



# SME Instrument's Overseas Trade Fair

Supporting international commercialisation of EU innovation

## Hello SME Instrument Champions!

We offer you a **free booth** at the **IE Expo** that will take place **on 4-6 May 2017**

**in the Shanghai New International Expo Centre, China!**



**Apply now!**

**Deadline:  
13 January 2017**

## At IE Expo, Overseas Trade Fair offers you

### EXHIBITING YOUR TECHNOLOGY

At your own 5 sq.m booth on the SME Instrument Pavilion

### PRE-SET BUSINESS MEETINGS

Before departure, on the basis of your business needs

### BUSINESS MENTORING

To prepare you to the business mission

### PROMOTION OF YOUR COMPANY

Internationally, before and during the trade fair

### PITCHING SESSIONS

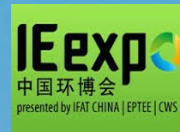
Promote your technology and convince business partners

### NETWORKING RECEPTION

Invite your newly made business contacts

### ATTEND SIDE EVENTS

Conferences, speeches, and receptions



### ASIA'S LEADING ENVIRONMENTAL SHOW

As the number one environmental technology show for China and Asia, IE expo is the ideal platform for professionals in the environmental industry to develop business, exchange ideas and network.

### 43 000 VISITORS IN 2016

Professionals related to environmental management, eco-auditing, financing, analysis laboratories, research institutes, refuse disposal & recycling, public cleansing

### 1303 EXHIBITORS IN 2016

Air Pollution Control and Air Purification  
Water and Sewage Treatment  
Waste Management  
Site Remediation

## Who can apply ?



**Phase 1 and Phase 2 SME Instrument Champions** 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 IE 2017 focuses on environmental sector, Champions from topics SMEInst-03, SMEInst-04, SMEInst-09 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—Shanghai—Europe)  
**Single Room**  
(4 nights in Shanghai)

#### 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 Shanghai

Feedback (2 surveys)

Follow-up with business partners

### Your expected contribution

+/- 900 €

+/- 800 €

+/- 1000 €

+/- 2700 €

1-2 people for 1 day

1-2 people for 15 days

1-2 people for 5 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 Fair team to support you through the whole experience

## Acceptance and cancellation policy



**Should you be selected to this programme, you will be notified by 8th February 2017**

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)

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[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