



SME Instrument's Overseas Trade Fair

Supporting international commercialisation of EU innovation

Hello SME Instrument Champions!

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



Apply now!

**Deadline:
9 December 2016**

At MIHAS, 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



THE GLOBAL HALAL MARKET PLACE

Best entry point to penetrate into and flourish in ASEAN by facilitating the sourcing and selling of quality Halal consumables, products and services globally

22 000 VISITORS IN 2016

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

540+ EXHIBITORS FROM 30 COUNTRIES IN 2016

Halal certified processes and consumable products
Pharmaceuticals food chemicals and additives
Perfumery, toiletries, cosmetics
Premises, hotels and restaurants
Investment and banking
Government agencies

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 MIHAS focuses on Halal consumables and non-food products and services, Champions from SMEInst-05 and SMEInst-07 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—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)
Category 3
(Printing, translation, booth customising)

Total

Human Resources

Pre-departure briefing
Overall preparation for the mission
Exhibition in Kuala Lumpur
Feedback (2 surveys)
Follow-up with business partners

Your expected contribution

+/- 1000 €

+/- 400 €

+/- 1000 €

+/- **2400 €**

1-2 people for 1 day
1-2 people for 15 days
1-2 people for 5 days
1 person for 2 hours
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 Fair team to support you through the whole experience

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 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