



# EUGATEWAY TO KOREA



Funded by the  
European Union



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### EU GATEWAY TO KOREA

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## Ambassador's Message

Over the last decade trade and economic relations between the Republic of Korea and the European Union have considerably expanded, turning their relationship into a Strategic Partnership. This is the result of an increased bilateral cooperation in areas such as science, technology, and education, and of the five year successful implementation of the Free Trade Agreement, which has been implemented since July 2011.

To further expand business to business links between the EU and the Republic of Korea that are boosting and facilitating trade and investment opportunities, the European Union has decided to continue the flagship EU Gateway to Korea for the next five years.

The EU Gateway Programme goes further than traditional business cooperation promotion; it accompanies the European companies at every step of their unfolding business strategy in entering the Korean market by offering them coaching, logistical, and financial support.

The new programme we are launching today builds upon the experience and results of the 2009-2014 cycle, years during which we have organized fifteen missions accompanying 440 European companies to Korea.

From 2016 to 2020, the EU Gateway to Korea Programme aims at bringing 1000 European companies to Korea over twenty missions to explore cooperation opportunities with Korean companies in specific sectors.

The priority areas that have been selected for this edition are Green Energy Technologies, Environment and Water Technologies, Construction and Building Technologies, Healthcare & Medical Technologies, and Organic Food & Beverages.

I welcome this new initiative for strengthening EU–Korea relations and I hope that the business communities of both sides will be able to seize the new opportunities offered by the enhanced EU Gateway Programme.

Gerhard Sabathil  
Ambassador  
Head of the European Delegation to Korea

## Overview of EU Gateway to Korea

EU Gateway to Korea is an initiative funded by the European Union that helps companies from the 28 EU Member States to establish long-lasting business partnerships in Korea.

In 2016–2020, the EU aims to organise up to 20 EU Gateway to Korea business missions. They will operate in selected industry sectors where potential for increased cooperation between European and Korean companies exists.

Each one-week business mission to Korea comprises up to 50 carefully selected European companies. Before the mission week, the selected companies receive systematic business coaching to prepare them for entering the Korean market.

During the mission week, participants are able to meet a number of potential business partners at a two-day business exhibition, as well as take part in events designed to provide business opportunities and deepen their knowledge of the local market.

EU Gateway to Korea is part of EU Gateway | Business Avenues, an initiative through which the European Union aims to develop trade relations with strategically important partners in Asia.

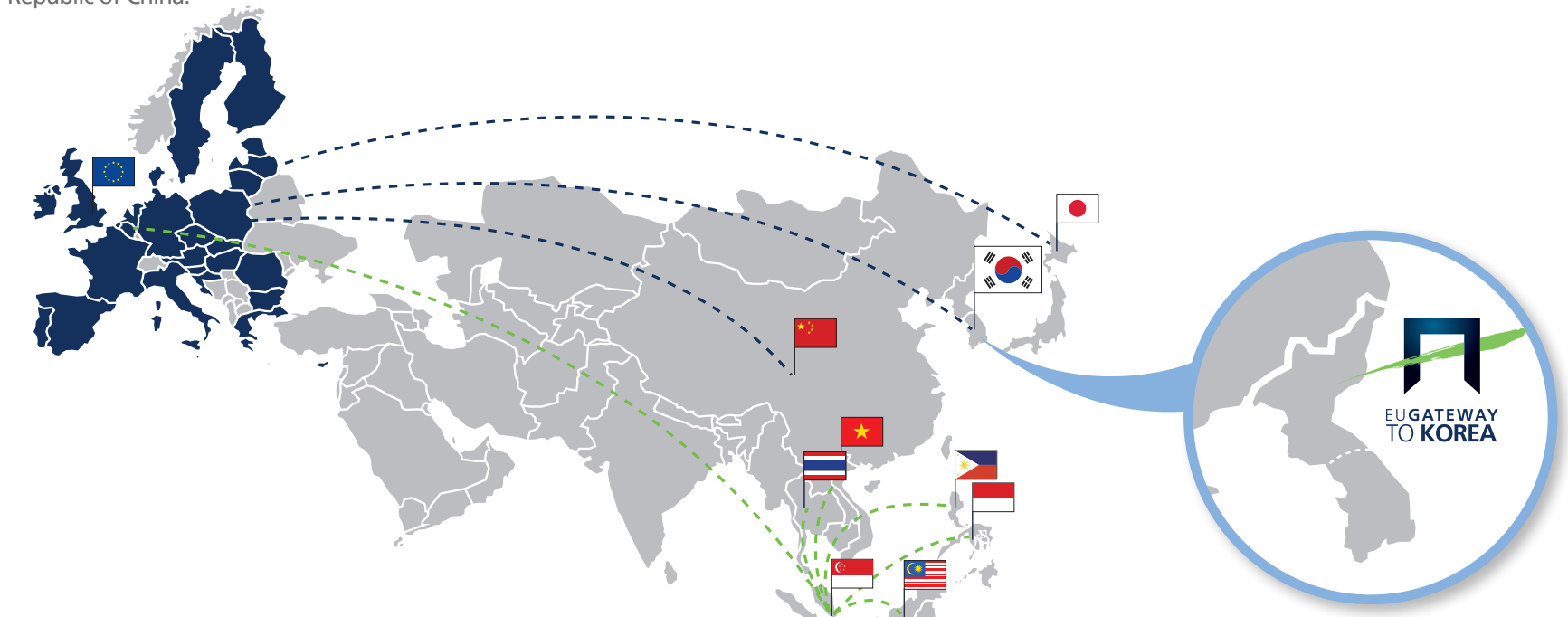
Following its introduction in Japan in 1990, EU Gateway expanded to include Korea in 2009.

Based on the success of the EU Gateway model, in 2014 EU Business Avenues was launched in Southeast Asia, where business missions were staged in Singapore, Malaysia and Vietnam. From 2016, EU Business Avenues also plans to take business missions in Indonesia, Thailand and the Philippines.

Starting from 2016, EU Gateway is also going to be piloted in the People's Republic of China.



## EU Gateway to Korea | Overview



## Business Missions

EU Gateway to Korea business missions comprise up to 50 companies from among the 28 EU Member States. To ensure their suitability for participation in a business mission, companies are carefully selected based on criteria including their products and technologies, resources and capacity, and business strategy.

Once selected, companies receive personalised coaching to prepare them for the business mission. EU Gateway coaches help participants to refine business strategies and identify potential partners, while proprietary market studies and presentations provide insight into their industry sector in Korea.

At a two-day business exhibition held during business mission weeks, participants hold meetings with potential partners and meet visitors invited to the event. The exhibition also provides a variety of support services, including professional interpretation, designed to facilitate discussions and foster business relationships.



## EU Gateway to Korea | Business Missions

EU Gateway to Korea currently organises business missions in five industry sectors in which European companies possess advanced technologies and where potential exists for increased cooperation with Korean companies.



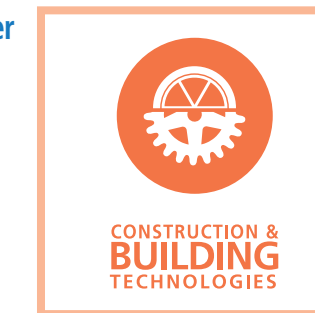
### Green Energy Technologies

- Wind, Solar, Geothermal, Hydrothermal
- Biogases, Bio energy
- Power Generation & Management
- Energy efficiency & Conservation
- CO2 emission reduction
- Cogeneration Technologies
- Electric Vehicles, off-grid energy
- Landfill gas, Biofuel Technologies



### Environment & Water Technologies

- Waste water treatment
- Air pollution control
- Waste management
- Recycling, Biogas
- Soil erosion prevention
- Noise protection
- Fresh water supply & water solutions



### Construction & Building Technologies

- Smart grids
- Green buildings
- Machinery sector
- Building materials (stone, wood, tile, marble, etc.)



### Organic Food & Beverage

- Organic food (processed)
- Organic Beverage



### Healthcare & Medical Technologies

- Assistive technologies
- Medical equipment
- ICT for healthcare
- Telemedicine and remote health monitoring
- Nanotechnology healthcare
- Dental Products

## EU Gateway to Korea Industry Sectors



## Business Mission Weeks



The 5-day Business Mission weeks in Korea include a variety of events that provide European participants with an opportunity to exhibit their products and technologies, hold business meetings with potential Korean partners, network with industry peers, and gain a deeper understanding of the local market.

### Business Exhibition

The main event of each business mission week is a two-day Business Exhibition. Staged in a dedicated exhibition venue or a hotel in Seoul, the exhibition provides a professional environment for participants to display their products and technologies and hold business meetings with potential Korean partners.

In the weeks before the exhibition, sector-related Korean companies are invited to the exhibition and can request business meetings ahead of the event. Visitors invited to the exhibition are also able to hold spontaneous meetings at participants' booths or in provided meeting spaces.

To facilitate discussions between participants and Korean visitors, professional interpreters are assigned to each exhibitor's booth. All participants' company profiles are also printed in Korean language in the Business Mission Catalogue. In addition, EU Gateway offers participants a range of business services designed to support them in developing relationships initiated during the mission week.



### Briefing Session

At the start of the week, participants receive orientation on the week's events and in-depth presentations from local experts designed to deepen their understanding of the Korean market in their industry sectors.

### Study Tours

Organised study tours offer participants a valuable opportunity to experience at first hand local private enterprises and public facilities. Through the site tours, presentations, and Q&A sessions, participants gain practical knowledge of Korean industries and insight into local business practices.



### Business Networking Reception

A Business Networking Reception hosted by the European Union provides a less formal environment where for European participants can strengthen business relationships with their Korean counterparts and meet representatives of local sector-related business and professional organisations.

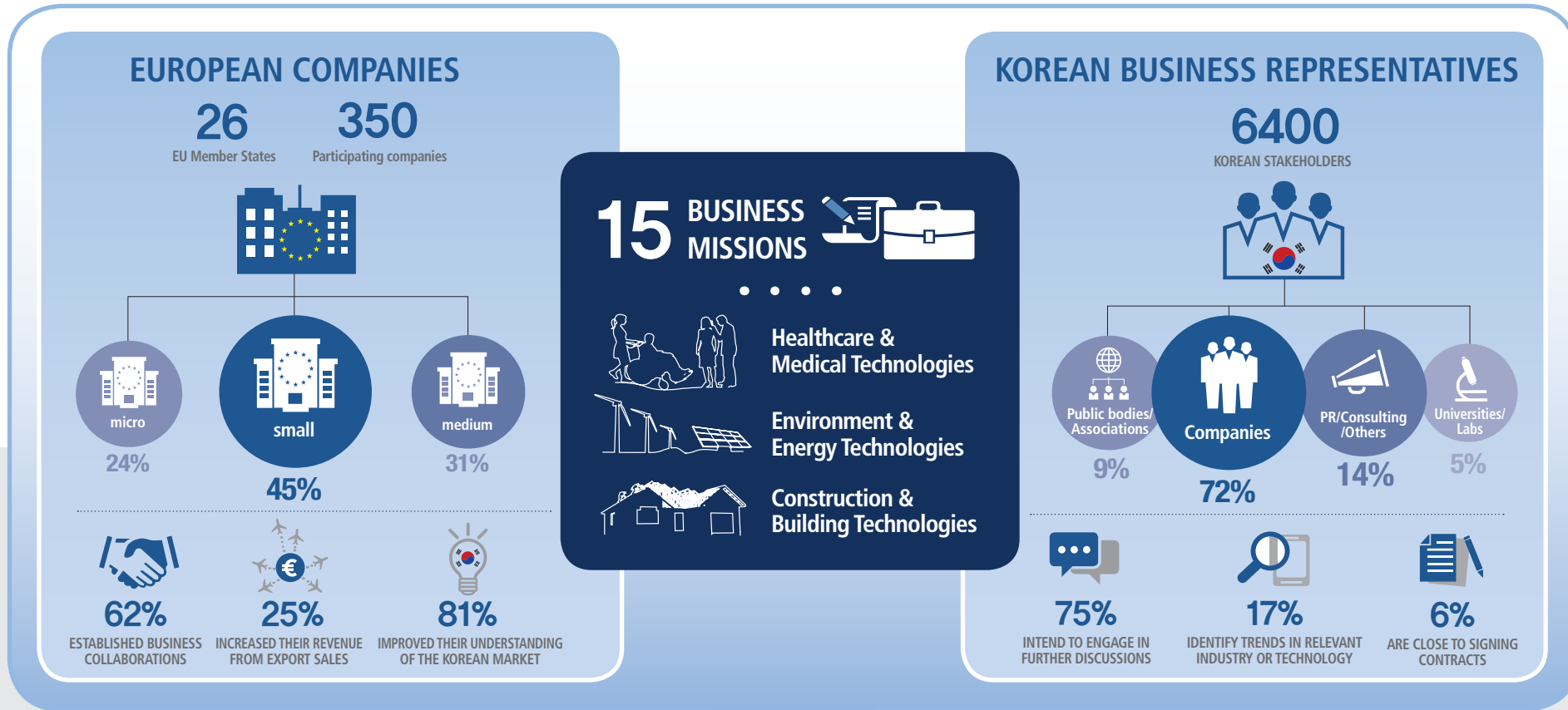
### Participants' Debriefing

At the end of each mission, participants are asked to complete a questionnaire and give spoken comments on their experience of EU Gateway to Korea and the mission week at a formal debriefing. The EU uses participants' feedback both to monitor results of EU Gateway to Korea and to continually improve its effectiveness.



# EU Gateway 2009-2014

In 2009-2014, EU Gateway to Korea staged 15 business missions in three industry sectors.



“The EU Gateway is a useful event for us to learn about advanced European products and technologies. I hope we have another chance to meet more EU companies in near future.”  
*L. Company, Korea (Environment and Energy mission)*

“We met a lot of interesting EU companies at the exhibition and are now considering an agency contract with one of them.”  
*S. Company, Korea (Healthcare and Medical mission)*

“We have already decided to purchase based on a business meeting during the exhibition and the information we got about the company in advance. It is great opportunity to do business with a trustworthy European company in Korea.”  
*J. Company, Korea (Construction & Building mission)*

“I was impressed by the quality of the venue, which helped to give a good image of our products and us. So I think it's the right approach for a market like this where we don't have much experience.”  
*J. Company, Portugal (Construction & Building mission)*

“The EU Gateway Programme has been very helpful to get into contact with distributors, service providers and other manufactures on the search how to break into the market.”  
*L. Company, Germany (Healthcare and Medical mission)*

“Thanks to EU Gateway, we found a business partner, who operates in the same sector, and with them have set up a joint venture company.”  
*A. Company, Belgium (Environment and Energy mission)*



Testimonials

# EU Member States

	Austria Population: 8.5 million Currency: EURO		Greece Population: 10.8 million Currency: EURO
	Belgium Population: 11.2 million Currency: EURO		Hungary Population: 9.8 million Currency: Forint
	Bulgaria Population: 7.2 million Currency: Lev		Ireland Population: 4.6 million Currency: EURO
	Croatia Population: 4.2 million Currency: Kuna		Italy Population: 60.7 million Currency: EURO
	Cyprus Population: 0.8 million Currency: EURO		Latvia Population: 1.9 million Currency: EURO
	Czech Republic Population: 10.5 million Currency: Czech Koruna		Lithuania Population: 2.9 million Currency: EURO
	Denmark Population: 5.6 million Currency: Danish Krone		Luxembourg Population: 0.5 million Currency: EURO
	Estonia Population: 1.3 million Currency: EURO		Malta Population: 0.4 million Currency: EURO
	Finland Population: 5.4 million Currency: EURO		The Netherlands Population: 16.9 million Currency: EURO
	France Population: 66.4 million Currency: EURO		Poland Population: 38.0 million Currency: Zloty
	Germany Population: 81.1 million Currency: EURO		Portugal Population: 10.3 million Currency: EURO

	Romania Population: 19.8 million Currency: Romanian Leu		Spain Population: 46.0 million Currency: EURO
	Slovakia Population: 5.4 million Currency: EURO		Sweden Population: 9.7 million Currency: Swedish Krona
	Slovenia Population: 2.0 million Currency: EURO		United Kingdom Population: 64.8 million Currency: Pound sterling

## Web sites

- European Union [europa.eu](http://europa.eu)
- EU Commission [ec.europa.eu](http://ec.europa.eu)
- EU Delegations to Korea [eeas.europa.eu/delegations/south\\_korea](http://eeas.europa.eu/delegations/south_korea)

