



EU BUSINESS HUB @ KOREA ELECTRONICS SHOW 2026

12 – 16 October 2026

BUSINESS MISSION OVERVIEW

EU Business Hub @ Korea Electronics Show 2026 will select up to 50 European SMEs to visit the Republic of Korea (RoK) to kick-start their internationalisation path in the digital sector. Selected companies will showcase their products and services at the EU Pavilion at **KES 2026** (Korea Electronics Show), a major international exhibition attracting more than 70,000 visitors and 500 exhibitors.

The business mission will take place from 12 to 16 October 2026 and provides an excellent opportunity for networking and connecting with potential Korean business partners and industry leaders. At the EU Pavilion, participating European companies will be supported by a dedicated team of business coaches and professional interpreters to ensure maximum exposure to exhibition visitors. A networking event during the business mission will also increase the opportunities to connect with potential business partners and clients.



TARGET AUDIENCE

European SMEs, including start-ups and innovative enterprises, active in the digital industry or related sectors, across all parts of the value chain, such as:

- AX (AI transformation)
- Electronic parts and materials
- Advanced Mobility
- Robotics
- WEB 3.0/XR

Business operators in the RoK, especially:

- Buyers and distributors of electronics products
- R&D institutions and partners (both public and private)
- Investors with interest in advanced electronic equipment

OVERVIEW OF THE BUSINESS MISSION

The business mission to Seoul will last five days in total, including four days of dedicated business matchmaking and networking at **KES 2026**, a business networking reception, and many more activities.

The business mission agenda is as follows:

Day 1

Arrival in Seoul, welcome & networking gathering and briefing session.

Day 2

Exhibition at KES 2026 and business matchmaking sessions.

Day 3

Exhibition at KES 2026, business matchmaking sessions and and business networking reception.

Day 4

Exhibition at KES 2026 and business matchmaking sessions.

Day 5

Last exhibition day at KES 2026 and business matchmaking sessions and debriefing session.

In addition to the programme's activities, the participants will have the opportunity to attend **additional events** directly organised by KES trade fair organisers.

SERVICES AND BENEFITS FOR EU PARTICIPANTS



Business matchmaking resulting in pre-arranged in-person meetings with carefully selected organisations in the RoK.



Market intelligence information including sectoral briefings providing valuable insights on market structure and potential opportunities.



Cultural and linguistic support, such as briefings on doing business in the RoK and support for interpretation and translation.



Financial support for additional customised services co-funded by the project (e.g. translation, printing, legal advice, booth decoration covered for 80% and up to €1,000).



Hotel accommodation for four nights – in total, up to €1,000 for accommodation is covered by the programme (1 room/company for 4 nights).



Coverage of the exhibitor fee at [KES 2026](#).

KEY MARKET INSIGHTS

Participating in the EU Business Hub @ Korea Electronics Show 2026 represents a **unique opportunity for European SMEs:**

The RoK is **Asia's 4th and the World's 13th largest economy.**

EU exports to the RoK in 2024 amounted to **€55.7 billion in goods.**

The RoK represents the **EU's 8th largest trading partner for goods.**

The RoK stands at the technological forefront of the global economy, driven by an **impressive R&D expenditure totaling 4.9% of its GDP.**

The Ministry of Science and ICT listed **12 National Strategic Technologies** as strategic areas in its Science and Technology Master Plan (2023- 2027) including semiconductor and display, secondary battery, advanced mobility, hydrogen, cybersecurity, AI, etc.

Negotiations for a **Digital Trade Agreement** (launched in late 2023) are expected to further reduce barriers for European tech start-ups in 2026. The agreement establishes a binding framework for seamless data flows and regulatory certainty. By eliminating data localisation requirements and technical barriers, it provides EU IT firms with a secure, high-standard foundation for scaling operations into the Korean market.

Discover the business mission and apply

BY 12 JUNE 2026

Find out more

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EU Business Hub – Japan and the Republic of Korea is an EU-funded programme that supports EU businesses in the green and low-carbon, digital, healthcare and medical equipment sectors to enter the markets of Japan and the Republic of Korea.



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