

EU Business Hub @ KIMES 2026

Date:

18-Mar-2026 - 22-Mar-2026

Venue:

Seoul, South Korea

Registration deadline:

10-Nov-2025

Costs:

fee-based

Type:

Business Mission

Target group:

European SMEs, including start-ups

Organiser:

EU Business Hub

Language:

English

Links:

[🔗 Further Information and registration](#)

The EU Business Hub @ KIMES 2026 business mission provides participants with the opportunity to explore advancements in medical technology, including areas like telemedicine, AI in healthcare, and regenerative medicine, while staying informed on the latest industry trends.

EU Business Hub @ KIMES 2026 will select up to 50 European SMEs to visit the Republic of Korea to kick-start their internationalisation path in the Healthcare and Medical Equipment sector. The EU Business Hub will provide an EU Pavilion – with a booth for each participating company – at the KIMES 2026 exhibition, a valuable platform for companies to showcase their products and services, demonstrations, networking and customer acquisition.

The business mission will take place from 18 to 22 March 2026 and provides an excellent opportunity for networking and connecting with potential Korean business partners and industry leaders. At the EU Pavilion, a dedicated team of business coaching staff and professional interpreters will be available to promote each European company's products and technologies, assuring maximum exposure to exhibition visitors. A networking event during the business mission will also increase the opportunities to connect with potential business partners and clients.

Target audience

European SMEs, including start-ups and innovative enterprises, active in the healthcare and medical equipment industry or

related sectors, across all parts of the value chain, 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

Business operators in the Republic of Korea, especially:

- Buyers and distributors of healthcare and medical equipment products
- R&D institutions and partners (both public and private)
- Investors with interest in advanced healthcare technologies and medical equipment

Overview of the business mission

The business mission to Seoul will last five days in total, including four days of dedicated business matchmaking and networking at KIMES 2026, a business networking reception, a study tour, and many more activities.

The business mission agenda is as follows:

- **Day 1:** Arrival in Seoul, welcome & networking gathering, briefing session, and study tour.
- **Day 2:** Exhibition at KIMES 2026, business matchmaking sessions, and business networking reception.
- **Day 3:** Exhibition at KIMES 2026 and business matchmaking sessions
- **Day 4:** Exhibition at KIMES 2026 and business matchmaking sessions
- **Day 5:** Last exhibition day at KIMES 2026 and of business matchmaking sessions, debriefing session.

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