



SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

Hello SME Instrument Innovators!

We offer you a **free booth** at **CIIF International**, that will take place on **6-10 November 2018**, in **Shanghai, China!**



Apply here!

Deadline:
10 July 2018



ENTRY POINT TO CHINA'S EVOLVING MARKET

Since its launch in 1999, CIIF has become a leading event on equipment manufacturing in China. It focuses on 9 key development areas, showcasing the whole industrial chain.

168000+ VISITORS IN 2016

With 50% of Manufacturers coming from diverse industries : Industrial Automation, Machinery Manufacturing, Automobile, IT & Electronics, Machine Tool Components, Construction, Packing & Printing, Aerospace, Defense & Security, Environmental Protection, Light Machinery, Petrochemical & Metallurgy, Shipbuilding, Mechanical, Food & Beverages, Textile, Electrical Power Equipment...

2556 EXHIBITORS IN 2016 FROM 28 COUNTRIES

Metalworking and CNC, Machine Tool, Automation, Environmental Protection Technology & Equipment, Information & Communication Technology, Energy, New Energy Auto, Robotics, Scientific & Technology Innovation, New Material Industry.

At CIIF International, 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 CIIF 2018 focuses on all aspects of business and economic activities in China, Champions from topics SMEInst-01, SMEInst-02, SMEInst-04, 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—China—Europe)

+/- 1000 €

Single Room
(5 nights in Shanghai)

+/- 1000 €

OPTIONAL ADDED-VALUE SERVICES

Category 1
(Travel and accommodation services)

+/- 1000 €

Category 2
(Consulting and regulatory advice)

Category 3
(Printing, translation, booth customising)

Total

+/- **3000 €**

Human Resources

Pre-departure briefing

1-2 people for 1 day

Overall preparation for the mission

1-2 people for 15 days

Exhibition in Shanghai

1-2 people for 4 days

Feedback (2 surveys)

1 person for 2 hours

Follow-up with business partners

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 7 August 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