



Based on a methodology fine-tuned over 20 years of expertise, EU Gateway has always succeeded in pushing its performance limits adjusting to the dynamic market trends. What is this methodology all about?

1. RECRUITMENT



- TRADEFAIRS
- EXHIBITIONS
- PHONE CALLS
- EMAILS
- CALL CENTERS
- TRADE PROMOTION AGENCIES
- SOCIAL MEDIA
- WEB-PROMOTION

2. EXPRESSION OF INTEREST



10,000
EU COMPANIES

EXPRESSED INTEREST IN
THE PROGRAMME AND WERE
SCREENED

3. SCREENING



4. APPLICATION



3,500
COMPANIES APPLIED

5. ASSESSMENT AND SELECTION



MORE THAN
1,500
COMPANIES SELECTED

6. PRE-DEPARTURE MEETING



EU GATEWAY PARTICIPANTS ATTENDED AN
**INTERACTIVE COACHING
& BRIEFING SESSION**

7. BUSINESS MISSION PREPARATION



28,000 JAPANESE &
KOREAN BUSINESS
REPRESENTATIVES
APPROACHED FOR MATCHMAKING WITH THE
EU COMPANIES

8. BUSINESS MISSION WEEK



22,000
INDIVIDUAL BUSINESS
MEETINGS ORGANISED

9. FOLLOW UP



THE RESULT-FOCUSED
FOLLOW-UP OCCURS IN

3 STAGES

- END OF BUSINESS MISSION WEEK
- 6 WEEKS LATER
- 12TH MONTHS LATER

10. BUSINESS



64% OF PARTICIPANTS
ESTABLISHED BUSINESS
COLLABORATIONS
AFTER PARTICIPATING IN EU GATEWAY
BUSINESS MISSIONS



EU Gateway Programme

EU GATEWAY

Helping European SMEs seize opportunities in third country markets

PROGRAMME RESULTS (2009-2014)

Funded by the European Union



OVERALL SATISFACTION



86%

OF THE PARTICIPATING EU COMPANIES ARE

HIGHLY SATISFIED

WITH EU GATEWAY

BUSINESS PARTNERSHIPS



64%

OF PARTICIPANTS

ESTABLISHED BUSINESS COLLABORATIONS AFTER PARTICIPATING IN EU GATEWAY BUSINESS MISSIONS

REVENUE GROWTH



FOR EACH EURO INVESTED IN THE PROGRAMME



THE COMPANIES GOT **5 EUROS BACK** IN EXTRA REVENUE WITHIN ONE YEAR



COACHING AS KEY TO SUCCESS

Targeted coaching is a key success factor of EU Gateway. Companies are accompanied at every step and receive hands-on advice – a service which is highly appreciated.

