

EU BUSINESS HUB @KOREA ELECTRONICS SHOW 2026

VISIT OUR EU PAVILION AND DISCOVER COLLABORATION OPPORTUNITIES
WITH EUROPE'S MOST INNOVATIVE COMPANIES!

TUESDAY,
13TH OCTOBER
10:00 ~ 17:00

WEDNESDAY,
14TH OCTOBER
10:00 ~ 17:00

THURSDAY,
15TH OCTOBER
10:00 ~ 17:00

FRIDAY,
16TH OCTOBER
10:00 ~ 16:00



Location

#B140-B150 (EU Pavilion), Hall B, 1F, COEX

◆ Programme Outline ◆

Business Exhibition

From October 13 to October 16, visit the booths of European companies to explore the latest trends in AI, mobility, robotics, and other electronic technologies, and connect with industry leaders through one-on-one business meetings.

* Interpretation services available.

Networking Reception

Join the Business Networking Reception on the afternoon of October 13 for an opportunity to meet and network with European companies in person.

* Venue: Atlas Hall,
The Westin Josun Seoul Parnas



► Areas of Expertise | [Download Catalogue >](#)

AX (AI Transformation)

Robotics

Mobility

XR & Spatial Computing

Digital Health & Lifestyle

Electronic parts and materials



What is the EU Business Hub?

The EU Business Hub is an EU-funded programme that supports EU SMEs and start-ups in Digital Solutions, Healthcare and Medical Equipment, and Green and Low-carbon Technologies sectors to establish successful business partnerships with Korean companies. Expand your global collaboration opportunities by joining this programme from 2024 to 2027.



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