

# Expression of Interest

Atlantic Canada Energy Mission to Europe

November 11 – 15, 2019

United Kingdom – France - Switzerland

## Activity

The Smart Grid Innovation Network (SGIN), working jointly with the Government of Canada and the four Atlantic provinces\*, is seeking expressions of interest from Atlantic Canadian companies and organizations to participate in a business mission to one of Europe's leading events for energy innovation and business. The mission will be centered around [European Utility Week](#), which has partnered for the first time with [Power Gen Europe](#) and is taking place in Paris, France on November 12-14, 2019.

This is an unprecedented opportunity to participate with the Government of Canada in EUW&PGE, and a unique opportunity for a select group of companies to showcase their capabilities and solutions within the Canadian National Pavilion at European Utility Week (EUW) in Paris. Value-added activities include participation in smart grid and energy storage roadshows in both London, UK, and Zurich, Switzerland.

**Deadline to submit your Expression of Interest is August 30th, 2019.**

*\*This project has been submitted for funding support under the Atlantic Trade and Investment Growth Agreement, a partnership between the Government of Canada and the four Atlantic provincial governments.*

## Goals

The mission aims to showcase the expertise and capabilities of Atlantic 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.

## Mission Features

- In-market country and trade mission briefings.
- Full-day energy conferences in London preceding and in Zurich following the EUW in Paris.
- Shared "SGIN/Atlantic" exhibit and Canadian meeting space at the EUW inside the Canadian pavilion.
- Optional small "pod" exhibit space for select companies (extra fee and requirements are involved).
- One access pass per organization to the three-day EUW.
- Access to Canada's specialized Trade Commissioners from across Europe.
- Matchmaker/consulting services, development of customized business itineraries (in conjunction with business conferences) to meet up to five new business contacts per organization.
- Group logistics support and ground transportation services if required for pre-arranged business meetings and group events.
- Business networking events.
- Access to other Canadian exhibitors.
- Follow-up support by mission consultants and partners.
- Support from SGIN, and provincial and federal partners.

## Mission Schedule

### **SMART GRID & ENERGY STORAGE ROAD SHOW**

LONDON, UK  
MONDAY, NOVEMBER 11, 2019  
FROM 9:00 AM

### **EUROPEAN UTILITY WEEK (EUW) & POWER GEN EUROPE (PGE)**

PARIS, FRANCE  
NOVEMBER 12-13-14, 2019  
(mandatory event)

### **SMART GRID AND ENERGY STORAGE ROAD SHOW**

ZURICH, SWITZERLAND  
FRIDAY, NOVEMBER 15, 2019  
FROM 9:30 AM

Note: individual schedules may vary based on individual travel and event participation.

### **Eligibility**

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 experienced exporters looking to expand their energy-related business with European partners.

### **Fees**

**\$1,000 (plus HST)** per organization.

A select amount of showcasing “pods” inside the Canadian pavilion are available for an additional **\$1,000** on a first-come, first-served basis to Atlantic companies.

Participants will cover their travel, accommodation and meal costs. EUW access passes for *additional* participants are the responsibility of the additional participants.

Payment is to be made by cheque payable to the University of New Brunswick immediately upon confirmation of acceptance. Fees are non-refundable after August 30, 2019.

### **Registration**

To submit your Expression of Interest please complete the attached application form and return it to:

David Beauvais at [david@sgin.ca](mailto:david@sgin.ca)

(Tel) 506 478-1235

**Deadline to Express your Interest: August 30<sup>th</sup>, 2019**

## Atlantic Canada Energy Mission to Europe Application

**Company/Organization:**

**Address:**

**Website:**

**Contact Name:**

**Tel:**

**Cell:**

**Email:**

**Mission Participants:** \_\_\_\_\_  
\_\_\_\_\_

**Mission Activity Participation:**

London energy roadshow, November 11	_____ YES	_____ NO
European Utility Week Paris (mandatory), November 12-14	_____ YES	_____ NO
Exhibit pod requested	_____ YES	_____ NO
Zurich energy road show, November 15	_____ YES	_____ NO

**50- word Company/Organization Profile:**

**Description of products or services to be promoted in Europe, unique attributes, major benefits, ideal customers/clients/partners:**

**Overview of current market development activities, target markets, business relationships and sales in Europe:**

**Describe desired business development and learning objectives for this mission:**

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