

# ADVISORY SUPPORT FOR EU SMEs

## MARKET ENTRY PLAN DRAFT SUPPORT

### GET A TAILORED MARKET ENTRY BUSINESS PLAN TO PROMOTE YOUR PRODUCT OR SERVICE IN JAPAN

#### APPLY FOR “KEYS TO JAPAN”

“KEYS TO JAPAN” is a European Commission-funded support initiative, managed by the EU-Japan Centre to help selected SMEs considering marketing a product or service in Japan, which will **sponsor the production of a detailed and comprehensive Japan market entry/expansion plan** for them. SMEs must be based in the EU or in SMP-COSME Third Countries\*.

#### OBJECTIVES

- Open new doors in Japan - develop and expand the spectrum of business opportunities in Japan for EU/SMP-COSME based SMEs, finding tailor-made approaches, in particular to overcome the Covid19 slow-down of trade.
- Help EU/SMP-COSME based SMES identify a winning market entry approach and offer practical tools and a route to strategy implementation

#### WHO CAN APPLY

The support is dedicated to Small & Medium Sized enterprises (SMEs), based in the EU or in SMP-COSME Third Countries\*.

For European Commission SME definition, look at:

[http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en)

(\*) Please check the status of your country at [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation\\_smp\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/smp/guidance/list-3rd-country-participation_smp_en.pdf), Please only refer to the sub-paragraph: "COSME strand"

#### WHO PAYS WHAT?

Special conditions for session 2023/24:

Each market entry draft plan is worth €10,000 and will be prepared by JMEC (<http://www.jmec.gr.jp/>). The cost of each plan will be covered up to € 9000 by the EU-Japan Centre, the SME will cover € 1000.



#### TIMELINE

- Deadline for applications: **3 July 2023 (17h30 Tokyo time)**
- Mid-late September 2023: Selection of **2 winning proposals**
- Market research and business plan preparation by JMEC: from January to May 2024
- Final business plan delivery: **May 2024**

#### MORE INFORMATION

<https://www.eu-japan.eu/market-entry-business-plan-support-keys-japan>



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