

# 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 COSME Third Countries\*.

### OBJECTIVES

- Open new doors in Japan - develop and expand the spectrum of business opportunities in Japan for EU/COSME based SMEs
- Help EU/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 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)

For details of COSME Third Countries, look at:  
<https://ec.europa.eu/docsroom/documents/34263>

### FOR DETAILS OF WHO PAYS WHAT?

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 € 7000 by the EU-Japan Centre, the rest should be covered by the SME.



### TIMELINE

- Deadline for applications: 20 September 2019
- End of SEP 2019: Selection of 2 winning proposals
- Market research and business plan preparation by JMEC: from October 2019 to May 2020
- Final business plan delivery: May 2020

### MORE INFORMATION

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



#### HEAD OFFICE IN JAPAN

Shirokane-Takanawa Station Bldg. 4F  
1-27-6, Shirokane, Minato-ku  
Tokyo 1108-0072, Japan  
T +81 3 6408 0281

#### OFFICE IN THE EU

Rue Marie de Bourgogne 52  
B-1000 Brussels,  
Belgium  
T +32 2 282 00 40

[www.eu-japan.eu](http://www.eu-japan.eu) — [www.eubusinessinJapan.eu](http://www.eubusinessinJapan.eu) — [office@eu-japan.eu](mailto:office@eu-japan.eu)

Financed by the European Commission

The EU-Japan Centre alone is responsible for the information contained in its communications or publications.

Neither the European Commission nor the Government of Japan is responsible for any use that may be made of the information contained therein.