

The F2F Health Matters country reports are online!

Nitra, April 4th, 2022. The [F2F Health Matters](#) project consortium prepared **analyses of five countries** selected within the project that are experiencing a growing interest in the topics of healthy food, bio-based value chains and sustainability. They represent a great potential for ambitious SMEs to **enter foreign markets**. The reports carry detailed information about the market overview, trade between the selected country and EU, exporting, market trends, and consumer analysis.

Preview of country analyses

The [Japanese market](#) is a gateway to the Asian market. A good reference in the Japanese market will be positively valued in other markets, as Japan applies very high-quality standards that serve as a reference for other Asian countries.

[South Korea](#)'s regulatory efficiency, coupled with its market openness and the government's willingness to accept foreign investment, make doing business in South Korea a wise choice.

[Vietnam](#) is one of Southeast Asia's top investment destinations. With the advantages of geography, natural resources, and an affordable labour force, Vietnam attracts a large amount of capital each year.

[Canada](#) is a price-driven market where the most competitive exporters in the world are present. Therefore, many EU food and drink products are already successfully exported to Canada.

The [United Arab Emirates \(UAE\)](#) has well-developed logistical services and transportation infrastructure, high and increasing demand for premium-high-value foods and imported products, and free trade zones that offer a lot of advantages to foreign businesses.

Learn more about the selected markets on the project website in [MARKETS section](#).

Get support for your internationalisation

SMEs can apply to benefit from three types of dedicated internationalisation support from F2F Health Matters project: Commercial Lead Support, Travel Aid, and Elite Programme. The first call launched for Canada is open till 17th May 2022. All information about the call, application, and selection process can be found on the project website in [GET INVOLVED section](#).

The European project F2F Health Matters is an internationalisation accelerator for innovative agri-food SMEs. It is driven by an alliance of five European clusters: [Wagralim \(Belgium\)](#), [Clusaga \(Spain\)](#), [Bioeconomy Cluster \(Slovakia\)](#), [InovCluster \(Portugal\)](#), and [Valorial \(France\)](#). It is funded by the [European Programme for the Competitiveness of Small and Medium-sized Enterprises \(COSME\)](#) within the framework of the [European Strategic Cluster Partnerships - Going International \(ESCP-4i\)](#).