



## EU Gateway to Japan

**Welcome to Japan: the Japanese market awaits the European SMEs A gateway to new business horizons**

The third EU Gateway to Japan campaign (2003—2006) has now been extended until June 2007.

### Sectors

EU Gateway to Japan organises trade events in Japan in the following eight sectors :



**Healthcare**



**Construction Materials**



**Information & Communication Technology**



**Environmental Technologies**



**Outdoor Lifestyle** - completed



**Interior Lifestyle**



**European Fashion Design**



**Food & Drink** - completed

### Eligibility

Make sure your company complies with the requirements!

It has to be an EU small or medium enterprise, meaning:

- less than 250 employees and an annual turnover of 50 million Euro or under or an annual balance-sheet total of 43 million Euro or under
- owned by EU capital
- selling an EU product

Does your company have a business strategy for entering the Japanese market? Have

you tried to enter the Japanese market, but encountered problems? Can your company prove consolidated export experience (minimum 3 years)? Are you are fluent in English? Does your product belong to one of the EU Gateway to Japan sectors?

If you answer to all these questions is yes, NOW is the time to apply for participation in an EU Gateway to Japan trade mission or trade fair!

### Assistance

This Campaign has a very strong local link in every member state of the European Union. If you want to apply, you can contact your [National Co-ordinator](#) who will provide you with all information on the campaign, on the trade missions and trade fairs and on how to apply.

As a participant you will benefit from logistical and financial support before, during and after the Trade Mission or Trade Fair:

The preparation in Europe	Advice, training, seminars, workshops, briefings for individuals and groups; individualised services (translation, market research); contact with sector experts in Japan; a "participants only" section on EU Gateway to Japan web site
The event in Japan	<u>PR programme:</u> press releases, media information, interviews, invitations <u>1 week activities:</u> briefing; study visit/tour to sites and installations; presentation of the EU products/services; individual business meetings <u>Financial and logistical support:</u> accommodation (booking and contribution up to 1,000 Euro); individual commercial services (contribution up to 1,800 Euro with a maximum of 80% of the company's costs) in the case of TM; in the case of TF 1 basic booth covered; English/Japanese interpretation at group events; the Mission Catalogue in Japanese including the participating EU companies' profile, products, contact details
After the event	A European network of National Co-ordinators for feed-back and follow up
European companies can profit from office space in the Jetro Business Centre (central Tokyo) after the event. Please consult this website on <a href="#">how to apply</a> . The European company should indicate in the application which Gateway mission it has participated in.	

### Co-organisers and Contacts

*In Europe*

[Eurochambres](#), the Association of European Chambers of Commerce and Industry, co-ordinate for the third time the recruitment and preparation of the EU enterprises, together with [25 National Co-ordinators](#) (NCs) from EU Chambers of Commerce and Industry.

(For Greece – Union of Hellenic Chambers - coordinator is Mr Vassilis Apostolopoulos)

*In Japan*

the organisation of events and public relations is done by Witan Associates Ltd. Write to [eugtj@witan.co.jp](mailto:eugtj@witan.co.jp).

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**[www.gatewaytojapan.org/eu/program.shtml?language=en](http://www.gatewaytojapan.org/eu/program.shtml?language=en)**