



EU-MALAYSIA COOPERATION IN GREEN TECHNOLOGY

REVISED PROPOSAL FOR 3 EU PAVILLIONS IN COLLABORATION WITH EUMS IN THE FRAMEWORK OF IGEM 2010

A. SUMMARY OF EU PAVILION PACKAGE:

- Booth cost subsidized by 20%.
 - Far-reaching Visibility.
 - Tailored Seminars / Workshops.
 - Assistance in organising match-making programme with local companies.
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B. EU PAVILLION SUBSIDIES & RELATED COSTS:

- The EU will have 3 pavilions with a total of 40 booths (1 pavillion with 12 booths and 2 pavillions with 14 booths), The total cost of each individual booth will be EUR1,947.75.
- The EU will cover EUR389.55 per booth or 20% of the total cost. The cost for each company shall be EUR1,558.20. *The subsidized price is valid only for EU SMEs with no previous presence in Asia.

- The 40 booths will be distributed on a first come, first served basis. That is, the EUMS will be able to select their desired booth(s) as soon as a down-payment to EUMCCI has been received by the latter.
- As we want to generate as much new business as possible, we shall assign each company a single booth. *Please note that in view of the general interest to have larger booths, we have abandoned the open-concept pavilion and have reverted to the traditional shell-type booth.*

C. SPECIFICATIONS OF THE EU PAVILLION BOOTHS:

- The EU Pavilion will be constructed with the following elements:
 - 12 units (or 14 depending on the pavilion) of TEGA DUO SKIN shell scheme booth.
 - Size of each unit/booth is 9sqm
- Each unit comes with
 - 1 unit of counter (550mmW X 850mmL X 1000mmH)
 - 1 no. of counter sticker (540mmW X 930mmH)
 - 2 units of barstool
 - 1 unit of waste paper basket
 - Fascia board c/w blue color laminated & white color sticker lettering
 - 9sqm needle punched carpet
 - 2 units of 50W halogen spotlight c/w track
 - 1 unit of 13amp power point
 - Storage area (600mmW X 950mmL)
 - 3 nos. of timber shelving
 - 1 unit of Acrylic sign

C. GENERAL VISIBILITY PROVIDED BY IGEM 2010 ORGANISERS TO EUMCCI:

- EU Pavilion as one of the exhibition highlights which will be prominently featured in all IGEM 2010 advertisements.
- Free directory listing of exhibitors.
- Write up on EU's participation in the pre-exhibition update and Show Daily.
- Web icon advertisement on the official website www.igem.com.my
- Participation in the pre-exhibition and during exhibition media campaign which includes press interviews, television interviews and press conference to feature EU's participation, and offerings subject to the final publicity programme.
- EUMCCI to conduct half-day seminar or workshop on 14 October 2010.
- Exhibitors are invited to join the business networking cocktail.
- Each exhibitor will be given 5 invitation cards to invite their guests / prospects joining the cocktail.
- Each exhibiting company is provided with 1 free ticket to attend the International Green.
- Technology & Purchasing Conference 2010.

C. SPECIFIC VISIBILITY ACTIONS PROVIDED BY EUMCCI:

- Press Conference (with EUMS Ambassadors) on EU Pavillion and related activities.
- Press Release on EU Pavillion and related activities.
- Event Brochure.
- Visibility on EUMCCI's website and Review.
- EU publication "Green Technology from Europe" which shall include:
 - 1 page write up or ad on the exhibiting company.
 - Overview of the sector in Malaysia.
 - Expert articles from European GT experts.

- Policy recommendations by EUMCCI EEGT Committee.

D. SEMINARS / WORKSHOPS

- Half day workshops/seminars on “Green Technology from Europe”
- Exhibiting companies will be offered 10 minutes to present their companies.

E. MATCH-MAKING:

- EUMCCI will *assist* EUMS in organising meetings for exhibiting companies with local companies based on profiles received on the former.

F. TIMELINE:

Table 1:

TIMELINE OF COMMITMENTS & PAYMENTS	DEADLINE
1 st dateline for EU Pavilion N1 & N2 10% down-payment to EUMCCI (EUR155.82 per booth)	1 July 2010
2 nd dateline for EU Pavilion N3 10% down-payment to EUMCCI (EUR155.82 per booth)	15 August 2010
Electronic logos, flags received by EUMCCI for company/country visibility	15 August 2010
Materials for publication received by EUMCCI	15 August 2010
Payment of balance to EUMCCI	1 September 2010
Company profile from exhibitors (for match-making)	1 September 2010
Final Match-Making Programme	1 October 2010

All logistical arrangements and extra cost related to extra orders must be handled directly with the organizer, Expomal International Sdn Bhd, e-mail: igem@expomal.com

G. OVERVIEW OF EU/EUMCCI VALUE ADDED PACKAGE:

Table 2

IGEM 2010 PACKAGE	EU PAVILLION VALUE ADDED
Fully-equipped booth 9m2	Match-making with pre-prepared profiles on 2nd day of the exhibition, arranged by MGCC
EUR1,911.00 (US\$2,600) standard shell booth per booth (no furniture).	EUR1,558.20 per booth
"Int. Green Technology & Purchasing Conference 2010" on issues/themes of interest	EU Pavillion Press Conference & Local Press Release
Networking event	Visibility: (i) EU Publication "Green Technology from Europe"; (ii) Event brochure; (iii) EUMCCI website
Visibility (diverse)	Green technology from Europe workshop: slots for country/company/expert presentations