



SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

Hello SME Instrument Champions!

We offer you a **free booth** at **Lagos International**,
that will take place on **3-12 November 2017***
in **Lagos, Nigeria** !



GATEWAY TO WEST AFRICA

Lagos International is the gateway to Nigeria's and Africa's evolving market. This trade fair is the largest and best organised in the West-African sub-region

100 000+ VISITORS IN 2016

International Markets, Investors seeking joint-venture partners, Markets for intermediate and capital goods in Nigeria and in the ECOWAS community

1 500+ EXHIBITORS IN 2016

Building & Construction, Plants & Equipments,
Oil & Gas, Mine & Energy, Automobile, ICT,
Business Equipment, Security & Safety,
Banking & Finance, Personal Care,
Furniture, Agriculture & Food
and Fashion



Apply now!

**Deadline:
26 May 2017**

**At Lagos International,
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 Lagos International focuses on all aspects of business and economic activities, it will be considered an asset if an applying SME is active in the specific sectors represented at Lagos International.

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—Lagos—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 (5 nights in Lagos)	+/- 500 €		
OPTIONAL ADDED-VALUE SERVICES			
Category 1 (Travel and accommodation services)	+/- 1000 €		
Category 2 (Consulting and regulatory advice)			
Category 3 (Printing, translation, booth customising)			
Total	+/- 2500 €		
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 Lagos	1-2 people for 5 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 19 June 2017
We expect you to follow up on this 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

@H2020SME_OTF SME Instrument – Overseas Trade Fairs

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

Executive Agency for SMEs

*Programme attendance dates to be confirmed