



SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

Hello SME Instrument Champions!

We offer you a **free booth** at **TechInnovation**,
that will take place on **19-20 September 2017**,
in **Singapore** !



Apply now!

Deadline:
28 April 2017



PREMIER TECHNOLOGY-INDUSTRY BROKERAGE EVENT

It is the largest conference and exhibition in Singapore, focuses on the matching of industry's needs to enable and ready-to-market invention & technologies

NEARLY 1 200 VISITORS IN 2016

C-level executives from fields related to Ready-to-market Inventions & Technologies in Infocommunications, Electronics, Materials, Manufacturing, Personal Care, Healthcare, Medtech, Energy and Environment from Global Sources.

100+ EXHIBITORS IN 2016

Service & Digital Economy (Electronics, Infocomm), Urban Solutions & Sustainability (Energy, Environment, Green Building, Waste Management & Recycling), Health & personal care (Personal Care, Life Sciences, Healthcare, Foods), Advanced Manufacturing & Engineering (Chemicals, Manufacturing, Materials).

**At TechInnovation,
OTF offers you**

TO EXHIBIT YOUR TECHNOLOGY

At your own 5 sq.m booth on the SME Instrument Pavilion

PRE-SET BUSINESS MEETINGS

With relevant business counterparts based on your company profile

BUSINESS MENTORING

Support to prepare for the Trade Fair, business meetings and follow-up

INTERNATIONAL VISIBILITY

Promotion of your SME at the Trade Fair, and in the target market/region

Who can apply ?



Phase 1 and Phase 2 SME Instrument Champions, with a signed Grant Agreement before the application deadline, with global ambitions, a solid international business strategy and who are seriously committed to participating in the trade fair, including a pre-departure briefing in Brussels.



Applications are open to all SME Instrument topics. As TechInnovation focuses on New Technologies, it will be considered an asset if an applying SME is active in the specific sectors represented at TechInnovation.



Any doubts about your eligibility or the selection process? Please consult our [FAQ](#). Our [helpdesk](#) will also assist you with pleasure.



A one-year journey together



What should you expect to invest ?

Expenses	Your expected contribution	European Commission contribution	
TRAVEL & ACCOMODATION			
Direct Flight Economy class (Europe—Singapore—Europe)	+/- 1000 €	50% of all expenses up to 1000 € <i>The additional costs may also be covered as dissemination activities under the SME Instrument Phase 2- grant agreement if it is still on-going at the day of the exhibition period at the trade fair.</i>	
Single Room (3 nights in Singapore)	+/- 300 €		
OPTIONAL ADDED-VALUE SERVICES			
Category 1 (Travel and accommodation services)	+/- 1000 €		
Category 2 (Consulting and regulatory advice)			
Category 3 (Printing, translation, booth customising)			
Total	+/- 2300 €		
Human Resources			
Pre-departure briefing in Brussels	1-2 people for 1 day	The Overseas Trade Fairs team to support you through the whole experience	
Overall preparation for the mission	1-2 people for 15 days		
Exhibition in Singapore	1-2 people for 2 days		
Feedback (2 surveys)	1 person for 2 hours		
Follow-up with business partners	1-2 people for ∞ days		

Acceptance and cancellation policy

Should you be selected to this programme, you will be notified by the 22 May 2017
We expect you to follow up by filling in the required Company Profile form.

Cancellations will only be considered in duly documented cases of “force majeure”
In any other case, you will be excluded from participating to the SME Instrument’s Support to commercialisation services (trade fairs, academy, etc). In case of doubts, please contact our [helpdesk](#).

OverseasTradeFairs@SME-Instrument-OTFs.eu

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ec.europa.eu/easme/en/sme-instrument-s-overseas-trade-fair-programme

Executive Agency for SMEs