



Welcome to our Flemish Trade Fair February 27th 2015 – March 1st 2015



100 companies will meet at the Shopping Centre Wijnegem in Antwerp for the Flemish Trade Fair. This congress provides the opportunity to over 1000 achievers from all over Flanders and abroad to meet and to exchange both views and ideas. As such, the event may well help to reinforce the bonds between the various young enterprises. In addition, the achievers are given the opportunity to experience selling to the public in an international setting.

What should you know?

The trade fair is a Flemish-speaking event. However, our staff will help all international teams in English. Arrival of the international teams is expected on Friday February 27th before 17h00. Rooms are only available from 15h00. For participants arriving earlier, a room is provided to store their luggage at the hotel. Departure will be on Sunday March 1st, at a time you please. Each team should be composed of 5 achievers + 1 (or more) teacher(s)/adviser(s).

Program

Friday February 27th,

Our staff will welcome you at the hotel, where you will be invited for a drink and lunch for the arrivals before noon. Meanwhile you will be given some additional information. After lunch, you will have the opportunity to do some shopping and have some free time. On demand we can organise a guided City Tour. At 17h30 we organise an icebreaking gathering and dinner is also foreseen.

Saturday February 28th

SALES: on Saturday you will be given the opportunity to display and sell your product at the Shopping Centre Wijnegem in Antwerp. You will arrive at the Shopping Centre at 08h30.

You will receive all information regarding the day's schedule and the allocation of the stand before arriving at the mall.

For EwB registered teachers, and interested teachers from each country - there will be a special EwB gathering.

Your stand

Make sure you have a nice decorated stand: it will be your one-day display window!

Each enterprise will have a space of 3 by 2 meters, including a table (180 cm x 75 cm, H 76cm). Should you wish to use a partition, the maximum height is 1.50m. You will have to bring this yourself from your homeland.

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Competition

Will be organized for all young enterprises at the Mall. You will receive 2 voting cards, which you may use to choose the young enterprise of your preference.

Criteria will be:

1. The most innovative product, i.e. innovative character, design, finishing touch, efficiency packaging, environmental impact.
2. The best stand, i.e. visual impact, attractive way to display products, written information about sales-prices-products, creativity of the designed logo.

Moreover, teams may get selected by the jury of the Shopping Centre and be awarded for their efforts. In order to make things easier for you when it comes to preparing yourselves, here are the major topics of the competition:

1. The best marketing approach
Both stand and sales staff presentation (look), impact on clients, promotional campaign/technique, staff efficiency on the product presentation.
2. The best team
Visual impact of your stand, clear presentation (name and information) of both the team and the product, product quality, effective commercial approach, team spirit, well-built business plan, effective cooperation between the people, effective learning of entrepreneurial activities.

Results will be given around 17h30 on Saturday at the Shopping Centre.

We are convinced that our trade fair offers a major opportunity for achievers to explore their ability for selling products in a particular environment and all the same to share a very enjoyable time with young people taking part in the same adventure.

Sunday March 1st

Morning: departure, you are responsible for your own transport to the airport (the rail station is located about 15 minute walk from the hotel), there's a direct shuttle to the airport or to the centre of Brussels. Should you have booked additional nights, you will also have to organize the transfer to the airport yourself.

Accommodation

A full accommodation has been booked for your team starting from the night of Friday February 27th until Sunday March 1st including breakfast. All accommodation will be based on twin rooms. If you request a single room we will have to charge 60 Euro extra per night for the room. Rooms will be booked at



ibis Antwerpen Centrum

Meistraat 39 - 2000 Antwerpen
Tel.: +32 (0)3 231 88 30 - Fax : +32 (0)3 234 29 21
H1453-SB@accor.com
ibishotel.com - accorhotels.com

The hotel is situated in the centre of the town. (15 minute walk from the rail station)
Every additional night at the hotel costs 60 Euro for a single room and 70 Euro for a double room breakfast included.

The cost of any incidental items (e.g. phone calls, additional drinks etc.) are your responsibility and must be paid upon checking out. We recommend you not to use the phones provided in the hotel room as charges for these are usually high.

Tourism

More information on Antwerp is to be found at www.antwerpen.be, on flights at www.brusselsairport.be, on trains at www.b-rail.be, and on the Shopping Centre Wijnegem at www.wijnegemshoppingcenter.be.

Transport

Friday February 27th

Transport from Brussels airport. You take the train at the airport. It will cost you about 15 Euro. The hotel is about a 15 minute walk from the Antwerp Rail Station.

Saturday February 28th

Morning: from the hotel to the Shopping Centre (coach)

Evening: from the Shopping Centre to the hotel (coach)

Registration

The total cost for your participation is 180 Euro/person (teacher/adviser/student). Having registered, all **fees must be paid by bank transfer before January 5th 2015. All bank charges are carried by the payer.**

What does it include?

Two nights + breakfasts, Friday's lunch, evening meal, stand + material on Saturday, coaches (Saturday), Saturday's lunch and evening meal. Note that as the cost covers everything, it is not possible for you to annul one of these expenses.

Language at the congress

Our congress is Flemish-spoken. We know that it is hard sometimes to participate when you do not speak the language of the local population. Thus, in order for you to receive all necessary information about the congress, you will be welcomed as well as frequently accompanied during these 2 days by someone of the organisation who speaks English.

The trade fair

As a tradition, young enterprises have very nice stands, with prices calculated in Euro, etc. We encourage your company to participate in the "best stand" competition.

Any questions?

Should you have any more questions, please do not hesitate to contact us.

Contact Mrs Karine Soete: (phone) +32 (0)16 298 414, (fax) +32 (0)16 298 402 or (e-mail)

karine.soete@vlajo.org.



Registration form

Friday February 27th to Sunday March 1st 2015

Registration before December 20th 2014, payment January 5th 2015

Name of organisation	
Country	
Organisation's address	
Team name	
Number of peopleAdults /.....Students
Product/service	

- We need electricity (European standard, 220 V)
 We don't need electricity

(Do note that it is forbidden either to cook or to use any oven, to play music or to make any kind of noise)

Products that we will sell (products that are not mentioned in this list will not be allowed to be sold!)

.....

Name & address of the contact person (in CAPITAL LETTERS)
 (Please, choose a person who will be coming to the Trade Fair):

Name: F/ M (1).....
 Address:
 Phone: Mobile.....
 E-mail:

Teacher/adviser (in CAPITAL LETTERS)	Surname	Name	Birth date	F/M
Teacher/ adviser 1				
Teacher/ adviser 2				

Name of the members (in CAPITAL LETTERS)	Surname	Name	Birth date	F/M
Student 1:				
Student 2:				
Student 3:				
Student 4:				
Student 5:				

We will attend the guided City Tour on February 27th - Number of people:

Number of people	
Arrival date / time	.../02/2015 -hour
Departure date/ time	.../02/2015 -hour
FLIGHT (Company's name + n° flight)	
RAILWAY (Company's name + arrival time rail station)	

(1) Delete or add as appropriate

Fee Calculation (deadline January 5th 2015)

FEE CALCULATION	NUMBER	Fee/person (incl. single room)	Fee/person (incl. twin room)	TOTAL
Adults (min. 1)				€
Achievers (min. 4)				€
TOTAL				€

Transfer to:

Account holder:	Vlajo
Name of bank:	BNP Paribas Fortis Bank
Address of bank:	Tervuursesteenweg 192, 3001 Heverlee - Belgium
Account number:	BE53 2100 4413 5153
Swift Code:	GE BA BE BB
IBAN Code:	BE53 2100 4413 5153
Currency:	EURO
Key Word:	Flemish Trade Fair 2015 (country + name of the company)

Please, note that all bank charges are carried by the payer!