

BUSINESS MISSION INFORMATION

ORGANIC FOOD & BEVERAGE

31 OCTOBER – 04 NOVEMBER 2016, 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, 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 2016 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 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; 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 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
 - 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 Promotion: 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 31 October to Friday 4 November 2016. Participants should anticipate arriving in Seoul on Sunday 30 October and leaving on Saturday 5 November 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 meeting at the hotel bar or similar venue, to meet the local organisers and network with other participants. While the event is optional, 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 Organic Food & Beverage 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 Organic Food & Beverage 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. 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 existing contacts and business partners, new contacts from the Business Exhibition Days, and contacts arranged by the organisers.

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.

Participants will also be able to visit the Food Week Korea exhibition on Thursday and/or Friday. The event will provide an opportunity to gain insight into trends in the local food industry, including the organic sector, and to meet potential new contacts. The EU Gateway organisers will provide the participants with an entry badge and directory for the exhibition.

You can learn more about the Food Week Korea at <http://koreafoodweek.com/>

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–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