

BUSINESS MISSION INFORMATION

CONSTRUCTION & BUILDING TECHNOLOGIES

6 – 10 FEBRUARY 2017, KOREA

Are you interested in applying for the EU Gateway to Korea 2017 Construction & Building Technologies Business Mission? 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, 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 2017 Construction & Building Technologies Business Mission to Korea

1.1 Coaching

All participating European companies receive coaching at the application stage, before departure to Korea, during 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 Construction & Building 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 you 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 at no cost 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:
 - Booth specification: 3x3m floor area; your company name in English and Korean, country, and booth number; storage cabinet; brochure stand; meeting 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 entire Business Mission week
 - Promotion of your company in Korea (see 1.3 for details)
- **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, etc.
 - 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 will 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 printed 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 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 Mission

2 The Business Mission Week

The 5-day Business Mission week in Korea will take place in Seoul from Monday 6 February to Friday 10 February 2017. Participants should anticipate arriving in Seoul on Sunday 5 February and leaving on Saturday 11 February in order to be present at mandatory events on Monday morning and late Friday afternoon.

2.1 Sunday evening: Welcome/Networking Meeting

Time: 19:00–21:00

All participants are invited to an informal get together at the mission hotel or nearby venue to meet the local organisers and network with other participants. The event is optional but 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 Construction & Building 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 an insight into the Construction & Building Technologies sector 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 in Seoul. 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 (Tuesday only)

A **Business Networking Reception** hosted by the European Union on Tuesday evening 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 contacts from the Business Exhibition Days as well as with any existing contacts and business partners the participants may have. These days are also an opportunity to visit local companies located outside of Seoul.

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 €1,000 for six nights of accommodation at the designated Mission hotel in Seoul (Sunday night to 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 (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: 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