



# SME Instrument's Overseas Trade Fair

Supporting international commercialisation of EU innovation

## Hello SME Instrument Champions!

We offer you a **free booth** at the **17<sup>th</sup> Fiber Optics Expo**,  
that will take place on **5-7 April 2017**  
in **Tokyo Big Sight, Japan !**

## At FOE, Overseas Trade Fair offers you

### EXHIBITING YOUR TECHNOLOGY

At your own 5 sq.m booth on the SME Instrument Pavilion

### PRE-SET BUSINESS MEETINGS

Before departure, on the basis of your business needs

### BUSINESS MENTORING

To prepare you to the business mission

### PROMOTION OF YOUR COMPANY

Internationally, before and during the trade fair

### PITCHING SESSIONS

Promote your Technology and convince business partners

### NETWORKING RECEPTION

Invite your newly made business contacts

### ATTEND SIDE EVENTS

Conferences, speeches, and receptions

**FOE 2017**  
17<sup>th</sup> Fiber Optics Expo

### LEADING OPTICAL COMMUNICATIONS EVENT

Held inside Communications & Broadcasting World 2017  
gathering various kinds of transmission technologies for  
next generation communications and broadcasting




### 60 000 VISITORS IN 2016

Telecom carriers, system and equipment manufacturers  
Electric power companies, manufacturers, installators  
CATV providers and device manufacturers  
Trading companies and agents

### 300+ EXHIBITORS IN 2016

Optical measuring and inspection equipment  
Optical communication systems  
Transmission equipment  
Devices and material

## 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 trade fair
-  **Applications are open to all SME Instrument topics.** As FOE 2017 focuses on optical communications, Champions from topics SMEInst-01, SMEInst-02, SMEInst-12 and SMEInst-13 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	Your expected contribution	European Commission contribution	
<b>TRAVEL &amp; ACCOMODATION</b>			
<b>Direct Flight Economy class</b> (Europe—Tokyo—Europe)	+/- 1000 €	<b>50% of all expenses up to 1000 €</b>  <i>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.</i>	
<b>Single Room</b> (4 nights in Tokyo)	+/- 800 €		
<b>OPTIONAL ADDED-VALUE SERVICES</b>			
<b>Category 1</b> (Travel and accommodation services)	+/- 1000 €		
<b>Category 2</b> (Consulting and regulatory advice)			
<b>Category 3</b> (Printing, translation, booth customising)			
<b>Total</b>	<b>+/- 2800 €</b>		
<b>Human Resources</b>			
Pre-departure briefing	1-2 people for 1 day	The Overseas Trade Fair team to support you through the whole experience	
Overall preparation for the mission	1-2 people for 15 days		
Exhibition in Tokyo	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

- ✓ **Should you be selected to 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 forms.
- ✗ **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](#).