



F2F HEALTH
MATTERS

F2F HEALTH MATTERS:
INTERNATIONAL
DEVELOPMENT OF
INNOVATIVE EUROPEAN
HEALTHY FOOD, AND
SUSTAINABLE BIO-
BASED TECHNO-
FUNCTIONAL
INGREDIENTS AND
SOLUTIONS, AND BIO-
SOLUTIONS IN NEW
GLOBAL MARKETS



"OPPORTUNITIES AND CHALLENGES WHEN APPROACHING SOUTH KOREA"

 21/06

 10:00 AM - 11:00AM CET

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www.f2f-project.eu

F2F Health Matters

F2F HEALTH MATTERS TODAY'S AGENDA

Get to know more on market entry to South Korea topics

Today's Agenda:

Session introduction from F2F Health Matters project *Ms. Yuan Chai*

Introduction of Market Access *Mr. Harold Kohn*

Opportunities and challenges when approaching South Korea *Ms. Penelope Richey Kim*

Q/A All

F2F HEALTH MATTERS PARTNERS

The project aims to provide support services to innovative European SMEs willing to internationalise their expertise and products in overseas markets.

Complementary to the partnership, the Norwegian cluster – **NCE Heidner Biocluster** acts as external observer bringing its SMEs to the European Network.



F2F HEALTH MATTERS SPECIFIC OBJECTIVES



Strategic inter-cluster cooperation



Joint development of internationalisation services



SMEs internationalisation journey

F2F HEALTH MATTERS

SECTORAL AND GEOGRAPHICAL FOCUS

SME specialised in:

- Healthy food
- Bio-based techno-functional ingredients and solutions
- Sustainable bio-solutions

Target markets:

- Canada
- Japan
- South Korea
- Vietnam
- United Arab Emirates



Download our
country analysis
report on our
website for free!

F2F HEALTH MATTERS

AIDS - SELECTED COUNTRIES

The first selected
country:



Commercial Lead Support:

- Work with external expert;
- Receive 3 000€ aids;

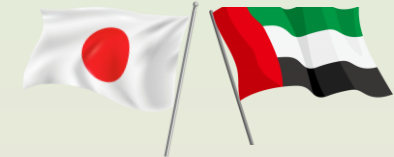
International Mission:

- Travel aids up to 2 000€;
- Benefit B&B meetings organized by expert;

Training and Coaching Programme:

- Knowledge & coaching oriented course;

The other 2 selected
countries:



International
Mission
20th – 25th
November 2022



F2F HEALTH MATTERS COUNTRY-ORIENTED EVENTS

Country-oriented webinars for 2022:

Vietnam: 26th April, 10h -11h CEST ✓

Canada: 14th June, 16h -17h CEST ✓

South Korea: 21st June, 10h -11h30 CEST ✓

United Arab Emirates: TBC

Japan: TBC



F2F HEALTH MATTERS COUNTRY-ORIENTED EVENTS

Country-oriented webinars for 2023:

Vietnam: TBC

Canada: TBC

South Korea: TBC

United Arab Emirates: TBC

Japan: TBC



F2F HEALTH MATTERS EXPLORATORY MISSIONS

Dates of upcoming exploratory missions:

Canada - November 2022 (Call ended)

Japan - June 2023 (Call for participants in autumn 2022)

United Arab Emirates - January 2024 (Call for participants in spring/summer 2023)



F2F HEALTH MATTERS TRAINING AND COACHING PROGRAMME

Training and Coaching Sessions :

Canada - To take place between July and October 2022

Japan - To take place between December 2022 and May 2023

United Arab Emirates - To take place between May and October 2023



THANK YOU FOR YOUR ATTENTION!



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