



SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

Hello SME Instrument Champions!

We offer you a **free booth** at the **14th edition of MIHAS**,
that will take place **on 5-8 April 2017**
in Kuala Lumpur, Malaysia !



A Foothold in Southeast Asia

Best entry point to penetrate into and flourish in ASEAN by facilitating the sourcing and selling of quality consumables, as well as tourism and financial services

22 000 VISITORS IN 2016

Suppliers, manufacturers and retailers
Importers, exporters, distributors and wholesalers
Hoteliers and restaurateurs
Investors and financial/banking institutions
Government agencies

540+ EXHIBITORS FROM 30 COUNTRIES IN 2016

Showcasing food and non-food consumables
Food chemicals, additives and ingredients
Food-related processes and technologies
Pharmaceuticals, cosmetics, perfumery, toiletries,
Hotels, restaurants and other premises
Investment and banking services



Apply now!

**Deadline:
9 December 2016**

At MIHAS, 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 global ambitions, a solid international business strategy and who are seriously committed to participating in the MIHAS Trade Fair.



Applications are open to all SME Instrument topics. SMEs will have to hold or at least have applied for a Halal Certificate by 1 February 2017. The OTF team can support the certification process and its costs.



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—Kuala Lumpur—Europe)
Single Room
(4 nights in Kuala Lumpur)

OPTIONAL ADDED-VALUE SERVICES

Category 1
(Travel and accommodation services)

Category 2
(Consulting and regulatory advice, inc. Support for Halal certification)

Category 3
(Printing, translation, booth customising)

Total

Your expected contribution

+/- 1000 €

+/- 400 €

+/- 1000 €

+/- **2400 €**

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

1-2 people for 1 day

Overall preparation for the mission

1-2 people for 15 days

Exhibition in Kuala Lumpur

1-2 people for 5 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 for this programme, you will be notified by 13th January 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

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ec.europa.eu/easme/en/sme-instrument-s-overseas-trade-fair-programme

Executive Agency for SMEs