

The second collective international trade mission to Japan successfully finalised!

Spain, June 27th, 2023. The selected **Champion SMEs** of the call for the second target country, **Japan**, got the opportunity to expand their business and to start a new internationalisation journey.

Collective internationalisation mission to Japan

During five days, from 19th till 23th June 2023, [F2F Health Matters project](#) consortium with the expertise of consultants in Japan dedicated efforts and resources to embark selected European companies to discover Japanese market and to get a real insight of what to expect for future collaborations around innovation, but also the right strategy to follow in order to make their internationalisation journey a success.

The mission was held in **Tokyo**, where SMEs were supported to meet experts, consultants and potential business partners in order to present their healthy food products and supplements and to learn the specifics of Japanese market. The companies had also the opportunity to attend **JAPAN'S FOOD EXPORT FAIR**, a food fair that allowed European SMEs to make direct contact with new potential partners.

The Champion SMEs participating in the internationalisation mission were the following: [Bioextract](#) (Belgium), [Asabe](#) (Belgium), [Anta de Cima - Sociedade Agrícola Unipessoal Lda](#) (Portugal), [Wild Bunch & Co.](#) (Portugal), [Cake Lucky SAS](#) (France), [POLARIS](#) (France), [Marie Morin](#) (France), [Vino Peter Lisicky s.r.o.](#) (Slovakia), [SPACElab s.r.o.](#) (Slovakia), [Opre' Cidery s.r.o.](#) (Slovakia), [Real Conservera Española, S.L.](#) (Spain) and [Dairypet, S.L.](#) (Spain).

Elite Programme

All the selected SMEs have also been part of the **Elite SMEs coaching and training programme**, which provided training courses for the Japanese market, coaching and access to a dedicated SMEs Community.

How to get support for your internationalisation journey?

The **next call** of the project, focused on the **United Arab Emirates** market, has already been launched and will be open till **5th July 2023**. All information about the calls, 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 \(ESCP-4i\)](#).