



EU BUSINESS HUB @ SMART ENERGY WEEK SPRING 2026

BUSINESS MISSION OVERVIEW

15 – 19 March 2026

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 Spring 2026, in Japan at Tokyo Big Sight. The 2025 Spring exhibition was visited by more than 65,000 participants, making it one of the biggest Green Technology events in Japan.

The EU Business Hub will provide the EU Pavilion at the exhibition, a valuable platform for companies to showcase their products and services, demonstrations, networking, and customer acquisition. This business mission will take place **from 15-19 March, 2026**, and provides an excellent opportunity for networking and connecting with potential Japanese business partners and industry leaders. At the EU Pavilion, a dedicated team of business coaching staff and professional interpreters will be available to promote European companies' products and technologies, assuring maximum exposure to exhibition visitors. A networking event during the mission will increase the opportunities to connect with potential business partners and clients.

This business mission presents **a unique opportunity** for European SMEs and start-ups to establish valuable contacts, exhibit their solutions at the EU Pavilion, build long-lasting relationships with Japanese enterprises and explore new business avenues together.



TARGET AUDIENCE

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

- ▶ Hydrogen Energy
- ▶ Solar power
- ▶ Secondary battery
- ▶ Smart grid
- ▶ Wind power
- ▶ Biomass
- ▶ Thermal power

Japanese Business Operators, notably buyers, distributors and R&D partners in public and private sectors, and Japanese investors.

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.

The business mission agenda is as follows:

Day 1

Arrival in Tokyo.

Day 2

Briefing and lecture session with sectoral experts and networking reception.

Day 3

Exhibition, networking, B2B meetings at Smart Energy Week.

Day 4

Exhibition, networking, B2B meetings at Smart Energy Week, happy hour.

Day 5

Exhibition, networking, 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.



Market intelligence

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



Cultural and linguistic

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



Financial support for additional (optional) customised services is co-funded by the project and covers 80% up to €1000 (e.g., translation, printing, legal advice, booth decoration)



Hotel accommodation

(Grand Nikko Tokyo Daiba) for four nights – in total, up to €1000 for accommodation is covered by the programme (1 room/company for 4 nights).



Coverage of the exhibition fee

at Smart Energy Week.

KEY MARKET INSIGHTS

Participating to EU Business Hub @ Smart Energy Week Spring 2026 represents a **unique opportunity for European SMEs and start-ups**:

Market size: The Japanese renewable energy market total revenue was **€63 billion in 2024**, with a projected **Compound Annual Growth Rate (CAGR) of 7.5% between 2026 and 2033**.

Regulatory environment: The Japanese government actively encourages the use of renewable energy sources and minimising carbon emissions from industrial activities.

Commitment to renewable energy: Japan is leading the global hydrogen transition with a **€95 billion investment** in public-private partnerships, cutting-edge technologies, and **international collaborations** to build a robust supply chain, reduce costs, and achieve its net-zero emissions goal by 2050.

Importance of renewables in Japan's energy mix: Renewables play an increasingly important role in Japan's energy system, with significant potential for further growth.

Role of renewables in electricity generation: Solar and hydropower currently dominate Japan's renewable electricity generation. Expanding wind and geothermal energy presents an opportunity to enhance the share of renewables, improve energy security, and reinforce Japan's position as a leader in clean energy innovation.

Main sources of renewable heat:

Industrial waste is the primary source of renewable heat in Japan. However, biofuels and geothermal technologies remain largely untapped, offering the potential to decarbonise heating systems across residential, commercial, and industrial sectors while advancing energy efficiency.

Discover the business mission and apply

BY 28 NOVEMBER 2025

Find out more

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