



# SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

**Hello SME Instrument Champions!**

We offer you a **free booth** at **Arab Health**,  
that will take place on **29 January - 1 February 2018**,  
in **Dubai, United Arab Emirates!**



**Apply Here!**

**Deadline:**  
**25 August 2017**



## Where the healthcare world comes to do business

It is the second largest healthcare exhibition in the world and the largest in the middle east. It offers important opportunities to build relationships within the healthcare industry, to showcase progress and achievement in the sector, and to explore new opportunities with stakeholders in the healthcare field.

### 13 000+ VISITORS IN 2016

29% Dealers & Distributors, 21 % Hospitals,  
19% Laboratories, 16% Government  
and 15% Manufacturers

### 4 400+ EXHIBITORS IN 2016

Medical Devices, Medical Equipment, Medical Instruments,  
Disposables & Consumer Goods, Healthcare Infrastructure & Assets,  
Healthcare Management, Imaging Diagnostics,  
Laboratory, Medical Services, Dental  
and Pharma & Supplements

**At Arab Health,  
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 Arab Health focuses on Health and Medical Care, it will be considered an asset if an applying SME is active in the specific sectors represented at Arab Health.



**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—Dubai—Europe)

##### Single Room

(5 nights in Dubai)

#### OPTIONAL ADDED-VALUE SERVICES

##### Category 1

(Travel and accommodation services)

##### Category 2

(Consulting and regulatory advice)

##### Category 3

(Printing, translation, booth customising)

### Total

### Your expected contribution

+/- 1000 €

+/- 500 €

+/- 1000 €

+/- **2500 €**

### 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.*

### Human Resources

Pre-departure briefing in Brussels

1-2 people for 1 day

Overall preparation for the mission

1-2 people for 15 days

Exhibition in Dubai

1-2 people for 4 days

Feedback (2 surveys)

1 person for 2 hours

Follow-up with business partners

1-2 people for ∞ days

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 the 18 September 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](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)