

# Focus Asia

SME Study-trip to Japan & South Korea

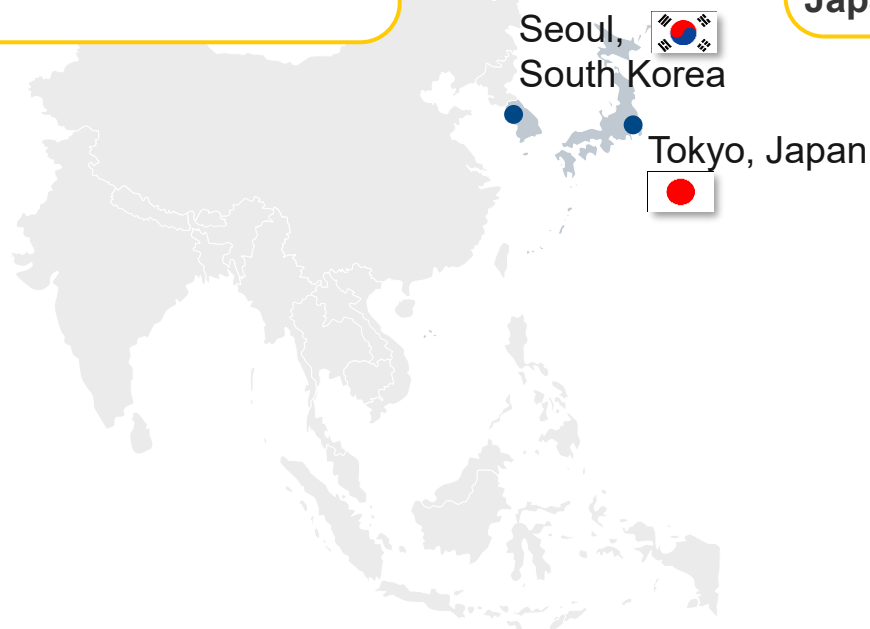
23 - 27 March 2026

# The **#FocusAsia SME Study-trip** enables SMEs to discover their potential in Japan and South Korea

## What is it?

The Focus Asia SME Study-trip is a **5-day program in Japan and South Korea covering Tokyo and Seoul** (23-27 March 2026), where participants will have a firsthand experience of opportunities across these large economies in the region.

The program will take participants through a **well-curated and dedicated meeting program** to learn from leading companies, industrial associations and governmental agencies in the country about **how to enter and succeed in Japan and South Korea**.



**Note:** SME defined as < 250 employees, turnover < EUR 50 Mn, not subsidiary of large corporation.


## Why should I join?

- 1 Build market insight through direct engagements with leading experts on the ground
- 2 Create a network and establish relationships with local stakeholders and decision-makers
- 3 Leverage Sweden's positioning and brand as an innovative and sustainable country

# This program is a part of the Swedish government's focus to unlock Swedish SME potential in Asia and provide a channel for Swedish business impact

Focus Asia is a governmental initiative to support Swedish companies expand and win business in Asia and Oceania

**#FocusAsia** is an initiative launched by the Swedish Government to help Swedish companies expand and win business in Asia and Oceania



- Formulated in the recently launched **"Strategy for Sweden's foreign trade, investments, and global competitiveness"** as a new and long-term promotion effort to develop trade and investment relationships and collaboration
- Key goals of **#FocusAsia** include:
  - Increase Swedish companies' share of **export and presence** in Asia and Oceania
  - Strengthen competitiveness of Swedish businesses in Japan and the region through participation in the World Expo **"Osaka Expo 2025"**
  - Develop **investment promotion** to increase interest in Sweden as an investment destination from the region
- This will be achieved through a focus on **Innovation, Digital and Green Transition** in strategically important growth, export, and investment markets

The Swedish Government is acknowledging the importance and rapid growth in Asia / Oceania and is now focusing efforts to enable Swedish companies to succeed

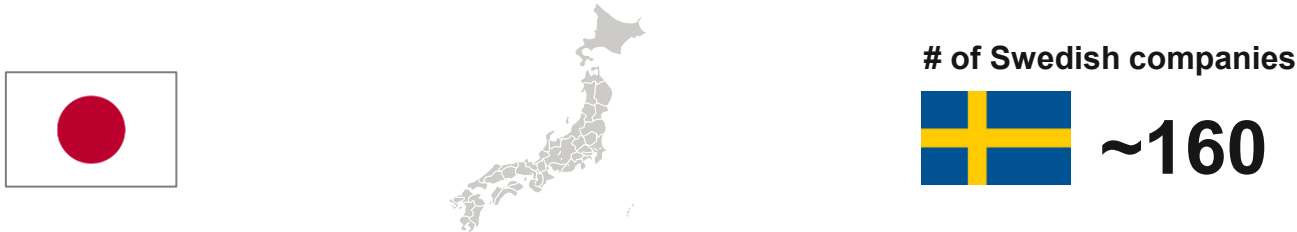
BUSINESS SWEDEN

*Key overall goals of Focus Asia include:*




- 1** Increase Swedish companies' share of export and presence in Asia and Oceania
- 2** Strengthen competitiveness of Swedish businesses in Japan and the region through participation in the World Expo "Osaka Expo 2025"
- 3** Develop investment promotion to increase interest in Sweden as an investment destination from the region

# Discover key trends shaping Japan’s advanced industries – from smart manufacturing to healthcare, retail, and next-generation mobility

## Japan



Example of focus\* for the Focus Asia SME Study-trip

-  Advanced Manufacturing Systems and Technologies
-  Startup Ecosystems and Open Innovation
-  Digital Healthcare and Aging Society Solutions

Population	GDP	Example of key sectors
<ul style="list-style-type: none"><li>• 123 Mn</li></ul>	<ul style="list-style-type: none"><li>• \$ 4,026 Bn</li></ul>	<ul style="list-style-type: none"><li>• Automotive</li></ul>
Export to Sweden	GDP Per Capita	<ul style="list-style-type: none"><li>• Healthcare</li></ul>
<ul style="list-style-type: none"><li>• \$ 1.49 Bn</li></ul>	<ul style="list-style-type: none"><li>• \$ 32,476</li></ul>	<ul style="list-style-type: none"><li>• Semiconductors and electronics</li></ul>
Import from Sweden	GDP Annual Growth	<ul style="list-style-type: none"><li>• Construction</li></ul>
<ul style="list-style-type: none"><li>• \$ 3.01 Bn</li></ul>	<ul style="list-style-type: none"><li>• 0.1 %</li></ul>	<ul style="list-style-type: none"><li>• Retail</li></ul>

Source: OECD; World Bank; Statista, Comtrade. \* Tentative focus areas – to be determined once participants are confirmed



Carsten Grönblad, Sweden’s Trade & Invest Commissioner to Japan

” Japan is often seen as stable, mature—even slow-moving. But beneath the surface, the market is shifting—driven by sustainability, digital transformation, and innovation. Some long-held perceptions still hold true: Japan remains the market with the highest share of profitable Swedish subsidiaries and plays a central role in APAC, home to many multinational companies. Yet, as Japan adapts to a changing global landscape, it is also opening up to strategic collaboration and gaining fresh momentum. For SMEs with the right skills, this is a moment of opportunity worth exploring.

”

# Explore Korea’s evolving business landscape across digital technologies, sustainable innovation, and advanced manufacturing

## South Korea



# of Swedish companies



~130

### Example of focus\* for the Focus Asia SME Study-trip



Digital Transformation and Next-Generation Technologies



Green Energy and Sustainable Mobility



Industrial Innovation and Smart Manufacturing

Population	GDP	Example of key sectors
• 52 Mn	• \$ 1,870 Bn	• IT & Digitalisation
Export to Sweden	GDP Per Capita	• Energy & Mobility
• \$ 1.41 Bn	• \$ 36,024	• Semiconductors
Import from Sweden	GDP Growth	• Bio & Healthcare
• \$ 1.88 Bn	• 1.6 %	• Entertainment & Retail

Source: Statistics Sweden, Bank of Korea, Korea.net. \* Tentative focus areas – to be determined once participants are confirmed



Jessica Olsson  
Director, Region APAC

” South Korea has rapidly emerged as one of the world’s most industrialised nations and is now Sweden’s third-largest export market in Asia. With a strong focus on innovation and sustainability, Korea leads globally in key industries such as electronics, automotive, semiconductors, life sciences, and ICT, while also distinguishing itself as a cultural powerhouse. This makes Korea a forward-looking and strategic partner for Swedish companies across a broad range of sectors.”

**Each country-visit will provide (1) market insights, (2) company/industry sharing-sessions and (3) networking events. Consulting support provided post-delegation**

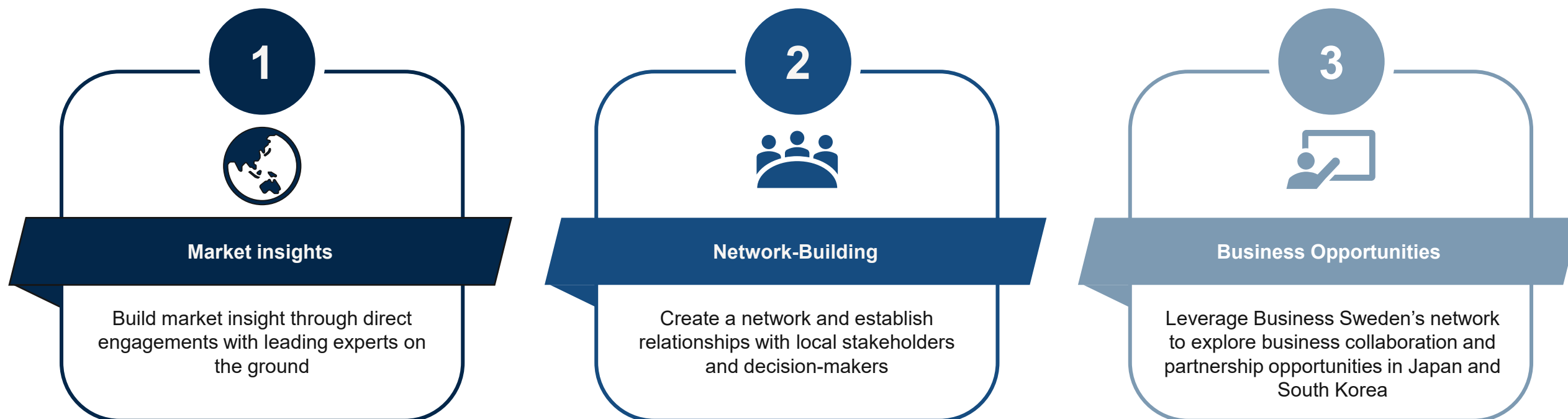
## THE SME DELEGATION PROGRAM 23 – 27 March 2026

Pre-arrival		Delegation Program 23 – 27 March 2026*					Post-departure
<i>Preparatory activities</i>		Japan <i>Monday</i>	Japan <i>Tuesday</i>	Japan/Korea <i>Wednesday</i>	Korea <i>Thursday</i>	Korea <i>Friday</i>	<i>Individual follow-up</i>
<ul style="list-style-type: none"> <li>Assess best fit/interest with participants</li> <li>Knowledge-sharing sessions</li> <li>Virtual Webinars</li> </ul>	Morning	Landing and kick-off	Brief by JETRO	Flight to Korea	Market insights for Swedish SMEs	Brief about Korean startup landscape	<ul style="list-style-type: none"> <li>Business opportunities realization</li> <li>Continued individual support (based on outcome)</li> <li>Export validation (up to 32h of support**)</li> </ul>
	After-noon	Company visit	Roundtable discussion	Introduction and panel discussion with Swedish SMEs in Korea	Study visit to R&D complex	Company visit	
	Evening	Networking event	Mingle event	Dinner event	Networking dinner at the Swedish residence	Delegation debriefing session	

\* Tentative – Individual sessions subject to change \*\* Engage Business Sweden consultants to dive deeper into selected market/s to validate your business potential. Key questions to be discussed and agreed upon beforehand. Export Validation projects should not previously have been granted during 2026.



# Focus Asia SME Study Trip will help you in (1) gain market insights, (2) Network Building and (3) Explore business collaborations and partnership opportunities



## Participation fee

**16 000 SEK**  
*Participation fee*

### Included:

- **Participation: 1 representative per company**  
(+5 000 SEK for each additional participant)

### Not included:

- **Transport; food; accommodation** (We will book the transport and hotels for all, except to/from Sweden. Additional costs for five days ~**12 000 SEK pp\***)

**For more information, please contact:**  
**[andrea.staxberg@business-sweden.se](mailto:andrea.staxberg@business-sweden.se)**

**Note:** Delegation pricing exclusive of VAT and taxes. \* Estimated additional cost - To be determined once participants are confirmed. Hotel will be booked with check-in March 23<sup>rd</sup> and check-out March 27<sup>th</sup>.

