



# SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

**Hello SME Instrument Innovators!**

We offer you a **free booth** at **Electronica and Productronica** that will take place in **15-17 September 2018** in **Bangalore, India !**



**Apply here!**

**Deadline:  
19 May 2018**



## THE GLOBAL COMMUNICATION EVENT FOR ELECTRONICS INDUSTRY

Joined event of Electronica India (International Trade Fair of Electronic Components, Systems and Applications) and Productronica India (International Trade Fair for Electronics Development and Production)

### + 17,968 VISITORS IN 2016

22% top C-level executives from different industries: Industrial, Automotive, Military & Defense, Energy, Telecom, Semiconductor Manufacturing, Medical, Railway, Office and data processing.

### 452+ EXHIBITORS IN 2016 FROM 17+ COUNTRIES

Semiconductors, Displays & LEDs, Automotive, PCB & other circuits, Power supplies, Passive components, Electronic Design, Sensor Technology, Wireless, Embedded Systems, Assemblies & Subsystems, Electromechanics, Micronano systems, Information gathering.

## At Electronica & Productronica, 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.



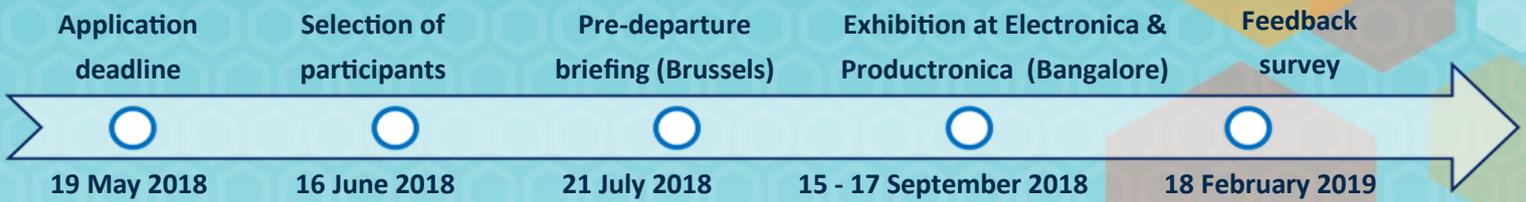
**Applications are open to all SME Instrument topics.** As Electronica and Productronica 2018 focuses on the electronics industry, Champions from topics SMEInst-02 will be favourably considered.



**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—Bangalore—Europe)

**Single Room**  
(4 nights in Bangalore)

#### 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 Bangalore

Feedback (2 surveys)

Follow-up with business partners

### Your expected contribution

+/- 700 €

+/- 400 €

+/- 1000 €

+/- 2100 €

### 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 16 June 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](mailto:OverseasTradeFairs@SME-Instrument-OTFs.eu)

# @H2020SME\_OTF SME Instrument – Overseas Trade Fairs

[ec.europa.eu/easme/en/sme-instrument-s-overseas-trade-fair-programme](http://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](mailto:EASME-SME-HELPDESK@ec.europa.eu)