



GLOBAL BUSINESS INNOVATION VISIT TO SOUTH KOREA

FOCUS ON ADVANCED MATERIALS FOR MOBILITY

DATES

Visit dates

12 – 19 October 2019

Closing date for full application:

31 July 2019

Briefing event:

12 September 2019

Building on the success of the first technology visit to South Korea which focussed on advanced materials for mobility, Innovate UK's Global Business Innovation Programme, delivered by the Enterprise Europe Network, will return to this highly attractive market.

Successful applicants will have the opportunity to visit and meet South Korean officials and companies in Ulsan and Busan and attend [ADEX Seoul 2019](#) with the aim of creating opportunities for technology collaboration.

WHY SOUTH KOREA?

South Korea is the 11th largest global economy, one of the most technologically advanced countries in the world and home to global brands such as Hyundai and Samsung. With a strong focus on the automotive, shipbuilding and aerospace industries, the government has committed significant investment into the development of 100 new advanced

materials to prepare for Industry 4.0.

With current R&D innovation strategy focussing greater investment into SMEs and international collaboration and UK-SK bilateral funding opportunities this is a market which offers significant opportunity for UK SMEs developing advanced materials for mobility.

FOCUS AREAS: lightweighting, energy efficiency, functionality.

KEY TECHNOLOGIES: composites, carbon fibre, battery materials, coatings.

EXAMPLE ITINERARY (Subject to change)

| Date | Activity |
|------------------------------------|--|
| 12/13 October 2019 | Depart UK / Arrive Busan |
| 14 October : Ulsan | Briefing by British Embassy and welcome by Ulsan City UK & SK collaboration event B2B meetings with South Korean companies |
| 15 October: Ulsan | Visit to Hyundai & Hyundai Heavy Industries Open discussion Networking dinner |
| 16 October: Busan | UK & SK collaboration event – supported by KITECH & Busan City B2B meetings |
| 17 October: Busan | Company visits – Korean Air, Korean Aerospace Industries |
| 18 October: Seoul | ADEX Seoul International Aerospace and Defence Exhibition B2B meetings |
| 19 October | Depart Seoul- Arrive UK |

BENEFITS OF THE PROGRAMME

- Pre-visit and in-country briefings providing market information, advice on how to do business in South Korea, training on how to improve your pitch and articulate your value proposition and how to protect your IP.
- Exclusive access to the South Korean advanced materials sector and the opportunity to meet key companies and research organisations.
- Your business profile in the visit brochure, translated and distributed in South Korea.
- Targeted, pre-arranged meetings at organised matchmaking events.

“It would have been impossible to be taken seriously by some of these companies at this stage. The support from EEN, IUK and the British Embassy made us look powerful, influential and potentially game-changing” Athan Fox Aurelius Environmental.

THE COST

Innovate UK will organise and fund flights, six nights accommodation and meals for successful applicants. On acceptance to the programme a commitment fee of £500 will be obtained from each delegate which will be refunded on completion of the programme and agreed action plan. Non-attendance on the programme after formal acceptance may result in forfeiting some or all of the fee.

ELIGIBILITY

To participate in this programme your business must be an SME and established in the UK.

HOW TO APPLY

[Register My Interest](#) and follow the link in the Eventbrite email to the online application form. It is a competitive process and you will be notified of the outcome by Friday 9 August 2019.

FOR MORE INFORMATION

Please contact Louise Hooker visit lead louise.hooker@businesswest.co.uk



Business Support on Your Doorstep

