

Japan and the UAE are the next countries of the internationalisation mission of F2F Health Matters!

Nitra, July 20th, 2022. The F2F Health Matters consortium selected Japan and the UAE as the next countries for internationalisation mission. SMEs can apply for training and mentoring opportunities, participate in matchmaking and networking events, and participate in international missions.

About the selected countries

[Japan](#) has unique traditions and particular ways of doing business but European exporters can identify successful opportunities to enter the Japanese market with their products, also in a view of long-term trade relationship between the EU and Japan supported by the Economic Partnership Agreement.

The [United Arab Emirates](#) operates as an open economy and offers a very favourable trade regime with low tariffs and efficient customs management. A good reference in the UAE will, most probably, open new opportunities in other markets of the region. The UAE presents good opportunities for the European companies.

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

Application and selection process

SMEs operating in the sectors of healthy food, bio-based techno-functional ingredients and solutions and sustainable bio-solutions can apply for the next call on Japan, which will be open for 2 months in autumn 2022. SMEs can apply to benefit from three types of dedicated internationalisation support: Commercial Lead Support, Travel Aid, and Elite Programme. After the verification process Champion and Elite SMEs will be selected. All information about the calls, application, and selection process can be found on the project website in [GET INVOLVED section](#).

Canada mission

The [Champion and Elite SMEs](#) of the first call were already selected. The consortium of F2F Health Matters is preparing the internationalisation mission to Canada, which will take place in November 2022.

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 \(ESCP-4i\)](#).