetings on Thursday and Friday will take place at venues decided by participants and their contacts. The local organisers will support participants 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 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 €1,000 for six nights of accommodation at the designated Mission hotel (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 €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.
 - Please note that you should anticipate checking in to the mission hotel on Sunday and checking out on the following Saturday in order to be present at the mandatory Briefing Session (Monday morning) and Debriefing Session (Friday evening).
- 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: 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