

LAUNCH EVENT – AGENDA
28 May 2024 – 10:00 CEST (17:00 KST/JST)
[Click here to register](#)

Master of Ceremony: Nathalie Noupadja – Project Manager Deloitte Belgium

| Time | Session | Speakers |
|---|---|--|
| <p>10:00 – 10:15 CEST</p> <p>---</p> <p>17:00 – 17:15 KST / JST</p> | <p style="text-align: center;">Welcome and Opening Session</p> <ul style="list-style-type: none"> Welcome remarks and key note address; Introduction to the significance of the programme; Acknowledgment of key partners and stakeholders. | <p>H.E. Maria Castillo Fernandez – EU Ambassador to the Republic of Korea H.E Jean-Eric Paquet – EU Ambassador to Japan Tanith Bello – Programme Manager EU Delegation to the Republic of Korea</p> |
| <p>10:15 – 10:30 CEST</p> <p>---</p> <p>17:15 – 17:30 KST / JST</p> | <p style="text-align: center;">The EU partnership with Japan and the Republic of Korea</p> <ul style="list-style-type: none"> Overview of the economic, green, and digital partnerships with Japan and the RoK. <p style="text-align: center;">Sectoral Insights</p> <ul style="list-style-type: none"> Green and sustainable technologies, Digital solutions, Healthcare and medical equipment sectors in Japan and the Republic of Korea: opportunities and challenges. | <p>Invited experts (TBD)</p> |
| <p>10:30 – 10:45 CEST</p> <p>---</p> <p>17:30 – 17:45 KST / JST</p> | <p style="text-align: center;">The EU Business Hub programme</p> <ul style="list-style-type: none"> Overview of the programme's objectives and anticipated impact; Benefit for EU companies: the service offer, structure of the business mission week, eligibility criteria for participation, the selection process; The stakeholders' network. | <p>Sebastiaan van der Peijl – Team Leader Nicoletta Favaretto – Senior Project Officer Eurochambers</p> |
| <p>10:45 – 11:00 CEST</p> <p>---</p> <p>17:45 – 18:00 KST / JST</p> | <p style="text-align: center;">Success Stories</p> <ul style="list-style-type: none"> Panel discussion featuring successful European companies in the target sectors that took part in the Gateway Business Avenues programme, sharing their experiences, challenges, and achievements in the Japanese and Korean markets. | <p>Invited companies (TBD)</p> |
| <p>11:00 – 11:15 CEST</p> <p>---</p> <p>18:00 – 18:15 KST / JST</p> | <p style="text-align: center;">Unveiling the First Missions</p> <ul style="list-style-type: none"> Overview of the sectors and industries covered in the initial missions; The business missions programme; Selection process: timeline and how to apply. | <p>Sebastiaan van der Peijl – Team Leader Deloitte Belgium Nicoletta Favaretto – Senior Project Officer Eurochambres</p> |

| Time | Session | Speakers |
|--|------------------------|---|
| 11:15 – 11:25 CEST --- 18:15 – 18:25 KST / JST | Q&A | |
| 11:25 – 11:30 CEST --- 18:25 – 18:30 KST / JST | Closing remarks | Nathalie Noupadja – Project Manager Deloitte Belgium |