



## BELGIAN (FR) TRADE FAIR

**30 January - 1 February 2015**

### How many companies will be involved?

*800 Belgian students usually participate in our Trade Fair !*

*Our organization is pleased to invite **10 mini companies** from abroad to join our trade fair (5 achievers max + adults).*

*We recommend these mini-companies to be fully register on the EwB portal ([www.ewb.ja-ye.org](http://www.ewb.ja-ye.org)) before their arrival in order to improve the European collaboration during the three-days event.*

- *Deadline for registration : **12 January 2015***
- *Fee per student/adult : **130 EUR***

*See below for more information and ... Welcome !*

*Best regards,*

**The LJE Team**



## PROGRAMME & INFORMATION

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### 30 January

10:00 - 19:00	Arrival, transfer to the Youth Hostel
19:45 - 22:30	Diner, visit of the city centre

### 31 January

07:30 - 08:30	Breakfast
08:45 - 09:30	Transfer to the Mall
09:30 - 10:15	Stand set up
10:15	Trade Fair/ Competitions (jurys)/ EwB Rally
12:30 - 13:30	Lunch
13:30 - 17:30	Trade Fair / Competitions (jurys)/ Rehearsal of the "3 minutes to convince" challenge
15:00 - 16:00	JP Morgan speedmeeting for teachers
17:15 - 17:45	Stand dismantling
18:00 - 19:00	Dinner
19:00 - 19:45	Transfer to the Youth Hostel (bus)
20:45	Transfer to the Party (bus)
21:00 - 02:00	Party
02:00 - 03:00	Transfer to the Youth Hostel (bus)

### 1<sup>st</sup> February

07:30 - 8:30	Breakfast
09:15	Transfer to the ceremony (bus)
10:00 - 13h30	Ceremony awards, entertainment, "Three Minutes to Convince" Competition
13:30	Lunch packet / Departure

## REGISTRATION

The participation fee for each participant is **130 EUR** (adult & student).

### Included\*

**Friday** : transfer from airport/station, night in Youth Hostels (sheet provided, no towels), dinner.

**Saturday** : breakfast, transfer to the mall, material for the stand, competition prizes, lunch + dinner, entrance to the party, transfer by buses, night in the Youth Hostel

**Sunday** : entertainment, lunch.

\*Please note that it is not possible to remove one of these expenses.

### Not included

Transport after the Sunday ceremony Sunday + flight/ transport to Brussels and from Brussels to your country.

If you need a taxi, we can book it for you. In this case, please contact our colleague 2 weeks in advance : [info@lje.be](mailto:info@lje.be).



## IMPORTANT DETAILS

### Language

The Trade Fair is French speaking. Therefore, one member of our staff will supervise international teams in English. We will request the help of some Belgian teams registered to EwB to accompany you such as sponsors.

### The stand/stall\*

**Provided:** Table (180 x 80 cm), black cover, balloons, individual tag, panel mentioning the name of your company + country. You may bring your own material but we ask you to send us the plan of your stand in case you bring your own panels (**by e-mail or fax**).

**\*It is not allowed to sit down.**

### Accommodation

Students and adults sleep in the same Youth Hostel. Girls and boys will be separated. In some cases, we may ask the adults from a same group and gender to share the room. **If you want a single room**, we reserve a double room that you will have to pay and use as a single room. Please, let us know about your preferences.

### Tourism

More information about Brussels on [www.bruxelles.irisnet.be](http://www.bruxelles.irisnet.be), flights on [www.brusselsairport.be](http://www.brusselsairport.be), trains on [www.b-rail.be](http://www.b-rail.be) and the shopping centre on [www.cora.be](http://www.cora.be).



## COMPETITIONS

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On Saturday, we organise several competitions. A specific jury will interview each company in French or in English. Results will be announced Saturday at 16.00 in the mall. Winners will be awarded on Sunday morning (ceremony).

### Competitions with specific jury

#### 1. The most innovative product

Innovative character, design, finishing quality, efficiency, packaging, environmental impact.



#### 2. The best stand

Visual impact, attractive way to display, presentation of products, written information about sales-prices-products, logo.

#### 3. The best marketing approach

Stall and sales staff presentation (look), impact on clients, promotional campaign staff, efficiency on the product presentation.

#### 4. The best team

Visual impact of your stand, clear name and information of team and product, product quality, effective commercial approach, team spirit, well-built business plan, effective cooperation between people, effective learning of entrepreneurial activities.

#### 5. The best poster advertising

Your team gets 10 minutes to realize an advert that promotes your company/product or service on a poster.

**We provide** : markers, magazines, black pencils, eraser, ruler, cut material, sheets of coloured paper...

**You can only use this material!**

**Registration before 12 January 2015**

## Other Challenges

### **The best stand => vote from all students/adults**

Visual impact, attractive way to display, presentation products, written information about sales-prices-products, logo.

### **The “unexpected items” => for fun**

In several shops windows of the mall you may find objects that have nothing to do there.

Be a good observer !

### **The “3 Minutes to Convince” competition**

This specific competition entails some beforehand preparation. A dozen of teams will participate, from Belgium and from abroad.

Let's convince the audience that your team is the best in three minutes ! Use any way you prefer or feel comfortable with : show, dance, sketch, song... Be creative !



***Registration before 5 January 2015.***

### **EwB Rally**

All day long, each team -fully registered on EwB portal - will receive challenges to solve. Information will follow.



## 2. The « 3 Minutes to Convince » Competition

- We want to take part in the « 3 Minutes to Convince » Competition
- We don't want to take part in the « 3 Minutes to Convince » Competition

Delete as appropriate.

### Details you need to pay attention to

1. We ask you to send us your presentation on the internet link before **January 5, 2015**
2. The recording of this presentation must last maximum **3 minutes** and must be the same as the one you will present on Sunday
3. The teams participating to the "3 minutes to convince" competition are **selected by a pre-jury**
4. The results will be announced by the end of January (e-mail)
5. If your team is selected, you will have to repeat your show on Saturday afternoon (mandatory) at the same time as the Trade Fair ; this is why we ask at least 1 member of your team **to stay at your stand**
6. Your music/video must be engraved on CD or on USB **in 1 file**
7. We provide a professional infrastructure for the repetitions and the show
8. Your "3 minutes show" cannot be a film, but your show may be based on a film/video projection.

## 3. Fee Calculation

FEE CALCULATION	NUMBER	EUR/person	TOTAL
Achievers		130	
Adults		130	

### Bank Details :

**Bank charge has to be carried by the payer. Please check the total amount before the transfer !**

Account holder : ASBL Les Jeunes Entreprises  
Name of Bank : BNP Paribas Fortis  
Address of Bank : 9 Place Meiser -1030 Brussels - Belgium  
Account number : 210-0439013-43  
Swift Code : GEBA BEBB  
IBAN Code : BE66 2100 4390 1343  
Currency : EURO  
Key Word : Trade Fair 2015 / country/ town / company's name

### Any Question ?

Email to [thierry@lje.be](mailto:thierry@lje.be) or call 0032 2 245 13 80.

