



SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

Hello SME Instrument Innovators!

We offer you a **free booth** at the **African Utility Week**,
that will take place on **15-17 May 2018**
in Cape Town, South Africa !



Apply here!

Deadline:
16 January 2018



THE GLOBAL EVENT FOR UTILITY TECHNOLOGIES

The annual African Utility Week and Clean Power Africa is the only global meeting place, conference and trade exhibition for African power and water utility professionals.

6000+ VISITORS IN 2016

7000+stakeholders, engineers, multinationals and start-ups, senior-experts to talents, solution providers, water and utility professionals, government officials, Academics, Utility Scale projects, Regulators

230+ EXHIBITORS IN 2016

Water Pumps, Waste water treatment, Monitoring, Leak Detection, Demand Response, Telecommunication, ICT, Internet of Things, Demand Response, Security & Cyber grid, SCADA, Test Equipment, Meter Reading, Cables, Electrical switchboards, Relays, Pre-Paid Metering, Data Management, Gas Generation, Nuclear, Renewables. Navigation, Geolocalisation, Network & Endpoint Solutions, Satellite Communications, Drones

**At African Utility Week,
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.



Applications are open to all SME Instrument topics. As the African Utility Week focuses on Power and Water Utility, it will be considered an asset if an applying SME is active in these specific sectors.



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—Cape Town—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 (4 nights in Cape Town)	+/- 400 €		
OPTIONAL ADDED-VALUE SERVICES			
Category 1 (Travel and accommodation services)	+/- 1000 €		
Category 2 (Consulting and regulatory advice)			
Category 3 (Printing, translation, booth customising)			
Total	+/- 2400 €		
Human Resources			
Pre-departure briefing	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 Cape Town	1-2 people for 3 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 13 February 2018
We expect you to follow up on this within 7 days, by filling 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