



CALL FOR APPLICATIONS

Participation at Hannover Messe 2018 and a Roadshow in Germany

The “Support to SME development in Armenia” (SMEDA) project invites Armenian companies, which have innovative solutions in **Precision Engineering and IoT** to participate in **Hannover Messe 2018** (www.hannovermesse.de/home) and in a **Roadshow in Germany**, taking place **from 17 to 28 April, 2018 in Hannover, Germany**.

SMEDA is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ’s Private Sector Development in South Caucasus Programme. SMEDA is part of the EU4Business and EU4Innovation initiatives of the European Union.

SMEDA will choose **up to 4 companies**, which will receive the opportunity to present their business at Hannover Messe 2018 on a joint Armenian stand with representatives from the Ministry of Economic Development and Investments and Free Economic Zones of Armenia. Hannover Messe has been the world’s most important industrial tradeshow and largest capital goods exhibition for years: in 2017 it attracted 6.000 exhibitors, 150 speakers, 225.000 visitors and hosted 1.400 events.

The selected participants will receive as well the chance to participate in a Roadshow in Germany. The detailed agenda for this will be designed based on the participants’ needs (taking into consideration the possibility of SMEDA and of the suggested partners in Germany). During the roadshow the participants will visit also Autostadt Volkswagen.

The selected companies will have a chance to network with relevant and potential partners, high officials, investors and clients not only from Europe but also from all over the world. Moreover, the selected companies will participate in a two-day training/workshop preparing their participation and presentation at the event, which will be held in Feb-March 2018 (the dates will be determined in January 2018).

The aim of the project is to **increase the awareness about new opportunities in Armenia and create linkages between Armenian and global stakeholders**.

The selected applicants shall participate in:

- Two-day training/workshop (Feb - March)
- Hannover Messe 2018 plus Roadshow (17 – 28 April 2018)
- Feedback and Follow-Up session (May)

The participation of the event will offer various benefits to companies, including:

- Meeting with their desired business partners in Germany
- Direct contact with world market leaders and senior decision-makers from business and politics: companies will be able to swap ideas with leading figures from 50 nations and thus enhance their potential export performance
- Being part of the Armenian delegation and presenting your business under a joint Armenian Stand
- Participate in some Forums with presentations of business and investment opportunities in Armenia
- International media coverage in the business press, the social media and the Global Business & Markets magazine
- Capacity development activities
- Enhancing visibility of companies
- Marketing Services
- Visiting the world-known Autostadt Volkswagen

For participating companies, the costs related to event participation (travel expenses, accommodation, insurance, visa, participation fee, booth construction, marketing fee, etc.) are covered by SMEDA. The selected companies will need to cover up to 200 EUR costs for the production of their marketing materials



EU4Business



(based on a joint concept) and the cost of the meals during the event (SMEDA will organize several joint business dinners/lunches free of charge).

Timeline

October 20	Info Day
November 7	Application Deadline
November	Selection of participants
December	Round table with participants
Jan - March	Preparation of participants
21 – 28 April	Participation in the event
May	Feedback and Follow-Up

Application Procedure

Please follow this link to fill in and submit your application form: <https://goo.gl/vstJMy>

At the end of the application procedure, you will be asked to include a link to provide us with a folder including all required application documents!

All the information provided during the application process will be treated confidential. All individuals involved in the evaluation signed Non-Disclosure Agreements and are bound to confidentiality.

All interested candidates need to submit their applications with all required files until 7 November 2017, 10pm.

All applications received after the deadline will NOT be considered.

Up to 4 applicants will be selected based on their applications.

For all interested candidates, an Info Day will be organized on October 20th at 15:00 at SMEDA's office (12 Proshyan str., Yerevan). We will provide more information on the application process and answer all open questions.

In case of further questions, please contact us at +374 10 26 99 86 or via email at info@smeda.am.