

BUSINESS MISSION INFORMATION

ORGANIC FOOD & BEVERAGE

18 - 22 NOVEMBER 2019, KOREA

Are you interested in applying for the Organic Food & Beverage Business Mission to Korea? 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, the Business Mission Week events, and the financial support offered by the European Union? Please read this document

1. Overview of the 2018 Organic Food & Beverage Business Mission to Korea

1.1 Coaching

European companies receive coaching during the application stage, the pre-departure stage, and 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 Organic Food & Beverage 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 your return to Europe, your EU Gateway to Korea 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 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:
 - 3x3m floor area; your company name in English and Korean, country, and booth number; storage cabinet; 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 Business Mission week
- **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
 - Consignee Service for shipped sample products
 - 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 to Korea 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 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
- Product images

2 The Business Mission Week

The five-day Business Mission week in Korea will take place in Seoul from Monday 18 to Friday 22 November 2019.

You should anticipate arriving in Seoul on Sunday 17 November and leaving on Saturday 23 November in order to be present at mandatory events on Monday morning and late Friday afternoon.

Monday 18 November	Tuesday 19 November	Wednesday 20 November	Thursday 21 November	Friday 22 November
09:00 – 12:00 Briefing Session	09:00 – 18:00 Business Exhibition Day 1	09:00 – 18:00 Business Exhibition Day 2	09:00 – 18:00 Individual Business Schedule	09:00 – 15:30 Individual Business Schedule
13:00 – 18:00 Site Visits	18:00 – 20:00 EU-Hosted Business Networking Reception			15:30 – 17:30 Debriefing Session

2.1 Business Mission Week Programme

Monday, 18 November 2019	
Time	Session
09:00 – 12:00	<p>Briefing Session:</p> <p>The Briefing Session comprises a final update on mission week and in-depth presentations on doing business in Korea by local sector experts.</p>
13:00 – 18:00	<p>Site Visits (Optional)</p> <p>Site visits to sector-related venues (venues to be confirmed)</p>
Tuesday, 19 November 2019	
Time	Session
09:00 – 18:00	<p>Business Exhibition Days</p> <p>The two Business Exhibition Days will take place at the mission hotel. 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.</p>
18:00 – 20:00	<p>EU-hosted Business Networking Reception</p> <p>The Business Networking Reception hosted by the European Union is an opportunity to network with business partners, potential partners, and professional colleagues in an informal environment. Participants can invite their own guests and should have the opportunity to meet representatives from EU Member State embassies and organisations in Korea.</p>
Wednesday, 20 November 2019	
Time	Session
09:00 – 18:00	<p>Business Exhibition Day 2</p>
Thursday, 21 November 2019	
Time	Session
09:00 – 18:00	<p>Participant's Individual Business Schedule</p> <p>Participants can organise their own schedule of business meetings with contacts made at the business exhibition Networking Reception, etc.</p> <p>Participants will also be able to visit the Food Week Korea exhibition on Thursday and Friday.</p>

Friday, 22 November 2019

Time	Session
09:00 – 15:30	Participant's Individual Business Schedule
15:30 – 17:30	Debriefing Session The Debriefing Session is an important event that allows 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 the EU Gateway Business Avenues programme.
END	

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 EUR 1,000 for six nights of accommodation (Sunday night–Friday night) at the designated Mission hotel (Seoul COEX InterContinental Hotel) 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 EUR 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
- Additional rental equipment for booths

4 Further Information

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

Annex

Food Week Korea

Food Week was first opened in 2006 and has grown into one of the biggest food business exhibitions in Korea. Food Week markets itself as not one expo, but various combined fairs, focusing on a different part of the food industry. This holistic approach attracted 871 exhibitors from 27 countries in 2017 and welcomed over 50,000 visitors in total.

