

“Business Missions to Japan and Korea for the construction and building industry organised and funded by the EU Gateway Programme”

Abstract: The EU Gateway Programme supports European Construction companies in penetrating foreign markets and developing business in Japan and Korea

The EU Gateway Programme has, for nearly 14 years, demonstrated tangible benefits for the European economy in terms of increased exports, investment and job creation in the EU. The European construction industry, from large companies to SMEs, continues to succeed in the Japanese and now the Korean market, through the support of the EU Gateway programme. Since 1994 more than 2,400 companies have participated in business missions to Japan. Read more at [EU Gateway Success Stories](#).

The EU Gateway Programme 2008-2015 is funding over 45 business missions in the next 5 years and has been extended to include Korea, recognising the economic opportunities that this dynamic market has to offer manufacturers with high-quality building materials and construction technologies.

The focus is now environmentally friendly technologies and products. Both Japan and Korea are looking for the same materials and products used in the buildings and infrastructures that provide Europeans with a healthy and quality living environment. Despite the worldwide slump in construction, housing and home renovation is a rising trend with many architects, contractors and house owners opting for solar panel systems and sustainable materials such as natural wood, stone, and tiles.

Practical Details

Financial, logistical, and strategic support during the one-week business mission:

- Exhibition days to display products
- Market studies
- How to do business in Japan and Korea
- Accommodation, meeting facilitation and pre-arranged contacts with local companies
- Customised services such as interpretation, translation, catalogs
- Professional coaching services

The next business mission is the 7-11 June 2010 in Korea. Applications from companies are accepted until January 2010.

For more details and to apply, visit eu-gateway.eu or email contact@eu-gateway.eu. For press or communication, contact: Clemence Mayali cmayali@eu-gateway.eu.