



# **The UK Pavilion**

## **EXCON**

**Bangalore, India**  
**25-29 November 2009**

# The CEA UK Group @ EXCON

## **EXCON 2009 - the CEA UK Pavilion –**

THE CEA (the Construction Equipment Association), will again run a high impact, cost effective UK Pavilion at EXCON in 2009. There will be other international exhibitors from China, Germany, Italy, Spain, the USA, Japan and South Korea. EXCON 2009 will be held in the Bangalore International Exhibition Centre.

## **Why the CEA?**

The CEA strongly believes in the benefits of running a high profile UK Pavilion at large exhibitions in India like EXCON – where cultural and language barriers and time differences make it very difficult to manage your own arrangements. Exhibiting on your own at a major show in India like EXCON is not only daunting, but very time consuming, tying up your staff up in red tape for months when they could be out selling.

## **Raise your Company Profile and Fly the Flag in India**

The CEA can offer your company a cost effective fully managed, fitted turnkey shell scheme stand at EXCON. The CEA can also assist you with freight forwarding, audio visual equipment, travel advice, letters of invitation, accommodation and insurance.

By booking your stand space through the CEA on the UK Pavilion you benefit from consolidated stand space rates and the economies of scale. The CEA can offer you high profile UK branded stand space and quality construction and fitting on the UK Pavilion more economically than booking direct.

## **Grants of £1,400 available**

Grants of up to **£1,400** will be available to exhibitors who are either new to India, new to EXCON, new to export – ie have been exporting for less than 10 years or have exported less than 10% of production proactively or 25% reactively over the last 12 months. UKTI terms and conditions and application form can be found at the end of this document.

## **Free BA Business Class Flights!**

**Free BA Business Class flights** may be available to companies who are receiving a grant for the first time or who are speaking at the CEA Meet the Buyer Seminar – ask for more details. Visit and click on Concessions. <http://www.ukan.uktradeinvest.gov.uk/trade-directory/categories/travel-10788/british-airways-340>

## **Why EXCON?**

[www.excon.in](http://www.excon.in)

EXCON will be the largest exhibition for construction equipment in India in 2009. Now in its 5th edition, EXCON will attract senior decision makers from the construction equipment sector plus end users like government, contractors, transportation, railways, roads, airports, power generation, aviation, water conservancy, mining, agriculture, forestry, military and environmental protection.

### **EXCON 07 was an excellent show and saw:-**

- 30,000 plus visitors.
- Almost 300 exhibitors.
- 150,000 square meters of exhibition space.
- CII – Confederation of Indian Industry.

## **Organiser**

## **Website**

[www.excon.in](http://www.excon.in)

# Why India?

## Construction Equipment in India - A Market Forecast to 2013

Kindly provided by Off Highway Research, April 2009 (due for review August 2009)

The market for construction equipment is most likely to continue to decline in 2009 as major government decisions that could boost infrastructure activity are being deferred. Finance may be a problem in the short term but the infrastructure sector in India is profitable enough to attract funds from both internal and external sources once the work on any major project begins in earnest. The government's planned investments for infrastructure development in the 11th five year plan will continue to drive the construction market, and the global economic downturn may in fact become a blessing in disguise if more funds, and competitive bidders are diverted towards these projects due to the increasing scarcity of construction projects worldwide.

Some of the leading manufacturers are planning to make their Indian facilities into export hubs for the region, and this trend may accelerate if the competitively priced machines produced in India prove to have greater appeal as the global demand shrinks.

Off-Highway Research therefore sees a decline in total equipment demand of 22 per cent in 2009, which is likely to be followed by a robust 28 per cent growth in 2010. In the period 2010-2013, the market trend is likely to grow steadily between 14 and 19 per cent, and all types of equipment will see outright growth, led by crawler excavators, motor graders, backhoe loaders, wheeled loaders, cranes and compaction equipment. Importantly, specialist equipment for particular applications that have sold only in small numbers in the past, may also witness increased demand, and so mini and wheeled excavators, and skid-steer loaders might well become more than the niche products that they are now.

In summary, Off-Highway Research is very bullish indeed about the long term prospects of the Indian construction equipment industry. For the rest of 2009 there is likely to be a continued weakness in most equipment sectors, but by 2010 there will be a surge in demand created by the release of government projects, and the pent up demand caused by artificially low sales in the previous two years that had been caused by the lack of finance rather than any inherent problems in the market itself. To meet the demands of the current Five Year Plan, demand will double between 2009 and 2013, with a noticeable increase in sales of larger, more expensive machines related to the implementation of the infrastructure, such as crawler excavators, wheeled loaders, dump trucks and roadmaking machinery.

Following widespread criticism for its delays in executing road construction projects, the government has announced its decision to restructure the NHAI and award projects worth Rs700 billion in January 2009, which when completed will add 6,500 kilometres of four-lane highways

**Table 1 India: Sales of Construction Equipment, 2004-2008 (Units)**

	2004	2005	2006	2007	2008	% change 2007 - 2008
<b>Total Construction Equipment</b>	17,273	23,609	34,238	50,659	46,092	-9
<b>Annual % Change</b>	+35	+37	+45	+48	-9	

**Table 2. India: Forecast Sales of Construction Equipment, 2009-2013 (as at April 2009 to be updated August 2009).**

	2009	2010	2011	2012	2013	% change 2009 - 2013
<b>Total Construction Equipment</b>	36,000	46,110	54,830	63,495	72,215	+101
<b>Annual % Change</b>	-22	+28	+19	+16	+14	+101

## The UK Group

The **UK Group** comprises all UK Companies exhibiting as part of the CEA UK Pavilion or in receipt of UKTI grant (for details of eligibility and how to apply for a grant see the end of this document).

**Fully managed, cost effective turnkey shell scheme stands** are available using the CEA's UK branded shell scheme package on the UK Pavilion. Non co-located raw space either inside or outside is available if booked direct with the organisers.

**Stands forming part of the co-located UK Pavilion MUST use the CEA's appointed stand contractors and take the UK shell scheme design package.** If you need to use your own stand design / stand builders please book independently. Only stands forming part of the UK Pavilion will be invoiced by the CEA for space and construction. Other companies must book and pay for space directly with the organisers or stand contractors.

All exhibitors booking space via the CEA must enclose a cheque drawn on a US Dollar account for a deposit of 50% of stand and construction costs or show proof of transfer into the CEA US Dollar account, for their stand space with their booking form and grant application. This will only be refunded, less any costs incurred, if cancelled space can subsequently be re-let. Although space will be provisionally allocated, a booking will not be considered firm and a specific stand location held, unless a deposit has been paid.

A UK Group Information Centre will be located in the UK Pavilion. All Exhibitors in the UK Group will benefit from:-

- **Stand space and construction management.**
- **Negotiation with organisers for discounted space rates and locations.**
- **UK Group information stand hostess.**
- **Soft drinks, tea and coffee.**
- **Exhibitors' reception area.**
- **CEA experienced staff on site to assist exhibitors before and during the show.**
- **Assistance with letters of invitation and visa advice.**
- **UK Group hotel (Golden Palms – subject to availability, early booking advised)**
- **Coach travel from Group Hotel to exhibition centre daily during show days (to be recharged to exhibitors) morning only on the last day.**
- **Pre event press publicity.**
- **Publicity via Regional Development Agencies, Business Links and other bodies.**
- **Liaison with UK Embassy in New Delhi / Consulate in Bangalore.**
- **Assistance from UKTI Commercial Officers and Business Development team.**
- **Entry in the UK Group brochure.**
- **Publicity on the CEA web site.**
- **Pre-show planning.**
- **Logistical advice and exhibitors' helpline.**

## EXCON - CEA UK Pavilion Shell Scheme.

Indoor shell scheme stands are available in the UK Pavilion at EXCON in varying sized units. The shell scheme is provided by Swift Exhibits who built the JCB stand at Excon 2007.



The shell scheme includes per 9 sqm:-

- Wall panels with metal supports – approx 2.5m high.
- UK Flag and UK Stand Branding to 4m for increased pavilion profile.
- Name fascia board with company name and stand number.
- Carpeting.
- 3 shelves straight or sloping (100cm x 30 cm).
- 6 long arm spotlights (75w)
- One information counter with storage (100cm x 50 cm x 100 cm).
- One round table.
- Four chairs.
- 1 Wastepaper basket.

## **EXCON 2009 Space Costs for UK Pavilion Shell Scheme Stands**

<b>Excon 2009 Comparative Space Costs for British Pavilion Shell Scheme Stands based on 100 sqm</b>					
<b>Stand Size</b>	<b>Net cost per sqm</b>	<b>9 sqm</b>	<b>12 sqm</b>	<b>15 sqm</b>	<b>20 sqm</b>
<b>Total in US dollars</b>	<b>\$258</b>	<b>\$2,322</b>	<b>\$3,096</b>	<b>\$3,870</b>	<b>\$5,160</b>

Note<sup>1</sup> - All prices are subject to 10% Indian Service tax and 3% Indian CES tax.

Note<sup>2</sup> - prices may increase slightly if a minimum of 100 sqm is not sold any additional significant costs will be passed on to the exhibit if these exceed budgeted figures.

Note<sup>3</sup> - at time of budget we have not been notified off any Organisers' Hall Fees or final electric connection / consumption charges. Electricity costs are likely to be in the region of US\$62 for the build up and duration of the exhibition per socket.

Note<sup>4</sup> these costs are based on the prevailing US Dollar Indian Rupee exchange rates. Should these change considerably then a slight increase in prices may result.

**Project Management fee:-** CEA members will be required to pay a £395 (plus UK VAT) project management fee, non-members £595 (plus UK VAT).

### **Important**

**Please note:** due to the nature of most exhibition centres' electricity connections, some exhibitors may have a junction box located on their stand. This is unavoidable and the CEA can take no responsibility for it. However if you are using the official CEA Shell Scheme we will make every effort to locate the box in an existing cupboard or disguise it on your behalf. Any extra construction to do this may incur an extra charge.

### **Other Costs**

**Electricity** other than for lighting (see above). To be ordered in addition to stand / construction.

**Stand fitting costs** or additions to CEA Organiser's Shell Scheme if required, electricity and lighting connections (if not already included in shell scheme) and consumption, stand cleaning, travel, insurance, visas, accommodation and subsistence for stand personnel, freight, telephone calls etc.

**Insurance** The responsibility for insurance rests solely with the exhibitor. The CEA does not take out group insurance and you must ensure that you are adequately covered for all risks including but not limited to: travel, cancellation, 3<sup>rd</sup> Party, product display, hired in equipment and stand loss or damage and freight in transit

**Bank charges** - any bank charges incurred by exhibitors when making payments to the CEA will be recharged to the exhibitor. All payments, with the exception of CEA management fees, **must** be made in US Dollars.

**CEA Management Fee** - A management fee of £395 (plus UK VAT) for CEA members and £595 (plus UK VAT) for non-members will be charged. However, any company that subsequently joins the CEA within three months of EXCON will receive a 50% refund of their Management Fee.

The CEA Management Fee covers all pre-event preparations and negotiations for stand space and construction, group recruitment and administration prior to, during and after the event together with full use of the facilities on the UK Information Centre. UK VAT is chargeable on any Management Fee and is recoverable by UK VAT registered companies.

### **Optional Services Available:-**

- Stand cleaning.
- Stand security.
- AV aids.
- Extra Lighting.
- Paid advertising in official exhibition directory.

Note: the CEA can help you with all of the above if you are exhibiting on the UK Pavilion.

## How to Apply

1. Complete and return the **CEA Application Form** below.
2. **Deposit:** enclose cheque or proof of payment by electronic bank transfer of 50% of the total stand space and construction costs in US dollars. Deposits may be refundable if an exhibitor withdraws prior to any actual expenditure having been incurred by the CEA or its agents.

**CEA US\$ account details: - Bank:** **Barclays**  
**IBAN CODE:** **GB72 BARC 2024 6143 5749 55**  
**BIC CODE:** **BARCGB22**  
**Account name:** **Construction Equipment Association**

**Note:** Exhibitors will be invoiced, and must pay the invoice, in US dollars– either by a cheque drawn on a US dollar account or by direct electronic transfer to the CEA bank account free of all charges to the CEA. The balance of the payments for stand space and construction, plus any additional orders, will become due by 1 August 2009.

Forward items 1 and 2 no later than 30 June 2009 to:-

Joanna Oliver  
CEA  
PO BOX 167  
York  
YO62 5WW

**Note:** Applications from companies exhibiting as part of the UK Pavilion, or booking space via the CEA must also be accompanied by 50% total stand space and construction deposit. Applications for space on the UK Pavilion will not be accepted without payment of a deposit. Deposits may be refundable if an exhibitor withdraws prior to any actual expenditure having been incurred by the CEA or its agents. Once expenditure has been incurred refunds, less any administrative costs, will only be made subject to the space being re-let.

Space and construction costs are quoted in US dollars (or local currency) by the organisers recharged in US dollars by the CEA. All invoicing for stand space and construction in the UK pavilion will be made in US dollars US dollars and must be paid in US dollars either by cheque or by electronic transfer into the CEA US Dollar account. All transfers must be free of charge to the CEA.

The CEA can only hold stand space until 30 June 2009 – after this time we must return any unsold space to the organisers. However, demand for space has already been high and once our allocation has been filled we can not expand the Pavilion. Space will be allocated on a first come first served basis.

Corner stands and end of aisle blocks will be awarded to companies booking, and paying their deposits early. Note: while every attempt will be made to allocate the exact dimensions of space requested all stands will be allocated on their ability to fit in the overall stand plan.

**If you are intending to exhibit at EXCON 2009 on the CEA UK Pavilion please submit your application form ASAP. Closing date for space is 30 June 2009.** If you have any queries please contact Joanna Oliver. Tel: +44 (0) 208 253 4502 or e-mail: [Joanna@aslnorth.co.uk](mailto:Joanna@aslnorth.co.uk) .



**EXCON**  
**25-29 November 2009**  
**Application Form**

<p>Please reserve me the following space on the UK Pavilion at EXCON 2009 @ US\$258 per sqm. Plus 13% Indian Government taxes.</p> <p>I enclose a cheque, or proof of electronic bank transfer in US\$ for the deposit of 50% of the cost of my stand and construction.</p> <p><b>Space booking deadline 30 June 2009.</b></p>	<p style="text-align: center;">..... Sqm.</p> <p>Stand Space and Construction on the UK Pavilion.</p>	<p><b>Total stand net cost</b></p> <p>US\$ .....</p> <p><b>Deposit per stand 50% of total cost</b></p> <p><small>Note: Deposits may only be refundable if an exhibitor withdraws prior to any actual expenditure having been incurred by the CEA or its agents</small></p>
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We require stand space and construction on the UK Pavilion at EXCON and have attached / included proof of payment of the deposit in US Dollars in respect of 50% of total stand construction and space costs. We understand that the deposit is non-refundable if the space / construction cannot be resold.

**We understand that if we are members of the CEA then we are liable for a Management Fee of £395 (Plus UK VAT), non members £595 (plus UK VAT).** Any company exhibiting at EXCON as part of the UK Pavilion that subsequently joins the CEA within three months of the exhibition will receive a 50% refund of the management fee.

WE HAVE read and agree to abide by the CEA Participant's Terms and Conditions that form part of this prospectus or available from the CEA and understand that by signing and returning this form we have entered into a binding contract.

WE UNDERSTAND that responsibility for all insurance connected with this event rests with individual exhibitors. No insurance of any kind is undertaken by the CEA on behalf of exhibitors.

WE UNDERSTAND that the submission of this Application Form confirms that the signatory or signatory's employer/company agrees to indemnify and keep indemnified the CEA and its employees against any costs, charges and expenses, claims and losses of whatsoever nature arising directly from or attributable to any act or omission of the company or any of its employees or agents including any claim in respect of accident, injury, loss or damage arising out of or in any way connected with the display of goods at this event in any way howsoever.

NAME:		POSITION:	
COMPANY:			
ADDRESS:			
		POSTCODE:	
TELEPHONE:	FAX:	E-MAIL:	
Products/Services to be exhibited:			
SIGNED:		DATE:	

## Useful Contact Details

<p><b>CEA UK GROUP ORGANISERS</b></p> <p><b>DIRECTOR OF GLOBAL PROGRAMMES</b></p>	<p><b>CEA Northern Office</b> PO BOX 167 York YO62 5WW</p> <p>Joanna Oliver</p>	<p>Tel: +44 (0) 208 253 4502 Fax: +44 (0) 208 253 4510 E-mail: <a href="mailto:cea@admin.co.uk">cea@admin.co.uk</a> Web: <a href="http://www.coneq.org.uk">www.coneq.org.uk</a></p> <p>E-mail: <a href="mailto:joanna@aslnorth.co.uk">joanna@aslnorth.co.uk</a></p>
<p><b>UK CONSULATE - BRITISH TRADE OFFICE PUNE – COVERING CONSTRUCTION EQUIPMENT</b></p>	<p>Avnish Malhotra British Trade Office The British Library 917/1, Fergusson, College Road, Shivaji Nagar Pune – 411 004,</p>	<p>Tel: +91 (0)20 2567 3570 E-mail: <a href="mailto:bto.pune@fco.gov.uk">bto.pune@fco.gov.uk</a> Web: <a href="http://www.uktradeinvest.gov.uk">www.uktradeinvest.gov.uk</a></p>
<p><b>Off-Highway Research</b></p> <p>Specialising in the research and analysis of international construction, and agricultural equipment markets, and is the largest of its kind in the world. Offices in UK, China, India, USA and Japan.</p>	<p>David C.A. Phillips Managing Director Off-Highway Research Limited 35 Great James Street London WC1N 3HB</p>	<p>Tel: +44 (0) 20 7404 1128 Fax: +44 (0) 20 7404 1129 e-mail: <a href="mailto:mail@offhighway.co.uk">mail@offhighway.co.uk</a> Web: <a href="http://www.offhighway.co.uk">www.offhighway.co.uk</a></p>
<p><b>The UK India Business Council (UKIBC)</b> is the lead organisation supporting the British Government in the promotion of bilateral trade, business and investment between the two countries. UKIBC seeks to play an influential role in creating and sustaining an environment in which free-trade and investment flourishes. A key objective in this regard is the highlighting, and dismantling, of bureaucratic and regulatory barriers to entry.</p>	<p>UKIBC 12th Floor Millbank Tower Millbank London SW1P 4QP United Kingdom</p>	<p>Tel: +44 (0) 20 7592 3040 e-mail: <a href="mailto:enquiries@ukibc.com">enquiries@ukibc.com</a> Web: <a href="http://www.ukibc.com">www.ukibc.com</a></p>
<p><b>Freight</b></p> <p><b>Expofreight Logistics Management Ltd</b></p>	<p>Unit 1, Bridge Industrial Estate Balcombe Road Horley, Surrey, RH6 9HU, UK</p>	<p>Tel: +44 (0) 8456 439 550 Fax: +44 (0) 8456 439 551 e-mail: <a href="mailto:bbowden@expofreight.net">bbowden@expofreight.net</a> Web: <a href="http://www.expofreight.co.uk">www.expofreight.co.uk</a></p>
<p><b>Hotel</b></p>	<p>The CEA, working with Off Highway Research India, are holding rooms at the Golden Palms, Bangalore and will arrange coach travel to the exhibition on show days.</p>	<p>Contact Joanna Oliver for details – <a href="mailto:Joanna@aslnorth.co.uk">Joanna@aslnorth.co.uk</a></p>
<p><b>INSURANCE</b></p>	<p><b>Hiscox (formerly known as Insurex Exposure)</b></p>	<p>Web: <a href="http://www.hiscox.co.uk/events/">http://www.hiscox.co.uk/events/</a></p>

## UK Trade & Investment - [www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

UK Trade & Investment is the Government organisation that helps UK-based companies succeed in an increasingly global economy.

UKTI's range of expert services are tailored to the needs of individual businesses to maximise their international success. They provide companies with knowledge, advice and practical support.

The UKTI website provides information about trading and investment all over the world. Discover the range of services available, some of which are available free.

But if you want the best access to the opportunities and intelligence gathered by the UKTI worldwide network every day, you need to register. It's simple, safe and costs nothing.

Get ahead of the game with:

- Business Opportunities  
Latest opportunities for UK companies.
- Personalised email alerts
- Sector in Country Reports  
Reports to help you build up your knowledge of overseas markets.

Further market information on India, reports, contact details and links to useful web sites can be found on the UKTI web site:

For specific enquiries on the Construction Equipment Sector in India contact the UKTI Automotive Sector Lead – Avnish Malhotra, [bto.pune@fco.gov.uk](mailto:bto.pune@fco.gov.uk) .

**Note:** Construction equipment falls under the heading of Automotive, a sub-sector of Advanced Engineering. If you are dealing with UKTI please ensure that anyone you are speaking to knows this – not all do, and may try to pass you to Construction which does not cover construction equipment.

# PARTICIPANTS' TERMS AND CONDITIONS

**Note: Before completing the Application Forms you should read the conditions below. If you have any queries about these documents you should consult the Project Manager.**

1. In these conditions the term the CEA refers to the Construction Equipment Association, who have been appointed to manage this project. Exhibitor means the participating company on the CEA application form and includes all employees, agents or distributors.
2. The CEA provides exhibition and export services to the UK construction equipment industry on a non-profit making basis. Any fees or commissions paid for services provided by the CEA that are incidental to its exhibition and export programme are credited to that programme.
3. We understand that if we fail to pay all sums required by the due date or decide to withdraw, or fail to attend as an exhibitor at any time before the exhibition opens, we still remain liable to pay the CEA management fee due. Any holding deposit or other payments, paid or due, in respect of stand space will only be refunded by CEA if a suitable alternative replacement exhibitor can be found and to the extent that any loss incurred by CEA arising from our withdrawal has been otherwise mitigated.
4. If the exhibition or part thereof is cancelled the management fee will be returnable less £100 administration fee. CEA will not be liable to recover or refund any fees for stand space or in respect of any other loss or expense incurred by us, directly or indirectly, in consequence of any withdrawal of support, cancellation, postponement or shortening of the exhibition other than to the extent that they have been recovered by CEA from the exhibition organisers or other third parties.
5. Unless expressly provided for in these conditions the exhibitor shall indemnify the CEA against all claims, actions, demands or liability (including negligence) whatsoever and howsoever arising out of or in connection herewith or the supply of any services hereunder.
6. The exhibitor further undertakes to indemnify and keep indemnified the CEA against all costs, charges, expenses, legal costs, claims or losses of any nature suffered by the CEA as a result of the exhibitors' failure to comply with its contract with the CEA
7. Exhibitors must acquaint themselves and comply with the conditions laid down by the exhibition organiser for this event and with any other relevant national, regional or local technical, legal, safety or other requirements and regulations. The CEA will not be responsible for any claim arising from exhibitors' failure to comply with such requirements.
8. The exhibitor shall ensure that it has full insurance cover against accident, injury, loss or damage of any nature including public and product liability. Exhibitors will be liable for third party claims arising from their own booth fittings and for their proportion of the booth construction. The exhibitor shall also comply with any requirements of the CEA, the exhibition organiser and any applicable law in this regard.
9. In the event of a stand being closed down prior to or during an event due to legal or other reasons the exhibitor shall bear the full cost of the stand and its construction.
10. In the event of any exhibitor becoming bankrupt or of a limited company being wound up the CEA space application shall be binding and all monies already paid shall be retained by the CEA.
11. The CEA cannot be held responsible should the official UK Group have to be cancelled because of lack of support or for any other reason. In this event every effort would be made to negotiate for space direct with the organisers on behalf of those exhibitors who require this.
12. The CEA cannot under any circumstance be held liable for any cancellation, variation or alteration made by the exhibition organisers or nominated contractors or any party which is outside the control of the CEA or the failure of others to discharge their obligations to the CEA.
13. The CEA reserves the right to pass on any additional costs in association with the contract due to any alterations at the request of the exhibition organiser, event promoter or the exhibition safety officer. Conversely the benefit of any cost saving provided by the organiser will be passed to the exhibitor via a reconciliation statement.
14. If it becomes clear that design requirements or space allocation necessitate providing a larger or smaller area than applied for, an adjustment to the space and booth construction costs will be made to reflect this change. You should note that there can be no guarantee that you will receive a specific site within the Group.
15. The booth construction is based on the present day costs of materials, labour and transport (including the cost of conforming with obligations imposed by statute or Government order). In the event of any unforeseen rise in such costs the CEA reserves the right to make a corresponding increase in the charge to the exhibitor, after due notification.
16. Self build exhibitors design and colour scheme may only be used on non-UK Pavilion booths. Exhibitors in the co-terminus UK Pavilion booths must use the CEA appointed booth contractor and the group shell scheme design.
17. Exhibitors withdrawing from the exhibition after an application has been accepted and costs incurred will be liable for the total cost of the space and booth construction in accordance with the Terms and Conditions of the CEA and the organisers unless it is possible to let the booth and space to another exhibitor in which case the charges for space and booth construction will be reimbursed, less any costs and administrative charges already incurred by the CEA. The CEA will make every effort to find a replacement but is not liable, nor can it guarantee to do so. The payment made to cover the management fee will be retained to offset costs incurred.

17. Some equipment could be subject to UK export regulations and it is the responsibility of the exhibitor to ensure that they have the necessary licenses for both the export and import to a market of that equipment.
18. The CEA appoint travel and freight agents in the interest of reducing exhibitor costs. Exhibitors are free to make use of these services but do so at their own risk. All transactions between exhibitors and any appointed agents will be direct and the CEA cannot and does not accept any liability whatsoever for any claim or dispute between exhibitors and the agents. Exhibitors are strongly advised to take out comprehensive insurance to cover any cancellation for operator failure.
19. Exhibiting company must ensure that its exhibits arrive at the booth in good time and that the booth is manned for the duration of the event by qualified personnel, who must be in attendance in advance to ensure that exhibits are properly set up and displayed.
20. Exhibitors who fail to turn up at the exhibition will be required to pay any further costs incurred by the CEA in making good the empty space.
21. The exhibitor is responsible for the safe keeping of any furniture, fixtures and fittings that may be hired through or supplied by the CEA, the organisers or contractors and in the event of any article being damaged or lost through any cause whatsoever, the exhibitor will pay the full replacement cost of such articles. Exhibitors should ensure that they have adequate insurance to cover such eventualities.
22. The CEA reserve the right to prevent the distribution or display of literature containing serious linguistic errors and items judged to be embarrassing or unacceptable to Her Majesty's Government. Similarly representatives of Her Majesty's Government may request the removal of any exhibits considered to be embarrassing or unacceptable.
23. Any complaint with regard to the CEA services, levels of fees or payment of grant must be made in writing to the CEA in the first instance. Any on site a verbal complaint must be confirmed in writing immediately after the exhibition in order that the CEA may investigate fully. No liability for claims will be accepted unless this condition is complied with.
24. The exhibitor agrees that should any monies be owing to the CEA under this or any other contract whether due to exhibitor non-payment, exchange rate fluctuations or additional costs, any grants can be used to off-set the amount outstanding for this event or any other events or the CEA subscriptions and services.
25. The CEA will provide on request by an exhibitor participating in the supported group a report covering that trade fair's income and expenditure within three months after the end of the CEA financial year.
26. We understand and accept that UKTI financial support is available only for eligible companies as described in UKTI "Exhibitors Terms & Conditions" and if endorsed by our local International Trade Adviser.
27. We agree to comply with the general code of conduct and other requirements as described in UKTI "Exhibitors Terms & Conditions" where relevant (annexed to these T&Cs and obtainable from CEA).

## TRADESHOW ACCESS PROGRAMME EXHIBITOR GRANT APPLICATION FORM

This form must be completed in full in typeface or block capitals in black ink only and returned immediately to the organisation leading your group or, if you are applying for independent ("solo") support, to your local UKTI representative at the relevant International Trade Team (ITT). **The application process will be aided if you also send an electronic version of your form to the relevant organisation leading your group or ITT. Please read the accompanying Exhibitor Terms and Conditions that outline your obligations under the scheme before you complete this form.**

### SECTION 1 – THE EVENT AND (IF RELEVANT) THE ACCREDITED TRADE ORGANISATION

Is there an ATO led group to this event?: Y/N **Y** If yes, state ATO name: **CEA**

Exhibition Name: **EXCON**

Sector (Please pick the one that best fits from the list at the end of this form): **Automotive**

Country: **India** City: **Bangalore**

Exhibition start date: **25/11/09** end date: **29/11/09**

### SECTION 2 – ELIGIBILITY TO APPLY FOR A GRANT

**You are only eligible to apply if you can answer yes to Q.1. or Q2 and yes to Q3a or Q3b.**

		YES	NO
1	Does your business comply with the UK Trade & Investment (UKTI) definition of an SME, as detailed in Section 1 of the accompanying Exhibitor Terms & Conditions?	<input type="checkbox"/>	<input type="checkbox"/>
2	Is your business a UK University or UK publicly funded centre of higher or further learning or UK publicly funded research organisation?	<input type="checkbox"/>	<input type="checkbox"/>
3a	Does your business comply with the UKTI definition of a new exporter as detailed in Section 1 of the accompanying Exhibitor Terms & Conditions?	<input type="checkbox"/>	<input type="checkbox"/>
3b	If not, can you confirm that you have been exporting for less than 10 years or have not participated in the previous edition of the show you are applying for?	<input type="checkbox"/>	<input type="checkbox"/>

For the use of TAP  
staff only

**Reg**

**VAT**

**Eligible**

**Yes No**

Form complete/  
checked OK

### Section 3 – Business Details **YOUR FORM WILL BE REJECTED IF THESE DETAILS ARE NOT COMPLETELY LEGIBLE**

The details given in this section must relate to the UK business participating at the event, **NOT any parent, associate or subsidiary business**

**Business Name:**

**UK Address:**

**Postcode:**

**E-Mail:**

**Website:**

**Contact Name:**

**Tel no:**

**Company Reg No:**

**Business VAT Reg No:** (Only complete if no company reg number recorded at Companies House)

**English Region where relevant (e.g. North West)**

**Not Registered:**  (Only tick box, if not registered at Companies House and not registered for VAT purposes)

**SECTION 4 – APPLICANT’S BANK DETAILS - FOR SOLO PARTICIPATIONS ONLY**

Bank Name:		Branch:	
Account Name:			
Sort Code:		Account No:	

**Section 5 – Previous Business Name Or Address**

If the business name and/or address has changed since you last applied for a UK Trade & Investment TAP (or SESA/TFSS/Outward Mission) grant, please give the details below:

**Section 6 – Products, Trading And Brand Names**

Please give a brief description of the goods, services and all business names including the main brand or trade names to be displayed or promoted

What business name will you use on your stand?

**Section 7 – About Your Business****Required for Statistical Purposes****Q1. Size of your business?**

From your last formal accounts:

How many employees do you have (full time equivalents)? . . . . .

What is your turnover? £. . . . .

**Q2. Is YOUR BUSINESS “NEW TO MARKET”?**

Your business is defined as “new to market” if it has not exported to the country where this exhibition is taking place within the previous 12 months and normally has no established representation there.

**YES**  **No**

**Q3. Is YOUR BUSINESS “NEW TO EVENT” (IRRESPECTIVE OF THE MARKET)?**

Your business is defined as “new to event” if it has not previously exhibited at this exhibition.

**YES**  **No**

**Section 8: List All "De Minimis" State Aid Received Over Last 3 Years**

The European Commission recognises any type of support given from any public funds to a possible exporter as a State Aid and therefore subject to State Aid restrictions. However, we are allowed to exempt this exhibitor grant under the De Minimis exemption regulation, which allows a business to receive up to a cumulative €200,000 over any rolling three year period.

This section of the form is necessary because any grant giver (in this case UKTI), which employs the De Minimis exemption regulation, is required to ensure that the €200,000 limit will not be breached when they agree an application for grant.

Therefore you will need to record here any public aid you have received over the past three years that may need to be included in your De Minimis threshold. You need not list any aid that has already been specifically exempted in any way other than by the De Minimis regulation or any aid that has been previously "notified" to the Commission.

**PLEASE WRITE N/A IF NECESSARY**

<u>Funding Body</u>	<u>Purpose</u>	<u>Amount £</u>
<b>Total</b>		

**Section 9 – Data Protection Act 1998** – Information regarding the use and processing of personal data is to be found in the Privacy Statement of UK Trade & Investment’s website [UKTI Welcome Page](#)

Having seen the website, please tick the following boxes if the person named as contact in section 3 does not wish their details to be used for: marketing purposes by internal providers , passing to external providers for non UKTI purposes , transferring to overseas service providers  or for UKTI’s E mail marketing purposes

**SECTION 10 – DECLARATION BY BUSINESS APPLYING FOR SUPPORT**

On behalf of the business named at Section 2, I confirm that the information given on this application form is true and accurate. I have also read and will comply with the **TERMS & CONDITIONS FOR EXHIBITORS**. I recognise that any grant the business named at Section 3 receives in support of its participation at the event named at section 1 is classed as De Minimis State Aid by the Commission of the European Communities. In respect of the event at Section 1, I confirm that this business has not received De Minimis State Aid in total greater than €200,000 over the 3 year period leading up to today’s date. Furthermore, the business will not receive any other contributions from public funds towards any costs which are grant eligible in the context of this application.

Name: \_\_\_\_\_ Position: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This form must be signed by a Director, Company Secretary or Owner of the Business (or equivalent).

**You must register for full UK Business Access on UKTI's website. This is free and provides access to sector-in-market reports and business opportunity alerts sourced from our global network. To register, visit [UKTI Welcome Page](#) and click on "Register a new UK Business Account**

**Are you sure you have registered on the UKTI Portal?** Yes:  No:

**UKTI's full range of information, advice and support, including UKTI’s Overseas Market Introduction Service (OMIS), can also be accessed through [UKTI Welcome Page](#).**

**SECTION 11 – ONLY TO BE COMPLETED WHERE AN ACCREDITED TRADE ORGANISATION (ATO) IS LEADING A GROUP OF UK PARTICIPANTS.**

I confirm that the relevant International Trade Adviser (ITA) or equivalent in the Devolved Administrations has notified me in writing that this business appears to meet the criteria for exhibition assistance. I also confirm that the ITA has agreed that this exhibition seems appropriate in light of what they know about the business's export strategy and that UKTI support is needed to make possible or enhance the business's participation in the event.

Name: Joanna Oliver Position in ATO organisation: Director of Global Programmes

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Telephone No: **+44 (0)208 253 4502**

e-mail: [joanna@aslnorth.co.uk](mailto:joanna@aslnorth.co.uk)

~~**SECTION 12 – ONLY TO BE COMPLETED IN THE EVENT OF SOLO PARTICIPATION (I.E. PARTICIPATION OUTSIDE AN ATO LED GROUP) BEING AGREED BY THE INTERNATIONAL TRADE ADVISER (ITA) OR EQUIVALENT IN THE DEVOLVED ADMINISTRATIONS.**~~

~~**PLEASE NOTE: IN THE EVENT OF "SOLO" PARTICIPATION BEING AGREED BY THE ITA WHERE THERE IS AN ATO LED GROUP GOING TO THE RELEVANT EVENT THE ITA MUST EXPLAIN WHY THE BUSINESS CANNOT BE REASONABLY ACCOMMODATED IN THE ATO LED GROUP.**~~

I confirm that this business appears to meet the criteria for exhibition assistance. I also confirm that this exhibition seems appropriate in light of what I know about the business's export strategy and that UKTI support is needed to make possible or enhance the business's participation in the event.

**Reason for not joining the ATO led group (where relevant).** The only acceptable explanations will be where the ATO has refused to take the business in the group for any reason e.g. where the business's stated reasonable stand requirements could not be provided through the ATO's arrangements and the ATO was unwilling to accept the business in the group if the business made their own independent stand arrangements.

Name: \_\_\_\_\_ Region: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Completed forms must be sent [BY](#) the Accredited Trade Organisation (ATO) or, in the case of solo applications, the International Trade Adviser (ITA) or equivalent in the Devolved Administrations to: TAP Operations, UK Trade and Investment, Tay House, 300 Bath Street, Glasgow G2 4DX. PLEASE NOTE: FORMS BEING SENT TO TAY HOUSE BY ITAs SHOULD BE ROUTED VIA THE CENTRAL CONTACT POINTS IN THE INTERNATIONAL TRADE TEAMS.**

You can access further help and advice through [Scottish Enterprise](#), [International Business Wales](#) or [Invest Northern Ireland](#). Details of your local UKTI contacts can be found at [UKTI Welcome Page](#).

# UKTI TRADESHOW ACCESS PROGRAMME SUPPORT SCHEME FOR OVERSEAS EXHIBITIONS TERMS AND CONDITIONS FOR EXHIBITORS 2009-10

## BACKGROUND

UK Trade & Investment (UKTI) will, at its discretion, provide support for businesses taking part in overseas exhibitions between [1 April 2009](#) and [31 March 2010](#). For the purposes of these terms and conditions overseas exhibitions are defined as:

- involving the display of products and services on exhibition stands or areas by businesses and other organisations with the objective of attracting commercial interest in those products and services; and
- taking place outside the United Kingdom and being international in terms of representation i.e. involving exhibitors from more than one country; and
- dealing with trade representatives rather than the public; and
- using stand space or area that is designed for the purpose of an exhibition and not for any additional use not specifically connected to exhibiting.

[Alternatively an eligible event can be:](#)

- [an overseas commercial conference where the business has paid for the opportunity to promote its goods or services to a trade audience.](#)

The objective of exhibition support is to help, primarily, newly exporting SMEs to learn how to use exhibitions as a key tool in their trade development plans. The support is intended to work most efficiently as part of a development programme for eligible businesses which Accredited Trade Organisations (ATOs) and UKTI's regional network can help to facilitate.

A central principle of this, and all UKTI grant, is that it should make something happen that would not happen otherwise. Each eligible business is entitled to exhibit with grant support on a total of [six](#) occasions counted from 1 April [2009](#). Independent (Solo) participants must not take any more than one of these participations in any one financial year. Previous SESA grants will not be included in this total, which is a lifetime limit and cannot be renewed.

ATOs will help those businesses approved for grant to participate effectively in an exhibition and International Trade Teams in UKTI's regional network will also help these businesses, where appropriate. Participating businesses are expected to take up any offers of non-chargeable assistance made in this context.

For a limited number of "key" exhibitions agreed by UKTI and identified on the UKTI web site, the relevant ATOs will be expected to undertake promotional activity on behalf of the group and will be remunerated for this by UKTI.

If ATOs charge supported participants a service or management fee in connection with their participation, the services to be covered in return for the charge must be fully explained to participants at the time of recruitment and should relate to costs wholly distinct from their administration of the business's UKTI grant application, for which ATOs will be remunerated by UKTI.

It is expected that participants will make full use of the services and advice provided by or via the ATO. However, participants will also have the opportunity to apply for UKTI support to attend any exhibition independently under solo arrangements. This would normally be where there is no ATO led group. Where an ATO is leading a supported group at an event, the solo route can only be taken with the explicit direction of the relevant International Trade Team. In these cases the International Trade Team must confirm on the participant's application form that the solo route has been taken because the ATO was unable, through their own arrangements, to offer a stand space or exhibition area that was reasonably suitable for the participant's stated needs or was unable or unwilling to accept the business into their group under any other arrangements.

## **1 Eligibility to apply for grant**

1.1 To be eligible for grant participants must meet the following criteria.

a) A participant must be a UK\* based business or organisation that is either actively investigating export opportunities or is already involved in exporting from the UK. If requested, participants must provide UKTI with supporting documents proving that they comply with this requirement.

(\*Excluding businesses/organisations based in the Isle of Man or the Channel Islands unless UK registered.)

b) A participant must be a small or medium sized enterprise as defined below or a UK university or UK Government funded centre of higher or further learning, or a UK Government-funded research organisation;

c) A participant must be a new exporter as defined below [or have exported for no more than 10 years](#);

d) Any grant a participant applies for does not result in them breaching the de minimis State Aid limit of €200,000 over any rolling three year period. (These grants are classed as de minimis State Aid by the Commission of the European Communities and all applicants for grant must ensure that they do not exceed the €200,000 limit. EU Regulation 69/2001 on the application of Articles 87 and 88 of the EC Treaty to De Minimis aid refers.) The only exception to de minimis coverage relates to activities linked to the production, processing and marketing of certain agricultural goods as listed under Annex I of the consolidated version of the Treaty establishing the European Community (consolidated version 1997). TAP grants to relevant businesses covered by Annex 1 must fall within an overall ceiling of support that the European Commission have agreed to cover this specific area. Applicants must take the advice of their local International Trade Team and, if advised to do so, should complete the alternative version of the TAP application form designed to cover businesses in this category.

e) A participant must not receive any other contributions from public funds towards stand space, stand construction and freight in relation to participation at the exhibition named in Section 1 of the Exhibitor Grant Application Form.

f) A participant must not have been fully committed to attend the event prior to seeking UKTI grant.

g) A participant must demonstrate that they:

- are selling products or services originating substantially in the UK; or
- are adding significant value to a product or service of non-UK origin; or
- are enhancing their competitiveness and providing tangible economic benefit to the UK from this trade development activity.

h) Since [1 April 2009](#) a participant must not have received, been offered or have a pending application for more than [5](#) grants under these terms and conditions prior to the grant currently being applied for. Additionally, within this total of [6](#) grants overall, Solo participants must not have received, been offered or have a pending application for any other solo support for an event in the same financial year as the one being applied for. [The total of 6 grants for any applicant must cover exhibitions in at least 2 markets.](#)

i) A participant must take up any non-chargeable offers of assistance made by the ATO or the UKTI regional network that are intended to be complementary to the offer of trade fair support.

1.2 Participants will be ineligible if they do not own the brand they are selling and the brand owner either already exports to the market concerned, or withholds permission to export to that market.

1.3 In operating these terms and conditions the following definitions apply.

Definition for Small and Medium Sized Enterprise

a) Has less than 250 employees.

b) Has an annual turnover not exceeding € 50m, or an annual balance sheet total not exceeding € 43m.

c) Is independent, i.e. **not more** than 25 % of its capital or voting rights are owned by one enterprise, or jointly by several enterprises, which fail to meet any of the above points at a and b, although this threshold may be exceeded in the following two cases:

(i) if the business is held by public investment corporations, venture capital companies or institutional investors, provided no control is exercised either individually or jointly over it;

(ii) if the capital is spread in such a way that it is not possible to determine by whom it is held and the business can legitimately declare that 25% or more of it is not owned by one enterprise or jointly by several enterprises falling outside the definition of a SME.

#### Definition for New Exporter

During the past 12 months less than 10% of turnover resulted from proactive exports (i.e. sales to new overseas customers that have been actively identified by the business) **and** no more than 25% of turnover resulted from a combination of proactive and reactive exports. (Reactive exports would normally result from unplanned approaches from potential overseas customers and from UK-based third parties, or from overseas responses to UK-focused web sites).

1.4 The requirement to be a new exporter **or to have been an exporter for less than 10 years** will be waived where the applicant has not attended the previous edition of the event.

1.5 Payment of grant is discretionary and shall be the limit of UKTI's liability to the participant for the exhibition named at Section 1 of the Exhibitor Grant Application Form.

## **2 Requirements for Eligible Exhibitors**

2.1 Participants must also comply with all of the following conditions.

a) Participants must correctly complete a TAP Exhibitor Grant Application Form and submit it via their local UKTI representative (at the UKTI International Trade Team) or via the ATO that is organising a group at the relevant event (normally this would depend on whoever supplied the form), **no later than eight weeks** before the event start date.

b) Participants must only promote at the exhibition the business, trading and brand names detailed on their application form.

c) Where any non-UK goods or services are to be promoted participants are able to clearly explain the associated economic benefits to the UK, if required. They must also present themselves at the exhibition as a business/organisation involved in exporting from the UK.

d) Participants must ensure that their exhibition stand or space is manned by at least one dedicated representative for the duration of the exhibition. In the case of exhibitions lasting more than seven days, they may leave after spending seven days at the exhibition but only if they have notified the ATO or International Trade Team in writing prior to the opening date.

e) If there is only one individual representing both the participant and any other eligible exhibitor(s), then grant can only be claimed in respect of one of the businesses being represented.

f) Participants accept full responsibility for their own insurance for any risks associated with taking part in the exhibition including unexpected or uncontrollable events e.g. war, flood, avalanche, pandemic, terrorist attack etc. UKTI will not be liable for the consequences of any such risks or any costs incurred.

g) If participants are participating as part of an ATO led group they must complete and submit a completed UKTI Exhibitor Questionnaire to UKTI prior to any claim for grant being submitted to UKTI. The final deadline for return of completed questionnaires is one month after the closing date of the exhibition. The questionnaires for completion can be found on the UKTI web site.

2.2 Applicants should not assume TAP support has been agreed unless they have received an "offer letter" from the TAP Team following their application for Solo support or, in the case of ATO led groups, the TAP Team have confirmed applicant eligibility with the ATO. UKTI reserves the right to reject any application that it considers for any reason to be unsuitable.

### 3 Claiming Grant

3.1 Where participants have taken part in an ATO led group the ATO can claim grant on their behalf generally at a rate of £1,000, £1,400 or £1,800. The choice of which of these levels of grant will be offered for a particular event will have been agreed by the ATO with UKTI at the beginning of the programme year and will reflect the overall TAP funding available for that sector. In exceptional cases UKTI's TAP Team will have agreed with ATOs that different levels of grant to those above can be offered for an event, with the intention of allowing a greater incentive for new exporters. In order to be included in the claim participants must be able to provide the ATO with evidence that they have paid for a minimum of 4 sq metres of stand space or have paid a minimum equivalent to the amount of grant being claimed on their behalf on eligible costs directly related to their attendance at the exhibition. If the ATO does not already have this evidence the participant must provide this to the ATO no later than one month following the end of the exhibition.

3.2 Where participants have exhibited independently of the ATO led group (the solo route) they can claim at a flat rate of £1,000 using the standard TAP solo claim form provided by the UKTI TAP Team and submitting it via the relevant International Trade Team in time for it to arrive with the TAP Team **no later than two months following the end of the exhibition**. If requested, they must provide UKTI with evidence that they have paid for a minimum of 4 sq metres of stand space or have paid a minimum of £1,000 on eligible costs directly related to their attendance at the exhibition for which they are claiming grant (see Section 3.3). Such evidence must be made available for UKTI or its representatives within 15 working days of its request.

3.3 Direct costs can be in any of the following categories.

Exhibition space costs. This is the actual amount paid by the participant, or the ATO on the participant's behalf, to the commercial organiser of the exhibition\* for space at the exhibition venue and any other mandatory charges (e.g. registration fees, catalogue entry charges). These charges will normally be no higher than the rates published by the commercial organiser of the exhibition.

Stand costs. This is the actual amount paid by the participant, or the ATO on the participant's behalf, to the commercial organiser of the exhibition, or to any third party supplier(s) for invoiced costs directly related to:

- stand design;
- physical stand costs, including shell scheme (or equivalent);
- labour costs in relation to physical construction of stand;
- heating;
- power supply;
- carpets;
- furniture hire;
- cleaning;

- internet/phone connection and rental (excluding call charges);
- display aids and graphics, but excluding any products/samples unless they are part of the stand construction;
- security;
- freight costs for stand and stand display items;
- excess baggage charges for stand and stand display items;
- car/van hire and other associated travel costs e.g. fuel (If this option is used, the participant must be able to present a justifiable case, including cost benefits)

NB. Recoverable local taxes, including VAT, and insurance costs of any kind will not be considered as part of the total of eligible costs.

\*The commercial organiser of an exhibition is the organisation responsible for the commercial arrangements for the whole exhibition. An organisation making a block booking at an exhibition for a UK group, or booking space or stand facilities for individual companies, is not the commercial organiser of the event.

3.4 Where the ATO has claimed grant on behalf of participants the ATO will be responsible for distributing grant to participants within three weeks of the ATO's receipt of the participant grant.

3.5 The participant may arrange with the ATO for any amount owed to them, solely related to the exhibition, named at Section 1 of the Exhibitor Grant Application Form, to be deducted from the grant. The ATO is not allowed to pay any part of a participant's grant to a third party and must not have charged the participant for anything other than costs directly related to the business exhibiting at the event.

3.6 UKTI reserves the right to provide the Commission of the European Communities, or any other organisation which needs the information as part of the process of Government, with information about any grants paid to the participant. UKTI also reserves the right to publish these details without seeking any additional approval from the participant.

#### **4 Non Payment of Grant**

4.1 UKTI reserves the right to withhold any or all of the grant, or require part or full repayment of any grant already paid, if at the time of making the application or at any time prior to the start of the event the participant:

- a) has ceased or ceases trading;
- b) is in or goes into liquidation, administration, receivership, bankruptcy or equivalent procedures in Scotland;
- c) is or becomes the subject of a proposal for a winding up order or any other insolvency procedure including individual voluntary arrangement;
- d) is or becomes indebted to any Government department.

4.2 UKTI also reserves the right to withhold any or all of the grant, or require part or full repayment of any grant already paid, if the participant:

- a) fails to comply with any of these Terms & Conditions;
- b) provides false or inaccurate information on the Exhibitor Grant Application Form;
- c) causes embarrassment to Her Majesty's Government, the host nation or other exhibitors in the group, for example by displays of inappropriate or offensive literature, by inappropriate or offensive behaviour, or by the display of products or services of an unacceptably low quality or of an inappropriate or offensive nature. (The final decision on acceptability will rest with UKTI, taking into account the nature of the product, the sensitivities of the host nation and others in the group).

If any of the above circumstances arise, the business may also be excluded from future involvement in this and/or any scheme operated by UKTI.

4.3 UKTI may vary or withhold any or all payments made and / or may require repayment of grant already paid, together with interest from the date of payment, if UKTI is required to do so as a result of a decision by the European Commission or as a result of any

obligation arising under Community Law.

UK Trade & Investment is the Government organisation that helps UK based companies succeed in international markets. We assist overseas companies to bring high quality investment to the UK's vibrant economy.
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