



SME Instrument's Overseas Trade Fairs

Supporting international commercialisation of EU innovation

Hello SME Instrument Champions!

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



Apply now!

**Deadline:
28 April 2017**



08 ~ 12
OCT 2017
DUBAI WORLD TRADE CENTRE

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, Mobility, 3D printing, Enterprise 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 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 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 [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)

+/- 1000 €

Single Room
(6* nights in Dubai)

+/- 600 €

OPTIONAL ADDED-VALUE SERVICES

Category 1
(Travel and accommodation services)

+/- 1000 €

Category 2
(Consulting and regulatory advice)

Category 3
(Printing, translation, booth customising)

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

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

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 for this programme, you will be notified by by 22 May 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

[#H2020SME_OTF](#) [in](#) SME Instrument – Overseas Trade Fairs

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

Executive Agency for SMEs

*Programme attendance dates to be confirmed