



# 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**



TECHINNOVATION

## 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.

Executive  
Agency for  
SMEs



## A one-year journey together



## What should you expect to invest ?

### Expenses

#### TRAVEL & ACCOMODATION

**Direct Flight Economy class**  
(Europe—Singapore—Europe)  
**Single Room**  
(3 nights in Singapore)

+/- 1000 €

#### 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 €**

### European Commission contribution

**50% of all expenses up to 1000 €**

*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.*

### Human Resources

Pre-departure briefing in Brussels

1-2 people for 1 day

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

The Overseas Trade Fairs team to support you through the whole experience

## 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](#).