



SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

Hello SME Instrument Innovators!

We offer you a **free booth** at **ASIAWATER Expo** that will take place on **10 - 12 April 2018** in **Kuala Lumpur, Malaysia** !



Apply here!

Deadline:
1 December 2017



THE GLOBAL EVENT FOR THE WATER INDUSTRY

The Asia Water Expo and Forum is the an entry point in ASEAN's Water Industry.

NEARLY 13 000+ VISITORS IN 2016

International Water Professionals and Decision-Makers, Potential Buyers, Partners, Distributors, Importers, Agents, Governments, City Councils, Research Institutes, Hotels, Architects, Environment Consultants, Palm Oil & Water Companies, Pharmaceutical & Medical Actors, Pulp and Paper Companies, Petrochemical & Steel Companies, Water, Food & Beverages Companies

750+ EXHIBITORS IN 2016

Water Treatment, Cooling Water Treatment, Desalination, Irrigation Equipment, Detectors, Flood Protection, Microbiology Test, Membrane Technology, Bacteria Cultures, Oil Separators, Filters, Gas, Drilling, Electric Motors, Coil, Ozone Generators, Coatings

At ASIAWATER Expo, 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 funded companies, 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 Asia Water Expo focuses on the Water Industry, Champions from topics SMEInst-02, SMEInst-07, and SMEInst-11 will be favourably considered.



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

TRAVEL & ACCOMODATION

Direct Flight Economy class
(Europe—Kuala Lumpur—Europe)

Single Room
(4 nights in Kuala Lumpur)

OPTIONAL ADDED-VALUE SERVICES

Category 1
(Travel and accommodation services)

Category 2
(Consulting and regulatory advice)

Category 3
(Printing, translation, booth customising)

Total

Human Resources

Pre-departure briefing

Overall preparation for the mission

Exhibition in Kuala Lumpur

Feedback (2 surveys)

Follow-up with business partners

Your expected contribution

+/- 1000 €

+/- 400 €

+/- 1000 €

+/- 2400 €

1-2 people for 1 day

1-2 people for 15 days

1-2 people for 3 days

1 person for 2 hours

1-2 people for ∞ days

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.

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 2 January 2018

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

In case of technical issues with the application form, please contact:

EASME-SME-HELPDESK@ec.europa.eu