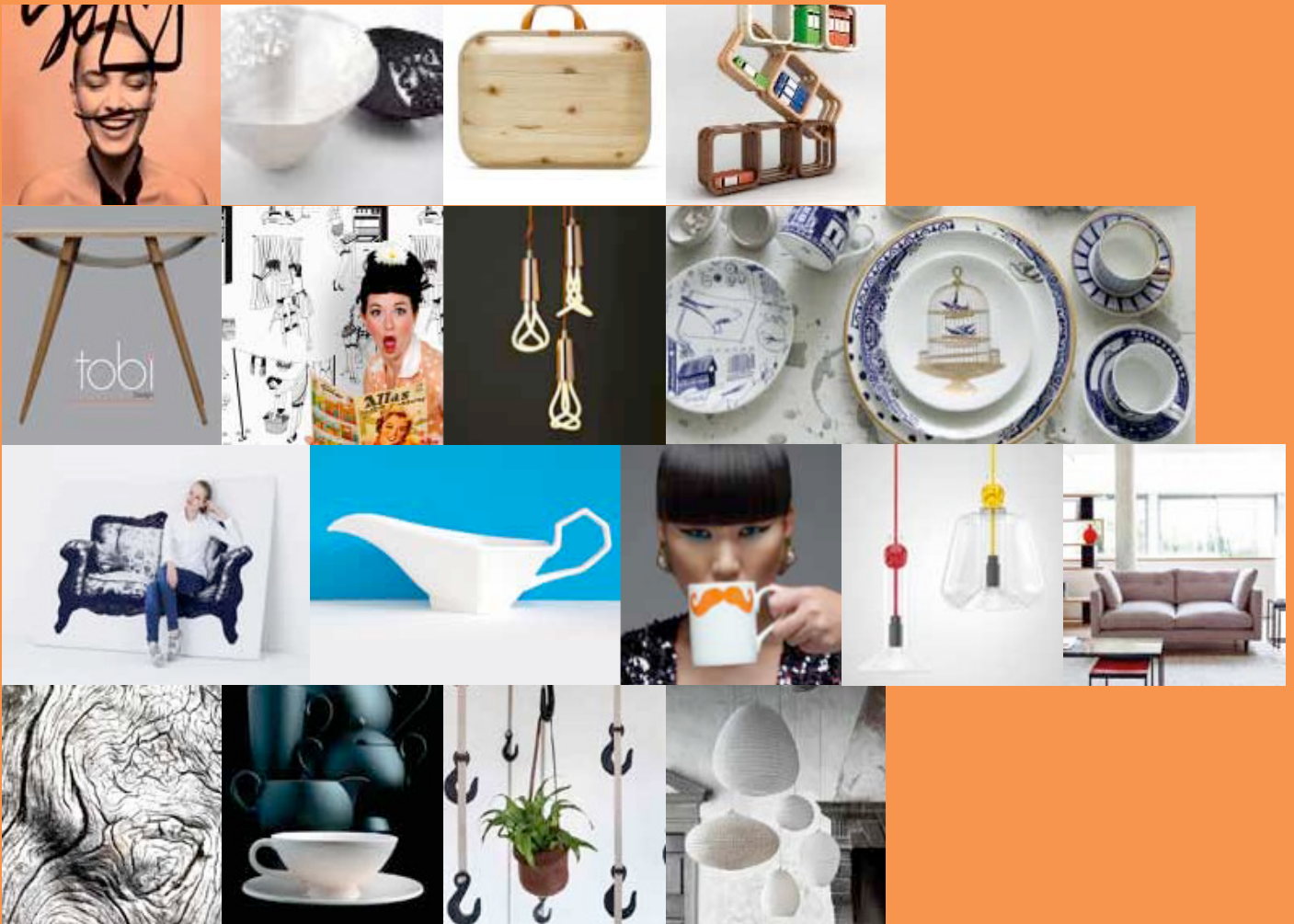


INVITATION TO JOIN



THE BRITISH EUROPEAN DESIGN GROUP  
@  
MAISON & OBJET

PARC D'EXPOSITIONS, VILLEPINTE, FRANCE



BRITISH EUROPEAN DESIGN GROUP  
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## **The British European Design Group** **A unique organisation with a unique mission:** **promoting creative excellence worldwide.**

**This one hundred percent self-financed not-for-profit organisation has been promoting UK creative industries worldwide since its foundation in 1991 and has achieved an unparalleled track record of success in exporting British creativity to global markets.**

**Since 1991 the British European Design Group has taken more than 5200 British and British based design professionals, agencies, companies, associations, organisations and institutions working in the creative industries to showcase their products and skills in key and emerging export markets worldwide.**

**The BEDG has organised more than 110 international trade events, 95 curated exhibitions, 65 international seminars, conferences and outward and inward missions within Europe, Russia, North and South America, the Middle East, Africa, Australia, Hong Kong, Taiwan, Japan and China.**

### **FRANCE – THE MARKET**

#### **USEFUL FACTS AND FIGURES**

The population of France is estimated at **64,641,279** as of July 2014. France's population is equivalent to 0.89% of the total world population. France ranks number 21 in the list of countries by population.

**France is the 7th largest export market for the UK.**

#### **RETAIL**

France's retail sector is powerful. It is organised around the central buying offices of the main retail chains such as Leclerc, Carrefour, Casino, Intermarché or Auchan and Le Bon Marché, Printemps, Galeries Lafayette etc. in the fashion and interiors sectors.

UK retail sector sales were estimated at more than £300 billion in 2011, a 3.4% increase on 2010. UK brands continue to expand in France, where profitability is higher than in neighbouring countries.

There are a large number of shopping mall projects in urban centres throughout France.

In our sectors of the creative industries, the opportunities for UK companies include:

- Fashion and fashion accessories
- Giftware
- Design- and craft-led high end novelty and niche products for interiors
- Jewellery
- Do-it-yourself (DIY) products

The design and crafts sector is an area of considerable opportunity in France including commissions (both contract and residential) and design consultancy services (manufacturers).

For companies interested in a more general analysis of the French market for imports from the UK it is suggested to read.

#### **[Exporting to France - GOV.UK](https://www.gov.uk/government/publications/exporting-to-france)**

<https://www.gov.uk/government/publications/exporting-to-france>

7 May 2014 –

#### **IMPORT LEGISLATION**

The market is open and – as a EU market - similar to the UK in terms of legislation, technology, demand and size.

#### **CONTINUITY**

Business relationships with French companies tend to be long-term. UK companies wishing to succeed in this market are therefore advised to be represented at any relevant trade fairs at least three times to reassure potential buyers of continuity.



## GENERAL

French consumers have a 'soft spot' for the quirkiness and wit of British creativity and the attention to quality and detail of many UK SMEs especially in the textile, glass and ceramics and furniture sectors, where the handmade element is still a strong incentive for French buyers and consumers.

## BEDG DVD 'FOLLOW THE TREND' 2011 MAISON & OBJET (supported by UKTI)

In addition to the detailed BEDG website information on M&O interested companies can obtain a promotional film on the event, which the BEDG has produced in collaboration with and supported by UKTI.

The DVD provides two short film sequences, which give an excellent first impression of the overall aspect of the fair as well as interviews with UK exhibitors, British and foreign visitors at the event and representatives of the French organisers SAFI-Salons.

The DVD also contains useful text information on the French market in general.

*For a free copy of the film please send an email to [Pamela@bedg.org](mailto:Pamela@bedg.org), or ring the BEDG on +44 (0) 20 8940 7857.*

## MAISON & OBJET (M&O)

### LOCATION

Parc d'Expositions  
Villepinte, Paris, France

### SAFI-Salons

Tel ++33 (0) 1 44 29 03 93. Fax ++33 (0) 1 44 29 02 27

Email : [info@safisalons.fr](mailto:info@safisalons.fr)

Website: <http://www.maison-objet.com>

### ORGANISERS

SAFI-Salons, France

The fair is jointly owned by the British exhibition company- Reed Exhibitions, and Ateliers d'Art, France- the French Crafts Council

The twice annual event M&O is the lead international fair in the interior design sectors – projects, products, commissions and services – with regard to overall quality of exhibits, exhibitors, products and visitors.

In addition the special feature shows organised and financed by SAFI-Salons hugely add to the beauty of the show and serve as product and artistic inspiration for exhibitors and visitors alike.

M&O accesses the most important international target audiences with a very strong emphasis also on the big French chains and the smaller but very high end retailers from the French speaking countries in Europe –Switzerland, Belgium, Luxemburg - , who do not normally attend the big German fairs in Frankfurt and Cologne.

## FACTS & FIGURES M&O

For further information, latest facts and figures, exhibitor and visitor statistics please access the M&O website

[www.maison-objet.com](http://www.maison-objet.com)

M&O has 8 halls, each allocated to a particular interior and product sector:

- 1 Ethnic Chic – MIC Home Decoration
- 2 Textiles
- 3 Cook & Design
- 4 Côte Deco – Interior Decoration
- 5a Côte Deco – Interior Decoration, Crafts, Matières d'Art
- 5b Actual – Cosmetics and Perfume Materials, Candles
- 6 Accessories Maison - Home Accessories
- 7 Paris Gallery - Scènes Intérieures, Projects, Editeurs
- 8 NOW – Design-à-vivre – Contemporary Furniture including Outdoor Furniture (September M&O) and all Ranges of contemporary design-led Interior Design Accessories



## BEDG AND M&O 20 YEARS IN 2015

The BEDG has been the sole UKTI ATO since 2005.

*(UKTI-United Kingdom Trade & Investment Accredited Trade Organiser for the UKTI TAP -Trade Access Programme.)*

We complete our 10th successful year as ATO and our 20th edition of Maison & Objet in 2015 having procured more than 600 TAP grants for British and British based SMEs (*small and medium sized companies*) in the creative industries to participate at the most important global event in the interiors sector.

British exhibitors can be found as part of the BEDG Contingent on the Creator Stands in NOW-Design-à-vivre in Hall 8 or as independent exhibitors in any of the 8 halls of the fair.

## BRITISH DESIGN AT M&O

For the design-led British SMEs – design studios, designer/makers, product and industrial design professionals – participation at M&O also exposes them to the very important audiences of French architects, interior designers, specifiers and manufacturers interested in commissioning bespoke products for individual contracts, commissions and design consultancy services.

For British SMEs in classic tableware, home furnishings, home textiles, floor and wall coverings, giftware, fashion accessories and jewellery, M&O Paris has probably become the most important trade event in the world.

## THE BEDG CONTINGENT IN HALL 8 NOW – DESIGN-A-VIVRE

In recognition of the very high quality of the BEDG Contingent of UK companies, SAFI-Salons have allocated 30 Creator Stands on a total of 270 square metres to our organisation.

The Creator stands in Hall 8, Section NOW – Design-à-Vivre, are the most coveted spaces of the entire fair.

With UKTI TAP funded and unfunded exhibitors in excess of 35 at each edition in Hall 8 and more than 40 funded and non-funded British companies in other halls, the UK represents the largest international participation at this event.

## BEDG CONTINGENT 'CREATOR' STANDS HALL 8, NOW-DESIGN-A-VIVRE

The BEDG 30 Creator Stands on 270 sq m allow the BEDG to accommodate:

### 20 Exhibitors @ 4,5 sq m

4,5 sq m - Length 2,25m\* / Height 2,50m / Depth 2m

### 20 Exhibitors @ 9 sq m

9 sq m – Length 4,25m\* / Height 2,50m / Depth 2m

*\*minus 25 cms shared cupboard width on right/left hand side*

*For images of these stands, participants should access the BEDG website*

[www.bedg.org](http://www.bedg.org) -

*Maison & Objet – image gallery / recent edition*

### NOTE:

*Most international trade fairs do NOT offer spaces of 4 sq m only.*

*The BEDG therefore offers FIRST TIME and NEW TO MARKET exhibitors a unique opportunity to test the market at much lower costs than would be required for standard stand sizes at M&O.*

However, in order to keep these stands the BEDG has to ensure that quality of exhibitors and products as well as stand presentation are in keeping with the stringent vetting criteria and high standards of product selection and display generally expected by SAFI-Salons from the exhibitors on these stands.

*The BEDG therefore has to reserve the right to select participants for this contingent and ask individual applicants for submission of product selection and stand design PRIOR to accepting them as exhibitors on this space.*



## STAND DETAILS AND DIMENSIONS 'CREATOR' STANDS

Prefabricated 'Creator' Stands are supplied by SAFI-Salons with dark grey carpet and a 2.50 m high wall system covered in white fabric.

There is NO wall partition between two adjacent stands.

A black cabinet measuring 50 cms width, 1 m long and 1 m height containing the electric supply box (1x3kw/3000 watts) for two adjacent stands separates two Creator Stands. This cabinet also offers limited storage space on each side to exhibitors.

## ADDITIONAL FITTINGS TO BE ORDERED

### LIGHTING, DIFFERENT WALL COVERINGS, SUSPENSIONS, TRUSSES ETC

In general, any extras will have to be ordered and paid for by exhibitors separately.

**SEE ALSO:**  
*Regular BEDG email Circulars to BEDG Contingent participants during the preparation for the fair.*

However, in order to facilitate otherwise complicated ordering and payment procedures for some of the extras for the BEDG Contingent Creator Stands, the BEDG undertakes a certain amount of pre-ordering (but not all!) on behalf of Contingent participants.

*This does not, however, constitute any legal entitlement on the part of participants to this voluntary BEDG service.*

## ENTRY BADGES

BEDG allocates a fixed number of exhibitor badges to exhibitors.

4,5 sq m – 1 exhibitor badge  
9 sq m – 2 exhibitor badges

*Additional exhibitor badges valid for the entire duration of the fair can be ordered by the BEDG, but must be paid for separately by the exhibitors.*

*Alternatively exhibitors can buy additional exhibitor badges direct from SAFI-Salons.*

## VISITOR PASSES

Visitor passes for guests are available for exhibitors but have to be organised by exhibitors themselves through SAFI-Salons.

## TAP FUNDING REGULATIONS & PROCEDURES

### TAP MINIMUM SPACE REQUIREMENTS

UKTI / TAP grants are based on a minimum space requirement per eligible UK company of 4 sq m per exhibitor.

### ALLOCATION OF NUMBER OF TAP GRANTS TO ATO

TAP funding for any UKTI supported event is limited to the number of TAP grants given to the ATO by TAP/UKTI Glasgow.

**Neither the invitation nor any application should be constituted as any confirmation that funding will be offered to any applicant.**

Grants will be allocated in a fair and equitable manner in accordance with the TAP Scheme guidelines for ATOs.

## ELIGIBILITY

'Eligible Exhibitor' means all UK based businesses involved in exporting from the UK or wishing and able to start exporting from the UK.



TAP grants are available only to businesses meeting the EU definition of SME (small and medium-sized enterprise). Full details of these criteria are set out in the UK Trade & Investment Terms and Conditions, which accompany the TAP grant application form sent with this document.

UKTI and BEDG reserve the right to exclude any exhibitor, who is indebted to UKTI or the BEDG or companies, whose products are considered unsuitable by the fair organisers SAFI-Salons.

The BEDG also assists UK SMEs in the creative industries with further support and advice regarding their business acumen, product development, branding, market research, export potential and choice of export markets.

*For further information on our free services please access BEDG website*

[www.bedg.org](http://www.bedg.org)

## FUNDING PROCEDURES

Prior to filing the TAP application for a grant potential exhibitors must ensure that they have NOT EXHAUSTED their overall 6 grant allocation through previous fundings (excl. 'emerging markets').

## APPLYING FOR A TAP GRANT

Eligible exhibitors must complete and sign the TAP application form for the event provided by the BEDG as the UKTI ATO for M&O and return it to the BEDG.

The BEDG will render applicants new to the procedure all necessary support and assistance to better understand the application form and to ensure correct completion.

The BEDG will then forward the form to the responsible UKTI International Trade Advisor (ITA) for approval of eligibility according to TAP Rules and Regulations.

Especially in the case of new applicants, the ITA may/will conduct a telephone interview with the applicant to check on a variety of criteria relating to market readiness of the applicant.

Once approved by the ITA, the BEDG will then forward the application to UKTI TAP Glasgow for confirmation of funding.

## TIME SCALE FOR TAP GRANT APPLICATIONS

The normal time scales for TAP Grant Applications are:

First time funding/new applicants:  
8 weeks before the official 5 week cut-off date for each event  
(3 weeks for ITA checking of eligibility / 5 weeks for TAP Glasgow to confirm)

Return grant applicants:  
5 weeks before the official cut-off date for each event  
Applicants, who have already passed the ITA checking procedures through a previous funding do not have to undergo this procedure again.

## TAP GRANT LEVELS

Potential exhibitors will be advised of the available grant level for each event as these may change according to budget allocations by TAP Glasgow.



## TAP & INDEPENDENT EXHIBITORS

As the ATO for M&O the BEDG also administers the TAP funds for independent exhibitors within the overall availability of the number of allocated TAP grants to an event.

The invitation to join the BEDG with TAP funding is extended to companies who intend to participate in the exhibition and who will contract directly with SAFI-Salons for their space, i.e. independent companies who are not exhibiting with the BEDG Contingent in Hall 8.

## INDEPENDENT COMPANIES SECURING SPACE AT M&O

Companies intending to exhibit independently at M&O who have not made arrangements with SAFI-Salons to secure a space are advised to do so as early as possible.

Once space has been RESERVED, companies should contact BEDG immediately to apply for TAP funding,

Provision of grant will be subject to availability.

### PLEASE NOTE:

According to UKTI Rules and Regulations, potential exhibitors, who have ALREADY BOOKED a space at any TAP funded event PRIOR to receipt of the TAP application form and confirmation of the grant by UKTI are NO LONGER ELIGIBLE for the TAP grant.

## REIMBURSEMENT OF GRANTS TO PARTICIPANTS

According to TAP Rules and Regulations the ATO has to submit the so-called TAP Claim for each event within 2 months after closure of the event.

Reimbursement of the TAP Grant to TAP supported exhibitors (incl. independent exhibitors) has to take place no later than three weeks after receipt of the TAP funds in the ATO bank account.

In general the BEDG endeavours to file the TAP Claim for participants within 2 weeks of closure of the event to further assist UK SMEs.

## UKTI GENERAL INFORMATION

UK Trade & Investment is the UK Government's international business development organisation, helping UK companies grow internationally and supporting businesses seeking to establish in the UK.

*Further information on UKTI services for exporters is available on the website*

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

*Further information on the TAP Scheme is provided on the UKTI/TAP website:*

[www.ukti.gov.uk/TAP](http://www.ukti.gov.uk/TAP)

and

Trade Access Programme – UK Trade & Investment

[www.ukti.gov.uk/export/howwehelp/tradefairsexhibitions.html](http://www.ukti.gov.uk/export/howwehelp/tradefairsexhibitions.html)

## POSSIBLE ADDITIONAL FUNDING

For additional funding possibilities it is recommended to contact the local UKTI Business Link or local Regional Development Agency.

In some cases additional funds may also be available through the local Arts Council or other regionally operating government organisations.



## BEDG COSTS, PAYMENTS AND CONDITIONS

### BEDG SERVICE FEE

The BEDG Service Fees are amongst the lowest in the UK.

The Service Fee is charged with 20% VAT to exhibitors and becomes payable when returning the BEDG Space Requirements Form independent of whether the exhibitor is a recipient of a TAP grant or not.

#### BEDG SERVICE FEE

£ 150.00	VAT 20% @ £ 30.00	TOTAL £ 180.00
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### BEDG EXTRA COSTS

To give new participant an idea of extra costs to be reimbursed to the BEDG after the event, the additional costs per participant for bank charges of BEDG prepayments to SAFI-Salons on behalf of participants, design and printing of the A3 4 page full colour BEDG 'Follow the Trend' leaflet, obligatory UKTI vinyl and BEDG vinyl usually remain below the £ 50 limit.

### BREAKDOWN OF COSTS

Participants in the BEDG Contingent as well as independent participants receive a detailed and complete breakdown of costs incurred on their behalf before, during and – if relevant - after the fair.

## PAYMENT OF BEDG INVOICES

The BEDG is a totally not-for-profit, non-commercial organisation with NO FUNDING from any outside source – be it governmental or corporate.

In order to reserve prime space at M&O, the BEDG has to sign a contract with the fair organisers SAFI-Salons within weeks after the previous event.

The BEDG does this at its own high financial risk.

The BEDG must therefore insist on full payment of all invoices within the stipulated payment deadlines unless otherwise agreed with the BEDG.

### CURRENCY ADJUSTMENTS

Due to currency fluctuations in the Euro/£ ratio, the BEDG may have to adjust the £ prices charged in accordance with the actual rates of exchange paid to SAFI-Salons for stand space and extras by BEDG bank remittances.

The BEDG therefore reserves the right to demand payment of such adjustments from participants if and when required.

## VERY IMPORTANT – CANCELLATION OF SPACE

No cancellation of space is possible after participants have signed the BEDG Space Requirement Form

The signed BEDG Space Requirement Form constitutes a legally binding contract between the BEDG and the signee

In case of cancellation on the part of the signee, BEDG will still be entitled to the full payment of BEDG Service Fees, Stand Costs and other already ordered goods and services





## USEFUL GENERAL INFORMATION

### PRICING OF GOODS, COMMISSIONS AND SERVICES

All terms and conditions of sales for products and services sold in Europe should take the following into account:

- Prices must be quoted in Euro (£Sterling and/or US\$ prices are NOT sufficient)
- Products must give all measurements in metric
- Company/individuals must have commercial delivery times for manufactured products, an indication of production times for commissions and hourly, daily, lump sum costs in the case of services
- Indication of minimum order (either in quantity or amount)
- Indication of any discounts on quantities or payment within less than 30 days (usually 3 – 4 % discount on payments within 7 days after receipt of invoice)

### INDICATIONS OF ANY SPECIAL PAYMENT CONDITIONS, such as

- Payment on proforma invoice
- Staggered payments such as 50% total value on order
- Alternatively  
30% on pro-forma,  
30% on advice of shipment date,  
30% on receipt of goods
- Alternatively (commissions) payment of materials on signing of contract, balance on delivery of goods or services
- Insurances (if and where applicable)

### PACKAGING AND TRANSPORT, such as

- Shipping conditions if applicable, especially for overseas buyers
- Ex works (from country and city of origin) or
- Landed (arrival in major port / airport of the country of the buyer)
- Approximate costs for recommended shipping agents like DHL, FEDEX, UPS etc., i.e. how much would it cost to ship the goods through the above forwarders to a given destination

### CONTENTS/MATERIALS

Materials must be in compliance with the import regulations, especially for wood, hardwood, other natural materials etc.) of the country to which the goods are being exported.

### FURTHER FREE BEDG INFORMATION

Special email circulars before the event will be sent out to all participants of the BEDG Contingent (funded and non-funded).

Independent exhibitors, who also wish to receive this information can either download it from the BEDG website

[www.bedg.org](http://www.bedg.org)

under the current M&O edition or advise the BEDG by email that they would like to be included as recipients of these circulars.

- Assistance with stand design and construction and technical information on Creator Stands technical regulations
- Assistance with image selection of BEDG information leaflet 'Follow the Trend'
- M&O online services and promotional offers for participants



- Webinars, possibly in collaboration with UKTI France, if and when desirable

- Shipping recommendations and advice – the BEDG has a list of recommended shipping – companies for this event

- Advice on personal transportation and accommodation.

***Please note:***

*The BEDG does not organise group travel or accommodation for trade fair participants*

- Assistance with translator/stand assistance services
- Press & publicity, i.e. advice on press releases and PR materials
- Postfair follow-up

**ONLINE**

Invitation and circulars are also available online through the BEDG website

[www.bedg.org](http://www.bedg.org)

**ANY QUERIES PLEASE CONTACT THE BEDG**

**Trade Fairs:**

Pamela Hall – Project Manager Trade Fairs

E: [Pamela@bedg.org](mailto:Pamela@bedg.org) cc: [info@bedg.org](mailto:info@bedg.org)

**Trade Fairs and all other events:**

Karin-Beate Phillips – Director

E: [info@bedg.org](mailto:info@bedg.org) cc: [Pamela@bedg.org](mailto:Pamela@bedg.org)

**UKTI FRANCE**



**UK Trade  
& Investment**

UKTI France has offices in Paris, Lyon and Bordeaux, who can provide export trade advice and practical support to companies wishing to grow their business in France.

**For further information please contact:**

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Financial & Professional Services  
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