

MARKET SCOPING MISSION INFORMATION CONSTRUCTION & BUILDING TECHNOLOGIES 12-15 NOVEMBER 2019, JAPAN

Are you interested in applying for the Construction & Building Technologies Market Scoping Mission to Japan? Are you seeking more information about the EU Green Gateway to Japan coaching approach, the standard and customised services, the promotion of your company in Japan, a more detailed outline of the Market Scoping Mission Week events, and financial support offered by the European Union? Please read this document.

1. Overview of the 2019 Construction & Building Technologies Market Scoping Mission to Japan

1.1 Coaching

European companies receive coaching during the application stage, the pre-departure stage, the Market Scoping Mission week in Japan, and after returning 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 Market Scoping Mission.
- **Market Study:** After selection, you will receive a comprehensive Market Study. This will broaden your understanding of the Japanese Construction & Building Technologies market and help you to define your market strategy.
- **Pre-Departure Meeting:** Before the Market Scoping 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 Market Scoping Mission week, a presentation on the Japanese market in your business sector, and consultation on the business matching process.
- **Post-Mission Follow-Up:** Shortly after your return to Europe, your EU Green Gateway to Japan Coach will debrief you and offer advice on follow up with contacts made in Japan. You will also be asked to complete an online questionnaire after the Market Scoping Mission.

1.2 Standard and Customised Services

- **Standard Services:** Standard Services are designed to maximise your business opportunities in Japan. 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 Japanese market
 - Built-up booth at the 3-day Business Exhibition within Japan Home & Building Show 2019 (Tokyo Big Sight East Hall, Tokyo)
 - Business Meeting Interpreters (English-Japanese-English only) assigned to the meeting space for the three Business Exhibition days
 - Communication assistance (floating interpreters) in the EU Pavilion for 3 days
- Promotion of your company in Japan (see 1.3 for details)
- **Customised Services:** You can choose from a range of optional Customised Services co-financed by the EU. Customised Services include:
 - Translation into Japanese and printing of company documents, product manuals, brochures, and business cards, etc.
 - Personal interpreter (English-Japanese-English only) for business meetings held outside of the Business Exhibition Days
 - Additional business-related services provided by independent experts

1.3 Promotion in Japan

As part of the Standard Services, all participants will be featured in a comprehensive promotional campaign run in Japan. Promotion will include:

Press Release: a press release will be distributed to targeted media with details of all companies participating in the Business Market Scoping Mission.

Japan Website: Your company profile will be formatted in Japanese for all Japanese companies to view on the EU Green Gateway to Japan Japanese website at www.eu-green-gateway.jp. They will be able to request to set up business meetings.

Direct Mail Promotion: Invitations to the Business Exhibition Days and a Business Networking Reception will be sent to sector-related Japanese companies, industry, associations, and public organisations in Japan. With the cooperation of the Japan Home & Building Show 2019 organiser and Public Relations team there will be a large audience for this Market Scoping Mission.

Market Scoping Mission Catalogue: a printed Japanese/English catalogue detailing all EU companies participating in the Market Scoping 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 Japan
- A photograph of your company's representative(s) at the Market Scoping Mission

2. The Market Scoping Mission Week

The four-day Market Scoping Mission week in Japan will take place in Tokyo from Tuesday 12 November to Friday 15 November. Participants should anticipate arriving in Tokyo on Monday 11 November in order to attend the first mandatory briefing session at 9:00 on Tuesday morning, and leaving on Friday 15 November if your flight schedule allows.

Tuesday 12 November	Wednesday 13 November	Thursday 14 November	Friday 15 November	Saturday 16 November
09:00 – 12:00 Briefing Session (Mandatory) 13:30 – 17:00 Site Visit (Optional)	09:00 – 17:00 Business Exhibition Day 1 / Business Match-making Meetings (Mandatory)	09:00 – 17:00 Business Exhibition Day 2 / Business Match-making Meetings (Mandatory) 18:00 – 20:00 Networking reception (Mandatory)	09:00 – 17:00 Business Exhibition Day 3 / Business Match-making Meetings (Mandatory) 17:30-18:30 Debriefing Session (Mandatory)	Depart

2.1 Business Mission Week Programme

Tuesday, 12 November 2019	
Time	Session
08:45 – 09:00	Registration
09:00 – 12:00	<p>Briefing Session:</p> <p>The Briefing Session comprises a final update on mission week events in Tokyo, meetings scheduled by the organisers and in-depth presentations on doing business in Singapore by local sector experts.</p>
13:30 – 17:00	<p>Site Visit (optional programme)</p> <p>Participants have the option to attend Site Visits on Tuesday. This will offer an insight into the Construction & Building Technologies sector in Japan. Travel arrangements will be provided. Participation is not mandatory</p>
16:00 – 18:00	<p>Help Desk</p> <p>All participants may prepare their booths and do their final checks. All booths must be set up by 18:00.</p>
Wednesday, 13 November 2019	
Time	Session
09:00 – 17:00	<p>Business Exhibition Day 1 / Business Match-making Meetings</p> <p>The three Business Exhibition Days will take place at the Trade Exhibition Venue.</p> <p>Participants will be able to showcase 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. 'Meet-the-Exhibitors' Sessions are also scheduled to be held concurrently with the exhibition.</p>
Thursday, 14 November 2019	
09:00 – 17:00	Business Exhibition Day 2 / Business Match-making Meetings
18:00 – 20:00	<p>EU Business Avenues Networking Reception</p> <p>A Business Networking Reception hosted by the European Union on Wednesday 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</p>

	Member State embassies and business organisations invited by the organisers.
Friday, 15 November 2019	
Time	Session
09:00 – 17:00	Business Exhibition Day 3 / Business Match-making Meetings
17:30 – 18:30	<p>Debriefing Session</p> <p>The Debriefing Session is an important event that allows all participants to give their opinions on the Market Scoping Mission week directly to the organisers and European Union representatives. Comments are recorded and taken into consideration for making improvements to EU Green Gateway to Japan.</p>

3 Financial Support from the European Union

The European Union encourages your commitment to the Japanese market by co-financing the following:

Accommodation: The European Union provides co-financing of up to five nights (up to EUR 1,000) of accommodation (1 room per company) at the designated Mission hotel in Tokyo (Monday night – Friday night) during the Mission week in Japan.

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 EUR 1,000.

3.1 Costs to be covered by participating companies

Participating companies will be responsible for arranging and financing:

- **Flights** to/from Japan and travel within Japan (except for the Tuesday Site Visit).
- All **insurance** related to travel accommodation and business in Japan.

4 Further Information

You can read more about the EU Gateway | Business Avenues Programme on its 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

Annex

Japan Home & Building Show 2019

Japan Home & Building Show is the largest conglomerate exhibition in Japan for housing and building industry with 40 years of history and reputation from domestic professionals.

The show will attract a wide range of visitors including from the fields of home building, construction, interior and exterior for commercial facilities, and also the sphere of infrastructure and buildings. The show will be the perfect opportunity to challenge the Japan market by meeting a myriad of professionals all at once!

Venue: Tokyo Big Sight

For more information on this event, please visit the organiser's website at:

<http://www.jma.or.jp/homeshow/en/>