

Focus Asia

SME Study-trip to Japan & South Korea

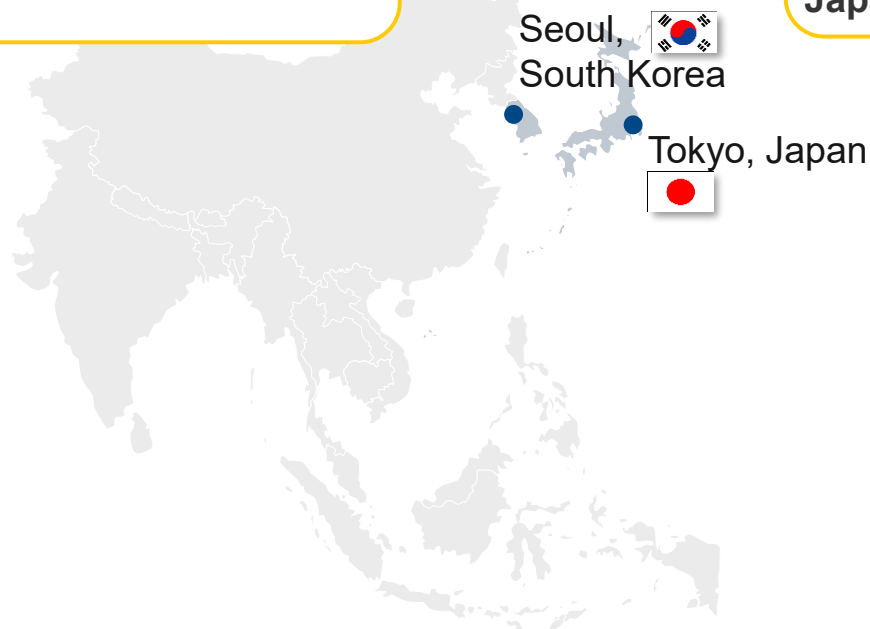
23 - 27 March 2026

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



of Swedish companies



~160

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
• 123 Mn	• \$ 4,026 Bn	• Automotive
Export to Sweden	GDP Per Capita	• Healthcare
• \$ 1.49 Bn	• \$ 32,476	• Semiconductors and electronics
Import from Sweden	GDP Annual Growth	• Construction
• \$ 3.01 Bn	• 0.1 %	• Retail

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



Carsten Grönblad
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
Trade & Invest Commissioner to South Korea

” 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.

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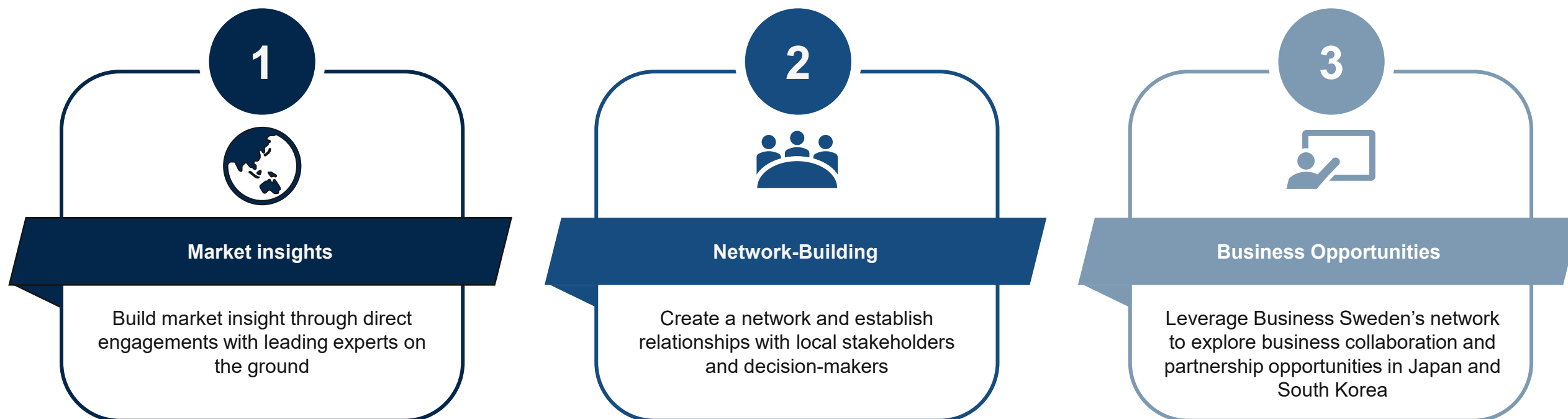
Each country-visit will provide (1) market insights, (2) company/industry sharing-sessions and (3) networking events. Consulting support provided post-delegation

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>
- Assess best fit/interest with participants - Knowledge-sharing sessions - Virtual Webinars	Morning	Landing and kick-off	Brief by JETRO	Flight to Korea	Market insights for Swedish SMEs	Brief about Korean startup landscape	- Business opportunities realization - Continued individual support (based on outcome) - Export validation (up to 32h of support**)
	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

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 23rd and check-out March 27th.

