



## Expression of Interest

### Canadian Energy Mission to Frankfurt, Germany

November 29<sup>th</sup> - December 1<sup>st</sup>, 2022  
Enlit Europe Conference & Trade Show

#### **Activity:**

Through funding support, the Smart Grid Innovation Network Canada Inc. (SGIN) has collaborated with Alberta, Ontario, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador to lead a mission of 10-15 Atlantic Canadian companies and energy sector stakeholders to explore business opportunities in the renewable energy systems sector in European markets by participating in Enlit Europe Conference and Trade Show held in Frankfurt Germany on November 29<sup>th</sup> – December 1<sup>st</sup>, 2022.

This is a unique opportunity for a select group of companies to showcase their capabilities and solutions to an international audience made up of key decision- makers and professionals. In conjunction with the Enlit Europe Conference and Trade Show, participants will also be able to take part in one site visit with the potential of an additional site visit to either Norway or Switzerland. The additional site visit is dependent on availability, travel restrictions and interest from the SGIN group attendees.

#### **What is ENLIT?**

From source to generation, from grid to consumer, the boundaries of the sector are blurring and this evolution is being shaped by established players, external disruptors, innovative start-ups and the increasingly engaged end-user. Enlit brings all of these people together to seize current opportunities, spotlight future ones, and inspire the next generation to be part of moving the energy transition forward. And so, the Enlit circle begins: a constantly growing, inclusive and end-to-end forum that addresses every aspect of Europe's energy transition.

#### **Sectors and Clients Targeted:**

Companies providing technologies and solutions for the energy systems of the future, driven by decarbonisation and energy efficiency: smart energy; smart transport; smart city; smart communities; AI; IoT; Internet of Energy; Big Data; teleservice; monitoring; automation; production and transportation of power; energy performance solutions; energy storage; batteries; decentralized generation assets, renewable energy.

#### **Goals:**

The mission aims to showcase the expertise and capabilities of Canadian companies and organizations to increase and accelerate the development of international business opportunities. The mission offers a unique opportunity to meet top-level European energy professionals, form new relationships to conduct business, and to drive new projects forward.



The 2022, the Enlit Europe Conference & Trade Show Program includes the following mission features:

- In-market country and trade mission briefings.
- Full-day energy conferences in Frankfurt, Germany
- The opportunity for Canadian companies to showcase their technology to an international audience made up of key decision-makers and professionals.
- Access to exhibition floor and space for meetings.
- In-market Trade Commissioners in Europe that will provide you with direct assistance, promote company material and connect your company to qualified industry players.
- Organization of pre-event webinars, sales-pitch and B2B session with major European buyers.
- Social media campaign prior to and during the event.
- Business networking events.
- Access to other Canadian exhibitors.

**Mission Schedule:**

Date	Activity	Location
<b>October 11<sup>th</sup>, 2022 &amp; October 24<sup>th</sup> 2022</b>	<b>Expression of Interest Q&amp;A Session (Webinar)</b>	Virtual (MS Teams)
<b>Nov. 2<sup>nd</sup> 2022</b>	<b>Delegate Information Webinar</b>	Virtual (MS Teams)
<b>Sunday, Nov. 27<sup>th</sup>, 2022</b>	<b>DEPART FOR FRANKFURT, GERMANY</b> Arrival of companies, start of mission and mission briefing session. (optional)	Canada - Germany
<b>Monday, Nov. 28<sup>th</sup>, 2022</b>	<b>WELCOME</b> Arrival of remaining delegation.	Frankfurt, Germany
<b>Tuesday, Nov. 29<sup>th</sup> – Thursday Dec. 1<sup>st</sup>, 2022</b>	<b>ENLIT EUROPE CONFERENCE &amp; TRADE SHOW</b> Trade show and on-going B2Bs. Thursday Dec. 1 <sup>st</sup> – travel day to site visit (location TBD)	Frankfurt, Germany
<b>Friday, Dec. 2<sup>nd</sup> 2022</b>	<b>SITE VISIT</b> AM: Site visit (location TBD) PM: End of mission and departure of delegation.	TBD
<b>Saturday Dec. 3<sup>rd</sup> - Sunday Dec. 4<sup>th</sup>, 2022</b>	<b>DEPART FOR HOME</b>	Germany - Canada
<b>December 13<sup>th</sup> 2022</b>	<b>Post-event Delegate Discussion</b>	Virtual (MS Teams)



Please note:

- Atlantic reception still to be scheduled.
- B2B schedule will be incorporated at a later date.
- Schedules listed above are tentative and subjective to change based on COVID-19 protocol. Individual schedules may vary based on individual travel and event participation. SGIN is seeking collaboration centre site visits in an additional site to either Norway or Switzerland, however this will depend on availability, travel restrictions and interest from group attendees.

**Fees:**

Program Elements	Full Participant*	Associate
<b>Participant Cost</b>	<b>\$500</b>	<b>\$300</b>
- Matchmaking	X	
- Mission Support	X	X
- Hotel Block / Group Rate	X	X
- Networking Reception	X	X
- Ground Transportation to group off site meetings in Frankfurt	X	X
- In-Market Debriefs/Troubleshooting Sessions	X	X
- Follow-up Services	X	
- In Market site visit	X	X
- ENLIT Trade Show access (free to attendees)	X	X
- Travel/meal/hotel costs	X	X
<b>Optional: Enlit Summit Program – SGIN Group Rate</b> <i>This includes access to the strategic <b>Summit Programme</b>, summit area and additional networking opportunities, plus our <b>Exhibition</b> and <b>Hub Sessions</b>. Without this, you are only able to attend the Enlit Trade Show (free to attendees)</i>	<b>\$1670</b>	<b>\$1670</b>
<b>TOTAL COST</b>	<b>\$2170</b>	<b>\$1970</b>

Please note:

- All fees listed in CDN.
- Fee options listed above only apply to Atlantic Canadian companies. If you are outside of Atlantic Canada, please send an email to [info@sgin.ca](mailto:info@sgin.ca) and we will provide you with more information applicable for your province.
- Member fees for Energy Transition Champions & Energy Transition Leaders include 20% discount on Full Participant Passes. HST/VAT not included.
- Packages are not dissectible.



- All Costs are before HST/VAT
- ENLIT ticket costs are calculated at Exchange Rate as of Sept. 24th 2022 and will be adjusted at time of purchase
- SGIN does not have a booth at this event.
- **Deadline for fees are due: November 4<sup>th</sup> 2022.**

#### **COST DO NOT COVER:**

- Travel expenses and meals.
- Hotel costs
- Company/Personal insurance.
- Transfer costs to and from airports.
- Transfer cost to and from fairgrounds (ENLIT Europe Conference & Trade Show will take place at Frankfurt Messe <https://www.enlit-europe.com/visiting/venue> ).

#### **B2B Program:**

The B2B Program will consist of identifying potential clients, pre-qualifying them and organizing three (3) one-on-one meetings per entity participating in this program (a maximum of 15 entities will be invited to participate in the business-to-business meetings program, however the final total number of companies will not be determined until late November 2022).

Participants in the Energy Export Business Mission to Enlit Europe will consist of representatives from companies in the energy sector including vendors who sell to utilities or each other, Utilities, Ports and Communities who themselves provide value add services leveraging Smart Energy vendor offerings. Participants also include entities looking for partner opportunities.

#### **Why should your organization attend Enlit Europe with SGIN?**

- In-market SGIN networking reception during the Enlit Europe Trade Show & Conference.
- SGIN will coordinate group travel between SGIN events.
- Monthly Information Webinars with Q&A's leading up to the event.
- Additional Site Visit to either Norway or Switzerland.
- Pre trade show sales-pitch organized with major European Buyers.
- Opportunity to join up to 15 companies from Atlantic Canada.
- Discounted Booth and Summit fees.

#### **Hotel Information:**

The following pre-selected hotel offers a special rate for your convenience. The information can be found below. Please book as soon as possible to ensure availability.

bnetwork has been appointed as the Official Accommodation Partner of Enlit Europe 2022 and provides special booking rates for the event participants in a selection of hotels in Frankfurt.

[Click here](#) to book your hotel at a discounted rate.



For group booking or any additional information, please contact them directly at: [enlithotels@bnetwork.com](mailto:enlithotels@bnetwork.com)

Please note: bnetwork is the only Hotel Agent of Enlit Europe 2022, any other offer made by non-official agents is not endorsed by the organisers and could be a scam.

### **Order of Magnitude:**

Applicants will be screened for eligibility and suitability and will be notified of their acceptance in a timely manner. There is a maximum participation of 15 companies and organizations from across Atlantic Canada. Preference will be given to both new and experienced exporters looking to expand their energy-related business with European partners.

### **Registration:**

To submit your Expression of Interest please complete the [form HERE](#). **Deadline to submit your Expression of Interest is October 28<sup>th</sup>, 2022.**

### **Payments:**

Payment is to be made by e-transfer or cheque, payable to the Smart Grid Innovation Network Canada Inc. immediately upon confirmation of acceptance and as soon as you receive invoice. Fees are non-refundable after Nov. 4<sup>th</sup>, 2022. Please see payment instructions below:

SGIN Payment Methods & Instructions for EFT or Wire Transfer:

Bank Name: Scotiabank  
Address: 35 Main Street West, Saint John, NB E2M 3M9  
Institution Number: 002  
Transit/Branch: 80234 Account: 000831 1  
For cheque(s) payments please mail to SGIN Inc. at the address above.  
Please contact [info@sgin.ca](mailto:info@sgin.ca) or [Jenn@sgin.ca](mailto:Jenn@sgin.ca) for more information.

### **COVID-19 SAFETY MEASURES: INFORMATION FOR IN PERSON PARTICIPATION**

From Saturday, 11 June 2022, 12pm/0.00h CET, all COVID-19-related restrictions for entry into Germany will preliminarily be lifted. From that date, travel from and to Germany will be permitted for all travel purposes (including tourism and visits). For entry into Germany no proof of vaccination, recovery or testing is required any longer.

For current information on COVID please visit: <https://travel.gc.ca/destinations/germany>