



# FOLLOW the trend

Invitation to join

# BRITISH & BRITISH EUROPEAN DESIGN GROUP

## CONTINGENTS AT

## Maison&Objet Paris

Hall 7 - Now! Design à Vivre

Parc des Expositions de Villepinte



British European Design Group  
[WWW.BEDG.ORG](http://WWW.BEDG.ORG)



[WWW.MAISON-OBJET.COM](http://WWW.MAISON-OBJET.COM)

In partnership with:



Department for  
International Trade



## **The British European Design Group** **A unique organisation with a unique mission:** **promoting UK creative industries for export.**

**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 5600 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 120 international trade events, 98 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 66,736,000 as of 2016. France ranks 22nd in the list of countries by population.

France is the 4th largest export market for the UK, taking 5.7% of UK exports.

For more detailed information also see the DIT website :

### **DOING BUSINESS IN FRANCE**

#### **France Trade and Export Guide**

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

Updated 18 November 2016

### **RETAIL**

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

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

- Fashion and fashion accessories
- Giftware, including cosmetics
- Design- and craft-led high end novelty and niche products for interiors
- Jewellery
- Children's gifts

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

Companies interested in a more general analysis of the French market for imports from the UK should read:

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

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

4 October 2016

### **IMPORT LEGISLATION**

(Awaiting Brexit changes)

At the moment 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, produced by the BEDG 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 please send an email to:*  
[Pamela@bedg.org](mailto:Pamela@bedg.org), cc [info@bedg.org](mailto:info@bedg.org)  
*Tel: BEDG + 44 (0) 20 8940 7857*  
*Tel: Pamela Hall + 44 (0) 20 8972 1204*

## MAISON & OBJET (M&O)

**LOCATION**  
**Parc d'Expositions**  
**Villepinte, Paris, France**

**SAFI-Salons**  
**Tel +33 (0) 1 44 29 03 93**  
**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 bi-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, and 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 ECLECTIC - International cultures
- 2 COSY - Soft furnishings, table & bed linen, interior textiles
- 3+4 ELEGANT - Interior design accessories, decorative objects, furniture, furnishing fabrics
- 5b ACTUEL - Furniture, soft furnishings, interior design accessories / fragrances & cosmetic products
- 5a COMPLEMENTS - Interior Design accessories / fragrance and cosmetic products
- 5a CRAFT/METIERS D'ART - Craft and art objects
- 5a+6 COOK AND DESIGN - kitchen and cookery accessories, tableware
- 6 EASY LIVING - Giftware
- 6 KIDS - Children - furniture, interior design accessories, gifts, toys, fashion, bedlinen etc.
- 6 FASHION - Fashion accessories, jewellery, fashion textiles, handbags etc.



- 7+8 SCENES D'INTERIEURS - Furniture, lighting, floor and wall coverings, furnishing textiles, materials, interior design accessories
- 7 NOW - DESIGN A VIVRE - Contemporary design
- 8 M&O / PROJECTS - Interior design solution for specification, contract and projects

## BEDG AND M&O 24th EDITION IN 2017

The BEDG has been the sole DIT / TCP - Trade Challenge Partner since 2005.  
(DIT-Department for International Trade)

We completed our 12th successful year as TCP and our 24th edition of Maison & Objet in 2016, having procured more than 900 TAP grants for British and British - based SMEs (*small and medium sized enterprises*) 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 7, 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 and international 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 7 NOW – DESIGN-A-VIVRE

In recognition of the very high quality of the BEDG Contingent of UK companies, SAFI-Salons have allocated 31 Creator Stands, a total of 280 square metres, to our organisation.

The Creator stands in Hall 7, Section NOW – Design-à-Vivre, are the most coveted spaces of the entire fair.

With more than 35 DIT TAP funded and unfunded exhibitors at each edition in Hall 7, 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 7, NOW-DESIGN-A-VIVRE

The BEDG's 31 Creator Stands on 280 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 cm 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 as small as 4 sq m.

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 the 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 to 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 grey carpet and a 2.50m high wall system covered in white fabric.

There is NO wall partition between two adjacent stands.

A black cabinet measuring 50cm wide, 100cm deep and 100cm high, 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.

## ADDITIONAL FITTINGS TO BE ORDERED INDEPENDENTLY

TO ORDER LIGHTING, COLOURED WALL COVERING, SUSPENSIONS, TRUSSES, PARKING, SET UP AND EXHIBITOR BADGES

### THIS IS THE NEW PROCEDURE :

BEDG will send participants' details to SAFI-Salons.

SAFI-Salons will register participants for on-line ordering.

SAFI-Salons will send participants a login and password.

Once the on-line shop is open, participants can place their order and pay SAFI-Salons directly.

### ANY QUERIES PLEASE CONTACT

Technical Department:  
[virginie.wrobel@safisalons.fr](mailto:virginie.wrobel@safisalons.fr)

## CATALOGUE ENTRY

## WEB PROFILE

Participants please check details are correct when sent to you by SAFI-Salons for the catalogue entry

A link will be sent to participants by SAFI-Salons to access participants' web profile. This will allow participants to include a profile and images of their work.

### SEE ALSO :

Regular BEDG e-Circulars to BEDG Contingent participants during the preparation for the fair.

## VISITOR PASSES

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

## TAP FUNDING REGULATIONS & PROCEDURES

To be eligible for a DIT / TAP grant, participants must be able to show that they have paid for eligible cost amounting to at least the value of the TAP grant.

## ALLOCATION OF NUMBER OF TAP GRANTS TO TCP

TAP funding for any DIT supported event is limited to the number of TAP grants given to the TCP by TAP/DIT 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 TCPs.



## 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 Department for International Trade Terms and Conditions, which accompany the TAP grant application form.

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

## 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 and return the completed form to the BEDG within the advised time frame.

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 applicant will be informed of TAP approval in due course.

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)

## TIME SCALE FOR TAP GRANT APPLICATIONS

The normal time scale for TAP Grant Applications:

5 weeks

prior to the actual event.

## 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 TCP for M&O, the BEDG also administers the TAP funds for independent exhibitors within the overall availability of the number of allocated TAP grants for 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 7.

## 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 eligibility and availability.

## REIMBURSEMENT OF GRANTS TO PARTICIPANTS

According to TAP Rules and Regulations, the TCP has to submit a TAP Claim for each event within 1 month after completion 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 TCP bank account.

## DIT GENERAL INFORMATION

DIT-Department for International Trade 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 DIT services for exporters is available on the website*

[www.gov.uk/government/  
organisations/department  
-for-international-trade](http://www.gov.uk/government/organisations/department-for-international-trade)

*This website supplies a.o.*

- *Apply for export opportunities*
- *Register for events*
- *Export country guides*
- *Expand your business to the UK*
- *Our services*
- *Export Control Organisation*
- *UK Export Finance*



## 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 Requirement Form, regardless of whether the exhibitor is a recipient of a TAP grant or not.

BEDG SERVICE FEE		
£ 200.00	VAT 20% @ £ 40.00	TOTAL £ 240.00

INDEPENDENT SERVICE FEE		
£ 150.00	VAT 20% @ £ 30.00	TOTAL £ 180.00

### BEDG EXTRA COSTS - (ADDITIONAL DEDUCTIONS)

To give new participants 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 DIT vinyls and BEDG vinyls

usually remain below £ 50 pounds.

### 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 of the previous event.

The BEDG does this at its own 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 when making payments to SAFI-Salons for stand space and extras.

The BEDG therefore reserves the right to demand reimbursement for 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 FEE, STAND COSTS AND COSTS FOR OTHER GOODS AND SERVICES ALREADY ORDERED.





## 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 at least in Euro and £Sterling
- Products must give all measurements in metric units
- Company/individuals must have:
  - commercial delivery times for manufactured products
  - an indication of production times for commissions
  - 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,
  - 40% 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 it would 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.

### SHIPPING

The BEDG has negotiated a consolidated shipment to M&O with 24/7 Exhibition Services. However, it is at participants' discretion to use their services.

#### 24/7 Exhibition Services

**Contact: Colin Stone**

Tel +44 (0) 1926 840 140

Fax +44 (0) 1926 840 340

Email: Colin@24-7exhibitions.com

*alternatively*

**Contact: Roxanne Smith**

Exhibition Coordinator

Mob No +44 (0) 7827 318644

Email: Roxanne@24-7exhibitions.com

**[www.24-7exhibitions.com](http://www.24-7exhibitions.com)**



**FURTHER FREE BEDG INFORMATION**

**ANY QUERIES PLEASE CONTACT THE BEDG**

Special email circulars before the event will be sent 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
- Assistance with image selection for BEDG information leaflet 'Follow the Trend'
- M&O online services and promotional offers for participants
- Webinars, possibly in collaboration with DIT France, if relevant
- 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
- Post-fair follow-up


5 Burlington House, Kings Road  
Richmond, Surrey TW10 6NW  
UK

**Trade Fairs and other events:**  
Karin-Beate Phillips – Director  
E: [info@bedg.org](mailto:info@bedg.org) cc: [Pamela@bedg.org](mailto:Pamela@bedg.org)  
Tel: + 44 (0) 20 8940 7857

**Trade Fairs:**  
Pamela Hall – Project Manager Trade Fairs  
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**Maison&Objet in partnership with  
DIT Department of International Trade**

  
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**ONLINE**

Invitation and circulars are also available online through the BEDG website

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