

NOTE TO EDITORS

Paris, March 27, 2026

Japan – South Korea: Business France organizes 40 businesses to strengthen strategic technology partnerships

During President Emmanuel Macron’s visit to Japan and South Korea, Business France is organizing 40 French firms to strengthen their presence within leading technology ecosystems. This engagement aims to develop sustainable industrial partnerships and consolidate economic sovereignty in strategic sectors.

In a context of restructuring of value chains and intensification of technological competition, Japan and South Korea are emerging as key markets for French businesses.

From March 31 to April 3, 2026, Business France is organizing a multi-sector delegation of 40 French firms, with a mission organized in Tokyo, Japan from March 31 to April 2 and then in Seoul, South Korea from April 2 to 3, so as to accelerate their international development and position them at the heart of the industrial and technological ecosystems of north-east Asia.

The delegation illustrates the diversity of the French offering, bringing together businesses from various sectors – industry, energy, healthcare, deeptech, agri-food and lifestyle.

It includes firms positioned in strategic segments, such as decarbonized industry, energy solutions, automated logistics and health, including Verkor, Energy Pool and Exotec.

Some already have a presence or partners in the region, such as Ecovadis or Filigran in Japan, or Quandela in South Korea, illustrating a more mature phase in the development of French startups in Asia.

The mission revolves around qualified business meetings, economic forums and strategic exchanges with industrial partners, investors and public stakeholders, so as to transform the connections into concrete projects and to secure the value chains.

In Japan, the mission is organized around an economic forum dedicated to France-Japan partnerships in terms of economic and technological sovereignty, organized at the Tokyo Innovation Base by the Regional Economic Service and Business France, in conjunction with the Japanese External Trade Organization (JETRO), the General Secretariat for Investment (“France 2030”) and the “Team France Japan” (Company of Advice and Financial Experts (CCEF), Chamber of Commerce and French Industry in Japan (CCIFJ), Movement of Enterprises in France (MEDEF) International and the La French Tech).

As the world’s fifth-largest economy, Japan is an important market for French businesses, with more than 600 French subsidiaries established there and bilateral trade reaching approximately €15 billion each year. Following record export growth in 2024 (+36%), which led to an improvement in France’s trade balance, French trade remained strong in 2025.

Important collaborations are already emerging, such as the partnership between Exotrail and Astroscale in the space sector, illustrating the ability of French firms to participate in long-term industrial projects. Filigran, for its part, stands out for its expertise in cybersecurity solutions and is attracting growing interest from Japanese players, reflecting the attractiveness of French technology in strategic and key segments.

In South Korea, the mission also includes a France-South Korea Economic Forum, organized by MEDEF International and the Federation of Korean Industries (FKI), the main organization representing major South Korean industrial groups, as well as targeted business meetings with major industrial groups and innovation players.

South Korea is one of Asia's most dynamic markets for innovation, with more than 4% of its GDP dedicated to R&D, among the highest levels in the world.

Economic relations between France and South Korea are also strong: bilateral trade in goods exceeds €13 billion, including approximately €6 billion in French exports. The French presence in South Korea is also significant, with nearly 220 French subsidiaries operating there, accounting for around 33,000 jobs.

In these two demanding markets, the relationship is based on a co-development approach, founded on long-term partnerships, as well as industrial and technological cooperation.

The objective is threefold: Firstly, to strengthen economic sovereignty in strategic sectors, particularly critical minerals, energy and data infrastructure; Secondly, to fast-track industrial and energy transitions through the establishment of sustainable alliances; Thirdly, to consolidate France's market share in the consumer goods sector, where French products enjoy strong recognition.

Led by Business France, in conjunction with Team France Export, the French Embassies, the CCEF networks, MEDEF International, La French Tech, as well as French Chambers of Commerce abroad – notably the French Chambers of Commerce and Industry in Japan and South Korea – this mission aims to establish a lasting French presence in Japan and South Korea, by supporting businesses as closely as possible to opportunities and key decision-makers.

In 2025, Business France supported 567 firms in the Japanese market and 257 businesses in South Korea, illustrating the establishment and resolve of its teams in these two strategic economies.

About Business France

Business France is the public consulting business serving the international development of the French economy. It is responsible for fostering export-led growth by French businesses, as well as promoting and facilitating foreign investment in France.

It promotes France's firms, business image and nationwide attractiveness as an investment location, and also runs the V.I.E international internship program, which connects businesses with young talent for international assignments.

Business France has more than 1,400 personnel, both in France and in 53 countries throughout the world.

In 2025, support from Business France made it possible to generate €2.5 billion in additional export revenues for French SMEs and mid-size companies, accounting for more than 25,386 jobs created or planned. Business France supported 59% of the 1,878 foreign investment decisions in 2025, accounting for 35,426 forecast jobs.

For further information, please visit: www.businessfrance.fr @businessfrance



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