



HEALTHCARE AND MEDICAL EQUIPMENT KOREA 2025

BUSINESS MISSION OVERVIEW

17 – 21 March 2025

Thanks to Healthcare and Medical Equipment Korea 2025, **50 European SMEs** including start-ups will visit the Republic of Korea and kick-start their internationalisation path in the Healthcare and Medical Equipment sector.

This business mission presents a **unique opportunity** for EU SMEs to establish valuable contacts, showcase their solutions, build long-lasting relationships with Korean enterprises and explore new business avenues together. The EU Business Hub provides market insights, matchmaking services, financial and tailored support to companies.

TARGET AUDIENCE



European SMEs including start-ups and South Korean enterprises involved in the Healthcare and Medical Equipment sector, such as: Assistive technologies, Medical equipment, ICT for healthcare, Telemedicine and remote health monitoring, Nanotechnology in healthcare, AI applications in healthcare, Regenerative Medicine and Tissue Engineering, etc.

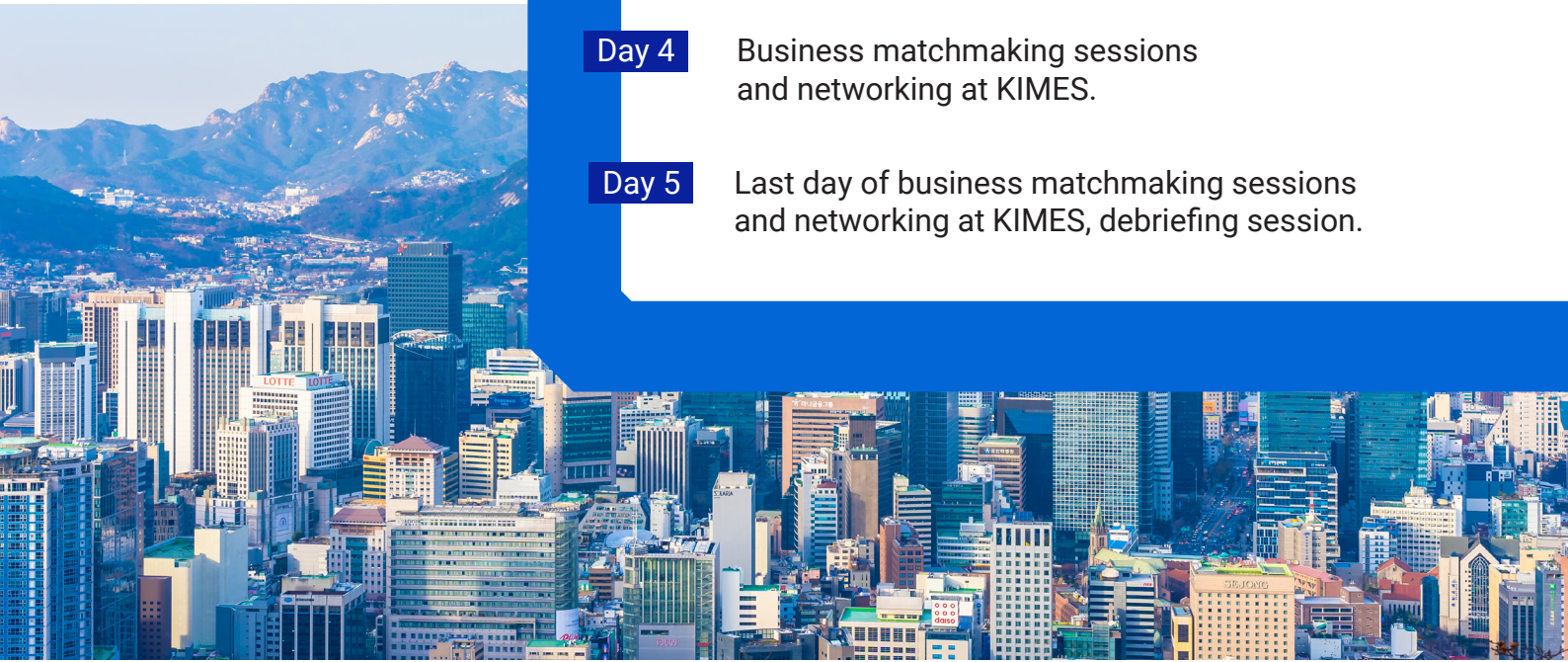
South Korean Business Operators, notably buyers, distributors and R&D partners in public and private sectors, and investors.

OVERVIEW OF THE BUSINESS MISSION

The business mission to Seoul will last five days in total, including three days of dedicated business matchmaking and networking; a visit to [KIMES 2025](#) for networking opportunities, and a study tour.

The business mission agenda is as follows:

- Day 1** Arrival in Seoul, welcome & networking gathering.
- Day 2** Industry intelligence, sector briefs and study tour.
- Day 3** Business matchmaking sessions and networking at KIMES.
- Day 4** Business matchmaking sessions and networking at KIMES.
- Day 5** Last day of business matchmaking sessions and networking at KIMES, debriefing session.



SERVICES/BENEFITS THE EU PARTICIPANTS WILL BE RECEIVING



Business matchmaking resulting in pre-arranged in-person meetings with carefully selected South Korean enterprises.



Financial support up to €1000 to benefit from a menu of additional customised services co-funded by the project (e.g. translation, printing, legal advice).



Hotel accommodation ([Grand InterContinental Seoul Parnas](#)) for four nights – in total, up to €1000 for accommodation is covered by the programme.



Market intelligence information including sectoral briefings providing insights on market structure and opportunities.



Cultural and linguistic support such as briefings on doing business in Korea, and support for interpretation and translation.



Coverage of the visitor fee at KIMES 2025.

KEY MARKET INSIGHTS

Participating to Healthcare and Medical Equipment Korea 2025 represents a **unique opportunity for European SMEs** because:

4TH
largest
economy
in Asia



13TH
largest
economy in
the world

After becoming an aged society in 2018, The Republic of Korea will transition to a **super-aged society in 2025 with 20.6% of its population over 65**

11TH
in the **global Healthcare Manufacturing industry** market with a market share of 1.9%

EU exports to the Republic of Korea in 2022 amounted to

 **€60.1**
billion
in goods

 **€19.6**
billion
in services

As per the World Bank, the country's **health expenditure** represented **9.72% of the GDP in 2022**

South Korea scores **10th worldwide** for **digitisation of healthcare** with growing adoption of electronical and digital solutions in the field of health

The Republic of Korea in 2023 has established the **Strategies for Creating Bio-Health and Digital Healthcare Markets** and is advancing the **Development of Data-Driven and AI-Based Healthcare Technologies**



The Republic of Korea's **pharmaceutical market is expected to continue growing until 2027 with a growth outlook of 4.5~7.5%**

Deadline to apply for the Business Mission is:

15 NOVEMBER 2024

Find out more

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