

Supporting international commercialisation of EU innovation

Hello SME Instrument Champions!

We offer you a **free booth** at the <u>37th GITEX Technology Week</u>, that will take place on 8-12 October 2017*
in Dubai, United Arab Emirates!





08 ~ 12 0CT 2017

THE GLOBAL EVENT FOR ICT

A wide spectrum of Information Technology and Application Areas

NEARLY 146 000 VISITORS IN 2016 FROM 144 COUNTRIES

15% top C-level executives from different industries, Banking & Finance, Business Services, Big Pharma, ICT, Retail, Oil & Gas, Energy & Utilities, Telecommunications, Government officials, Universities

4 200+ EXHIBITORS IN 2016 FROM 130 COUNTRIES

FinTech, Consumer Tech, Network and Security, Robotics, Mobilit 3D printing, Entreprise Hardware, Cloud, Big Data, Internet of Things, Automation Software, Data Mobility, Tracking Devices, Future Technologies, Smart Cities

At GITEX, 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 <u>before</u> 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 GITEX 2017 focuses on Information Technology and Communications, it will be considered an asset if an applying SME is active in the specific sectors represented at GITEX.

Any doubts about your eligibility or the selection process? Please consult our <u>FAQ</u>.Our <u>helpdesk</u> will also assist you with pleasure.

Executive

Agency for

*Programme attendance dates to be confirmed



8-12 October 2017*

29 March 2018

A one-year journey together

28 April 2017

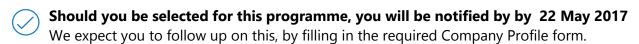
Application	Selection of	Pre-departure	Exhibition at GITEX	Feedback
deadline	participants	briefing (Brussels)	(Dubai)	survey
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26 June 2017

What should you expect to invest?

Expenses	Your expected contribution	European Commission contribution
TRAVEL & ACCOMODATION		
Direct Flight Economy class (Europe—Dubai—Europe)	+/- 1000 €	
Single Room	+/- 600 €	
(6* nights in Dubai)		50% of all expenses
OPTIONAL ADDED-VALUE SERVICES		up to 1000 €
Category 1 (Travel and accommodation services) Category 2 (Consulting and regulatory advice) Category 3 (Printing, translation, booth customising)	+/- 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.
Total	+/- 2600€	
Human Resources		
Pre-departure briefing in Brussels	1-2 people for 1 day	
Overall preparation for the mission	1-2 people for 15 days	The Overseas Trade Fairs team to support you through the whole experience
Exhibition in Dubai	1-2 people for 5* days	
Feedback (2 surveys)	1 person for 2 hours	
Follow-up with business partners	1-2 people for ∞ days	

Acceptance and cancellation policy



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.





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

