

# SMEs Business Trip

## Internationalization to the US Defense Market

October 14<sup>th</sup> to 18<sup>th</sup> 2019

The ALLIANCE project, managed by 7 European clusters, is organizing a business trip customized for the SMEs that are considering the US defense market.

**DEADLINE ON SEPT. 19th**

### The Business Trip

Three days BtoB meetings with US defense industry during the Association of the US Army (AUSA) annual meeting and exhibition, the largest land power forum in North America

Two days US-FR Defense Forum with DGA and US defense authorities

AIRBUS THALES  MBDA

IBM SIEMENS 

CAMELBAK  TENCATE 

**What is AUSA?**

500 exhibitors  
30 000 attendees

### Tentative Schedule

**23<sup>th</sup> Sept. :** Briefing of the mission, detailed schedule & Meetings planning  
*Webinar* **US Defense & Security market Intelligence study**

**25<sup>th</sup> Sept. :** Meeting with S2IE, DGA,  
*Paris* business opportunities, institutional support

**14<sup>th</sup> to 16<sup>th</sup> October :**  
*Washington* **BtoB meetings** with US companies during AUSA arranged by the ALLIANCE project partners

**17<sup>th</sup> - 18 October :** **US-FR Defense Forum**, DGA, French Embassy  
*Washington*

- US market, priorities, opportunities, lessons learned from French companies
- US defense procurement agencies; other transaction authorities
- Official diner at Ambassador residence
- BtoB with US companies

### Why Participate ?

Be a member of a strong European delegation will increase the visibility of your company and offer you the capacity to collaborate with other SMEs as an European team.

You will have the benefit of guidance from ALLIANCE partners, and strategic advises from the intelligence study.

AUSA is the key event to meet the US industry and engage opportunities for upcoming business.

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### REGISTRATION

COMPANY NAME: \_\_\_\_\_

REPRESENTATIVE NAME & FIRSTNAME: \_\_\_\_\_

REPRESENTATIVE email: \_\_\_\_\_

REPRESENTATIVE phone: \_\_\_\_\_

#### OPTION #1

- ✓ BTOB MEETINGS AT AUSA
- ✓ USA – FR DEFENSE FORUM, DGA
- ✓ INTELLIGENCE STUDY US DEFENSE & SECURITY
  - Techtera's members: 1,000 € + VAT
  - Techtera's non members: 1,200 € + VAT

#### OPTION #2

- ✓ USA – FR DEFENSE FORUM, DGA
- ✓ INTELLIGENCE STUDY US DEFENSE & SECURITY
  - Techtera's members: 400 € + VAT
  - Techtera's non members: 500 € + VAT

#### OPTION #3

- ✓ INTELLIGENCE STUDY US DEFENSE & SECURITY
  - Techtera's members: 150 € + VAT
  - Techtera's non members: 200 € + VAT

*The following fees do not include: travel & accommodation, entrance to the exhibition and membership of AUSA (40\$).*



You can benefit from subsidies  
on your travel and accommodations costs from:

**Auvergne-Rhône-Alpes Region**  
for SMEs according to European  
criteria and regionally based  
  
40% on your expenses

or

**DGA**  
for French companies  
  
50% of your expenses,  
within the limit of 1,500 €  
including taxes

DATE & SIGNATURE :

Registration have to be sent to Lucie Lagarrigue  
Tel. +33 420 302 880 – Mail. [mission@techtera.org](mailto:mission@techtera.org)