

# 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, finding tailor-made approaches, in particular to overcome the Covid19 slow-down of trade.
- 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>

### WHO PAYS WHAT?

Special conditions for session 2021/22:

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 € 9700 by the EU-Japan Centre, the SME will cover € 300.

### MORE INFORMATION

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



### TIMELINE

- Deadline for applications: **24 September 2021 (17h30 Tokyo time)**
- Early October 2021: Selection of **2 winning proposals**
- Market research and business plan preparation by JMEC: from January to May 2022
- Final business plan delivery: **May 2022**



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