



EU BUSINESS HUB @ SMART ENERGY WEEK AUTUMN 2025

BUSINESS MISSION OVERVIEW

15 – 19 September 2025

The EU Business Hub programme will select and support up to 50 European SMEs and start-ups in the renewable energy sector to attend the [Smart Energy Week](#) Autumn 2025, in Japan at Makuhari Messe. Mission participants will exhibit and participate in the [International Hydrogen and Fuel Cell Expo 2025](#), which is part of the Smart Energy Week. With nearly 70,000 professional visitors and close to 1,500 exhibitors, the fair is one of the biggest Green Technology events in Japan.

This three-day exhibition, taking place **from September 17–19, 2025**, offers a unique opportunity to engage with Japanese business partners. Many Japanese corporations will send delegations and host booths at the fair. At the EU Business Hub booth, customised services will be available, utilizing materials provided by mission participants. A dedicated team of coaches and professional interpreters will support participants in promoting their products and technologies, ensuring maximum visibility among exhibition visitors. Additionally, a networking event during the mission will further enhance opportunities to connect with potential business partners and clients.

TARGET AUDIENCE

European SMEs and start-ups involved in the renewable energy sector, including technologies such as:

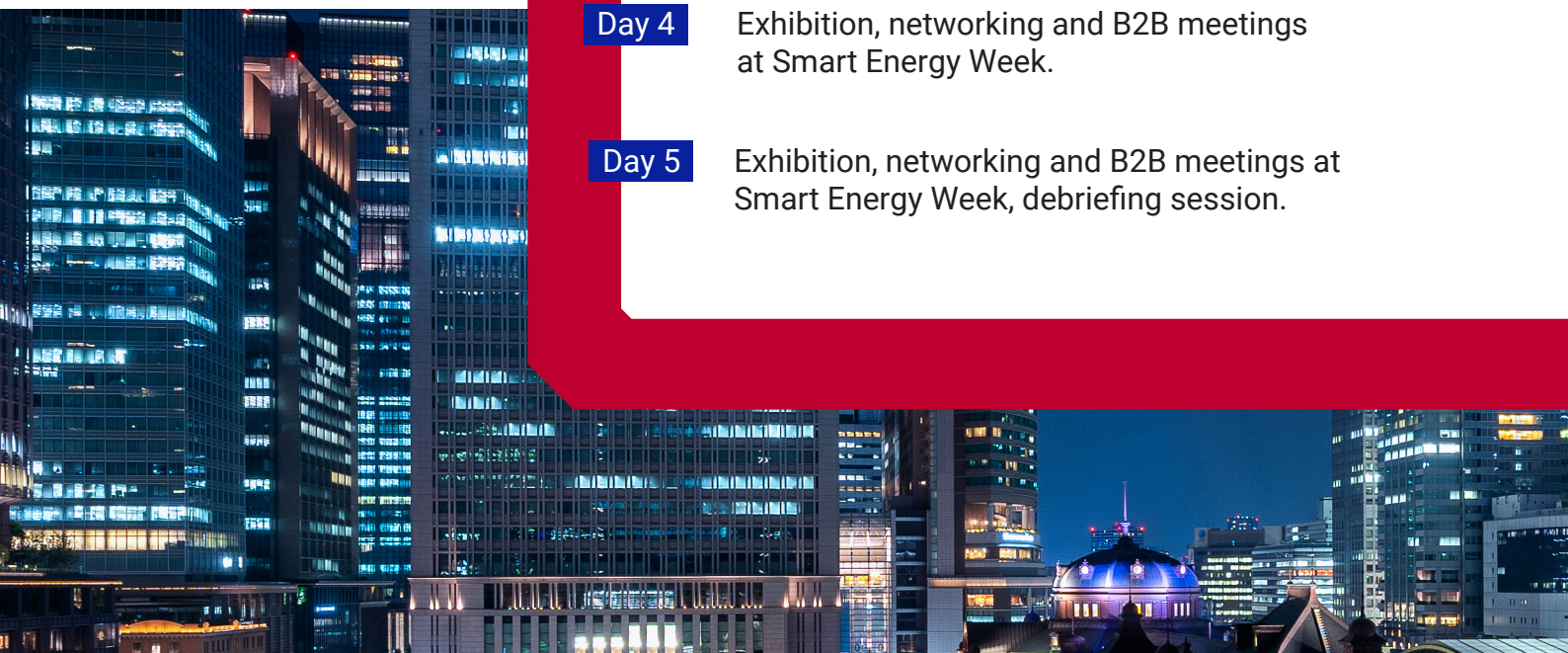
- ▶ Hydrogen and fuel cells
- ▶ Solar power
- ▶ Rechargeable batteries
- ▶ Smart grids
- ▶ Wind power
- ▶ CCUS
- ▶ Decarbonisation
- ▶ Circular economy

OVERVIEW OF THE BUSINESS MISSION

The business mission to Tokyo will last five days in total, including three days of exhibiting, business matchmaking and networking, as well as sector insights and a study tour.

The business mission agenda is as follows:

- Day 1** Arrival in Tokyo, welcome and networking reception.
- Day 2** Briefing session with sectoral experts and a study tour.
- Day 3** Exhibition, networking and B2B meetings at Smart Energy Week, networking reception.
- Day 4** Exhibition, networking and B2B meetings at Smart Energy Week.
- Day 5** Exhibition, networking and B2B meetings at Smart Energy Week, debriefing session.



SERVICES/BENEFITS THE EU PARTICIPANTS WILL BE RECEIVING



Business matchmaking resulting in pre-arranged in-person meetings with carefully selected Japanese companies.



Cultural and linguistic support such as briefings on doing business in Japan, and support for interpretation and translation.



Hotel accommodation ([The Manhattan](#)) for four nights – in total, up to €1000 for accommodation is covered by the programme.



Market intelligence including sectoral briefings providing valuable insights about the Japanese market and potential opportunities.



Financial support up to €1000 to benefit from a menu of additional customised services co-funded by the project (e.g. translation, printing, legal advice).



Coverage of the exhibition fee at Smart Energy Week.

KEY MARKET INSIGHTS

Participating in the EU Business Hub @ Smart Energy Week Autumn 2025 presents **a unique opportunity for European SMEs and start-ups** because:

The Japanese renewable energy market total revenue was **€22.4 billion in 2022, with a Compound Annual Growth Rate (CAGR) of 7.1% between 2017 and 2022.**

The Japanese government established **several initiatives and regulations** to encourage the use of renewable energy sources and minimise carbon emissions from industrial activities.

Japan's GX Strategy is an ambitious initiative to **achieve carbon neutrality** by 2050 while driving economic growth. With a ¥150 trillion (approximately €1.07 trillion) investment plan, it focuses on expanding renewable energy, introducing carbon pricing, and fostering clean technologies like hydrogen and ammonia. As part of this transition, Japan aims to **increase renewables to 40-50%** of its energy mix by 2040, reinforcing its leadership in the global green economy.

Hydrogen is expected to play a central role in **Japan's clean energy transition**. In fact, Japan was among the first countries to launch a **national hydrogen strategy**, which aims to make **hydrogen cost-competitive with respect to natural gas**.

Discover the business mission and apply

BY 13 OF JUNE 2025

Find out more

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EU Business Hub – Japan and the Republic of Korea is an EU-funded programme that supports EU businesses in the green and low-carbon, digital, healthcare and medical equipment sectors to enter the markets of Japan and the RoK.



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