



**MINISTRY OF FOREIGN AFFAIRS  
OF DENMARK**  
*The Trade Council*

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# PROPOSAL

CEAPAT INTERNATIONAL WEEK  
Assistive Technologies and Elderly Care

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### **1. SUMMARY OF PROPOSAL**

The Trade Council is pleased to submit its proposal regarding your participation at the exhibition to be held in May 22 and 23, in occasion of the CEAPAT International week in Madrid (Spain). The specific content and scope of the proposal are detailed in the subsequent sections.

### **2. PURPOSE AND EXPECTED OUTCOME**

The customer is interested in participate at the exhibition to be held in May 22 and 23, in occasion of the CEAPAT International week in Madrid (Spain).

The value the customer expects to receive from this investment is:

- Contact with major players in Spain, in the area of Assistive Technologies and Elderly care.

As a co-operation partner on this assignment, The Trade Council can especially create value because:

- We provide access to stakeholders.
- Give visibility of Denmark and Danish technologies to main players.

The Trade Council recommends a close dialogue throughout the project in order to ensure that our assistance adds as much value as possible given the allocated resources.

### 3. PROJECT DESCRIPTION AND BUDGET

Based on the purpose of the assignment and the expected output, The Trade Council proposes the following structure for the project:

Activity	Outcome	Hours
STEP 1: Organization of Danish exhibitors hall at the CEAPAT facilities, in occasion of the International Week 22&23 May 2018.	<i>9 m non-walled booth including 1 table/2 chairs/1 showcase/1 basket/1 rollup 50x200 cm/1 socket</i>	*
STEP 2: Identification of target visitors based on the company requirements (up to 50)	50 dedicated contacts	*
STEP 3: Contact with target and invitation to visit exhibition. General invitation to visit the Danish pavilion to a wider audience including different actors within the field.	<i>Optimized influx of visitors</i>	*
STEP 4: Assistance during the 2-day exhibition	<i>Successful participation</i>	*
<b>Total number of hours</b> <b>*Since most steps are linked to a joint activity, it is not possible to assign hours individually.</b>		<b>10</b>

The project is planned to take 10 hours, based on a minimum participation of 6 companies. Based on this and the current hourly rate of DKK 955,00 the assignment will amount to DKK 9550. Total outlays (stand building and furniture, and contribution to interpreter expenses in conferences) are expected to be DKK 6000 +/-10%

NOTE: This activity requires a minimum of 6 (six) companies participating. If the minimum of 6 companies is not reached the activity might be aborted or alternatively re-calculated at the proposal of the companies.

### 4. PROJECT MONITORING

The Trade Council logs time spent on all assignments continuously. This allows us - and you as a customer - to monitor time consumption closely as the work progresses.

If a lower number of hours is required than originally expected, or if a higher number of hours could be beneficial to ensure the desired outcome, we will inform you immediately to discuss a possible re-allocation of hours.

## **PROJECT TEAM**

### **Ambassador**

John Nielsen, Ambassador (Madrid)  
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E-mail: [johnie@um.dk](mailto:johnie@um.dk)

### **Team Leader**

Name: Esther Jofré  
Direct phone: +34 647 611 784  
E-mail: [estjof@um.dk](mailto:estjof@um.dk)

Esther holds a Technical Degree in Business Administration and Finance and a Post-Graduate in International Business.

*Work experience includes more than 25 years in international sales managing positions in health/medical devices and industrial products, and international consulting.*

### **Quality Assurance**

Name: Lars Gade Holm, Commercial Counsellor  
Direct Phone: +34 608 029 562  
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## **5. NEXT STEP**

As stated above, with this standard proposal the customer will gain access to stakeholders in Spain.

The proposal is valid 30 days as of today and is subject to the enclosed General Business Conditions. To accept it, please sign and email this offer to the project team leader Esther Jofré.

We hope the proposal matches your expectations and that it will be the beginning of long-term co-operation between [insert company name] and The Trade Council. We look forward to discussing it with you and will contact you within a week to receive your comments.

Date and Place:

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Signed by:  
Esther Jofré

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The Trade Council

-----  
customer name

I confirm that I have read the details and the terms and conditions for Standard Proposal

Please enter the following invoicing requirements:

**Company Type:**  Commercial Company?  Public Company? Other type? [ \_\_\_\_ ]

**Invoicing addr:** Rd/Str.andno.[ \_\_\_\_\_ ] Postcode [ \_\_\_\_\_ ]  
Town [ \_\_\_\_\_ ] State/Province: [ \_\_\_\_\_ ] Country: [ \_\_\_\_\_ ]

**Invoicing email:** [ \_\_\_\_\_ ] @ [ \_\_\_\_\_ ]

**CVR no.:** [ \_\_\_\_\_ ]  
For most companies located in Denmark the 8-digit CVR. no. is mandatory. Please check and enter.

**Specific Invoicing reference:** Company policy may require a specific reference on the invoice e.g. person name, Purchase Order no. initials, email or other reference.  
Please enter; [ \_\_\_\_\_ ]

**EAN no.:** [ \_\_\_\_\_ ]  
For all public entities located in DK the 13-digit Electronic Address No. is required when signing the offer, at the latest.

## **6. APPENDICES**

### **GENERAL BUSINESS CONDITIONS**

General Business Conditions as per 2nd February 2018.

The Trade Council Ministry of Foreign Affairs

#### **1. Purpose**

1.1 These General Business Conditions shall apply to the Trade Council's/The Foreign Service's assistance to Danish and foreign enterprises in commercial cases, cf. part 2 of the Executive Order No. 246 of 10 April 2008 on payment for the services of the Foreign Service.

#### **2. Agreement**

2.1 Assistance by the Trade Council shall be paid for according to the current rates and for cases that are paid according to hourly rates and where the time spent exceeds half an hour in accordance with a written agreement between the Trade Council and the enterprise. The written agreement shall contain information about the expected time consumption, the hourly rate - or if deemed more expedient, an overall price for the specified service - as well as an estimate of possible expenses.

#### **3. Prices etc.**

3.1 For assistance the purpose of which is to support the business community's export efforts and other commercial activities abroad, a fixed price per hour or fraction of an hour or a fixed overall price for the service shall be paid. There is, however, a minimum fee per individual solved case.

3.2 For certain types of assistance, for instance, the procurement of publications, statistical material, credit reports or customs information etc., a fixed fee shall be paid provided the time consumption is less than one hour. A fixed fee shall be paid for lectures.

3.3 Prices and fees are in Danish kroner unless stated otherwise. Assistance provided in Denmark is subject to value added tax.

3.4 Any expenses, for instance for purchase of materials, information, access/connection to databases, travel expenses, telecommunication etc., have to be refunded.

#### **4. Terms of Payment**

4.1 The Trade Council collects its payment when the service has been rendered. However, depending on the circumstances a partial or advance payment may be required.

4.2 Payment shall be made no later than 30 days after the invoice date. A fee may be charged for late payment and interest may be charged according to the general rules.

#### **5. Termination**

5.1 The enterprise shall have the right to terminate the agreement effective immediately. The enterprise shall in such case pay for the assistance provided so far and for any expenses that the Trade Council has paid or committed itself to pay.

#### **6. Professional secrecy and confidence**

6.1 By virtue of their terms of employment, the staff of The Ministry of Foreign Affairs, including the Trade Council, is obliged to maintain professional secrecy in relation to information, including competition-sensitive information concerning enterprises and trade secrets, to which the staff become party in the course of their work and concerning which they have signed a pledge. Thus, professional secrecy also applies to such information to which the Ministry of Foreign Affairs/the Trade Council becomes party while cooperating with partners and companies. The duty of professional secrecy also continues after the employee

has left the service. Failure to comply with this duty of professional secrecy can lead to criminal liability under the Penal Code.

6.2 The Ministry of Foreign Affairs/the Trade Council treats information received from partners and companies confidentially within the framework of Danish legislation. This includes information that is sensitive to competition, trade secrets and commercial or operational matters. As a public authority, the Ministry of Foreign Affairs/the Trade Council is subject to the rules in the Danish Public Administration Act and the Access to Public Administration Files Act, including the provisions concerning the right of access to documents. The rules contained here, including concerning the right of access to documents, are perceptive and may not be dispensed with in relation to a third party through statements, agreements or the like. The Ministry of Foreign Affairs/the Trade Council will consult with partners and companies prior to responding to any request for access to documents pursuant to the Public Administration Act or the Access to Public Administration Files Act. The Access to Public Administration Files Act contains provisions according to which factual information which is of material importance to the matter in question may be exempt from access. On the basis of a specific assessment according to section 12 of the Access to Public Administration Files Act, information on, among other things, the private circumstances of individual persons, including their finances, as well as information on operating or business procedures may be exempt.

#### **7. Liability for Damages**

7.1 The Trade Council shall be liable to the enterprise according to the general rules of Danish law, **always provided that the Trade Council shall not be liable for loss of profits, loss of income or any other indirect loss. Payment of damages cannot exceed the remuneration agreed upon or the fee according to the current tariff.**

#### **8. Disputes**

8.1 Agreements comprised by these General Business Conditions shall be subject to Danish law.

8.2 Any dispute arising out of or in connection with agreements comprised by these General Business Conditions and which cannot be settled by negotiation shall be settled by the ordinary courts of law.

Tekst

The Trade Council is a part of the Ministry of Foreign Affairs and is the official export and investment promotion agency of Denmark. The Trade Council benefits from around ninety Danish Embassies, Consulates General and Trade Commissions abroad. The Trade Council advises and assists Danish companies in their export activities and internationalisation process according to the vision: Creating Value All the Way. The work in the Trade Council follows specific procedures and quality guidelines. In this way our customers are secured the best possible quality under the varying working and market conditions at any given point of time.

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Ministry of Foreign Affairs of Denmark

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