

# Information about 24<sup>th</sup> International Trade Fair of Student Firms 2018

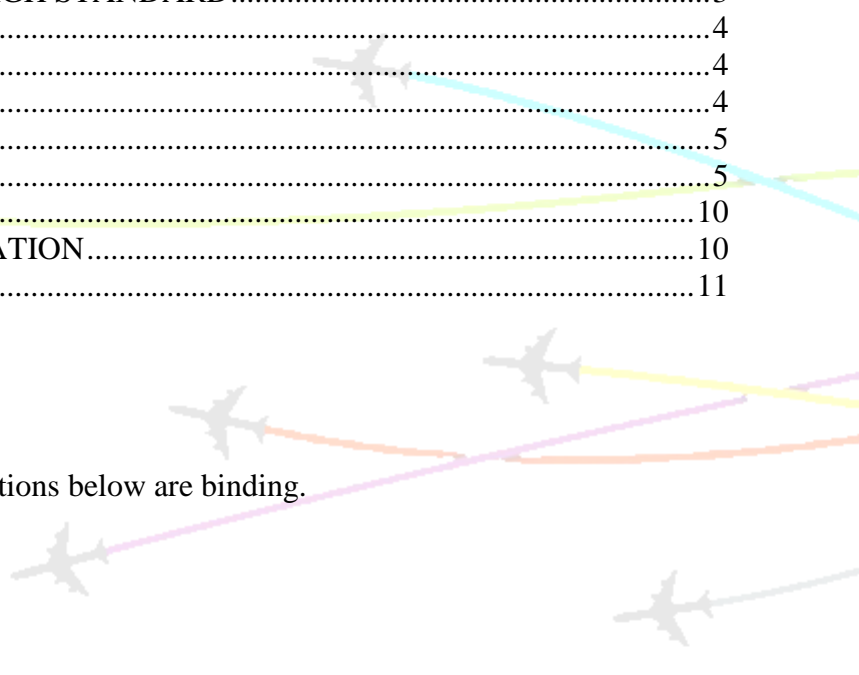
organized by the student firm Antre, s. r. o.,

at Business Academy Heroldovy sady, Prague 10, Heroldovy sady 1

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The instructions below are binding.

The bottom half of the page features a decorative background with several grey airplane icons flying across the page. Overlaid on this are several curved, multi-colored lines in shades of cyan, yellow, orange, and purple.

## I. TIME SCHEDULE OF THE TRADE FAIR FOR THE EXHIBITORS

The Trade Fair will be held on  
**21<sup>st</sup> – 23<sup>rd</sup> March 2018**

Incheba Expo Praha, Křižík Pavilion B, Výstaviště Praha – Holešovice (Prague Exhibition Grounds).

Wednesday	21 <sup>st</sup> March 2017	09.00 AM – 04.00 PM
Thursday	22 <sup>nd</sup> March 2017	09.00 AM – 04.00 PM
Friday	23 <sup>rd</sup> March 2017	09.00 AM – 02.00 PM

### Wednesday 21<sup>st</sup> March 2018

09.00 AM – 12.00 AM – Presentation at the organiser's stand (Antre, s. r. o.) and preparation of the stands  
**01.00 PM – 02.00 PM – Official Opening Ceremony with the attendance of the guests**  
02.00 PM – 04.00 PM – Trades among the student firms

### Thursday 22<sup>nd</sup> March 2018

09.00 AM – 04.00 PM – Presentations of the firms for the public  
– Cultural programme

### Friday 23<sup>rd</sup> March 2018

09.00 AM – 01.00 PM – Presentation of the firms for the public  
12.00 AM – 01.00 PM – Announcement of the results of the competitions  
– Official Closing Ceremony  
01.00 PM – 02.00 PM – Cleaning of the stands, handing the stands over to the organizer

**We would like to ask you not to leave the area of the Trade Fair before it is officially closed.** The stand must not be closed before the official end of the Trade Fair. The director of the firm and educationalists are responsible for the tidiness of the stand and its condition. The stand must be passed on to the organizer (Antre, s. r. o.) on Friday 23<sup>rd</sup> March 2018.

## II. EQUIPMENT OF THE STAND - STANDARD

(Included in the price of the registration fee, see section V.)

Dimension of the stand: 3 m × 1 m

– electric connection	1×
– table	1×
– chair	3×
– spotlight	1×
– floor covering	

The stand is formed by three walls of white laminated plastic and is provided with the name of your firm and school and with the number of the stand.

It is possible to use hang-up or stick-on decoration in the stand, but it is not allowed to hammer anything into the walls. You can place your advertisement outside the stand, but it must be easy to remove. The student firms are responsible for the removal of the advertisements, not the organizer (Antre, s. r. o.).

**The stand must be handed over in the same condition as it was received on the first day of the Fair from the student firm Antre, s. r. o.**

### **LABELLING OF THE STAND**

The labelling of the stand will be uniform in accordance with this model:

<b>CARMEN, s. r. o.</b>
<b>CZECH REPUBLIC</b>
Business school Heroldovy sady Heroldovy sady 1, 110 00 Prague 10
number of the stand

*Note: The number of the stand will be assigned by the student firm Antre, s. r. o.*

### **III. EQUIPMENT OF THE STAND –HIGH STANDARD**

You can also order equipment of a higher standard as stated below. Extra payment in CZK or EUR will be charged for any high-standard orders.

The payment for such equipment will be charged on site at the Trade Fair (according to the expenses).

<b>Item</b>	<b>Dimensions</b>	<b>Price in CZK*</b>	<b>Price in EUR*</b>
Showcase	1 m × 0.5 m	900	<b>33</b>
Counter	1 m × 0.5 m	400	<b>15</b>
Shelf	1 m × 0.5 m × about 2 m	650	<b>24</b>
Chair	–	90	<b>3</b>
Table	1 m × 0.5 m	140	<b>5</b>
Fee for each 3 extra square metres		3 × 1.700 = 5.100	<b>188</b>

*\* It is possible to pay both in CZK and in EUR. It is necessary to choose only one of these options.*

## **IV. PAYMENT**

### **REAL FEE**

1. The participation fee can be paid in **two currencies, CZK (Czech crown) or in EUR by bank transfer to the bank account.**
2. Real participation fee is **5,200 CZK or 200 EUR.** Firms that will have not paid the fee by the deadline (according to the invoice) will be removed from of the Trade Fair and there will not be any stand provided for them.
3. The due date for the real participation fee is according to the invoice, which you will receive in January 2018.
4. The fee must be paid by bank transfer to the bank account of the civil organization ICSF No. **0283384349/0800**, Česká spořitelna, a. s. Prague 10, or through an **IBAN: CZ980800000000283384349.** This possibility is recommended to foreign participants. **As a variable symbol please indicate the number of the invoice which you will receive from us by mail in January 2018.**
5. **Please send us your exact invoicing indications (the school address, organisation and taxpayer identification numbers, the address of the student firm organisation, and taxpayer identification numbers).**
6. The real invoice for the high-standard equipment will be handed over to you during the Trade Fair. The amount will be due within 14 days after the end of the Trade Fair.

**PAYMENT IN CASH DURING THE TRADE FAIR WILL NOT BE POSSIBLE TO CARRY OUT (ONLY BY BANK TRANSFER).**

### **FICTITIOUS PAYMENT**

The fictitious invoice will be sent to you together with the real invoice in January 2018.

## **V. CANCELLATION CHARGES**

**If you cancel your participation under the terms stated below, we will charge you the following sums of money:**

**before 15<sup>th</sup> February 2018** – 50 % of your real participation fee 5,200 CZK or 200 EUR  
**after 15<sup>th</sup> February 2018** – 100 % of your real participation fee 5,200 CZK or 200 EUR

## **VI. TRANSPORT**

You can reach the Prague Exhibition Grounds by underground – line C (red) – to the station Nádraží Holešovice and then by tram No. 6, 12 or 17 to the stop Výstaviště Holešovice, which is located right in front of the Exhibition Grounds.

All the exhibits and the equipment you bring can be delivered directly to the Křížík Pavilion B by car (the entry permission will be arranged for – we will give you the exact information in March 2018).

Parking is available in front of the Exhibition Grounds – Výstaviště.

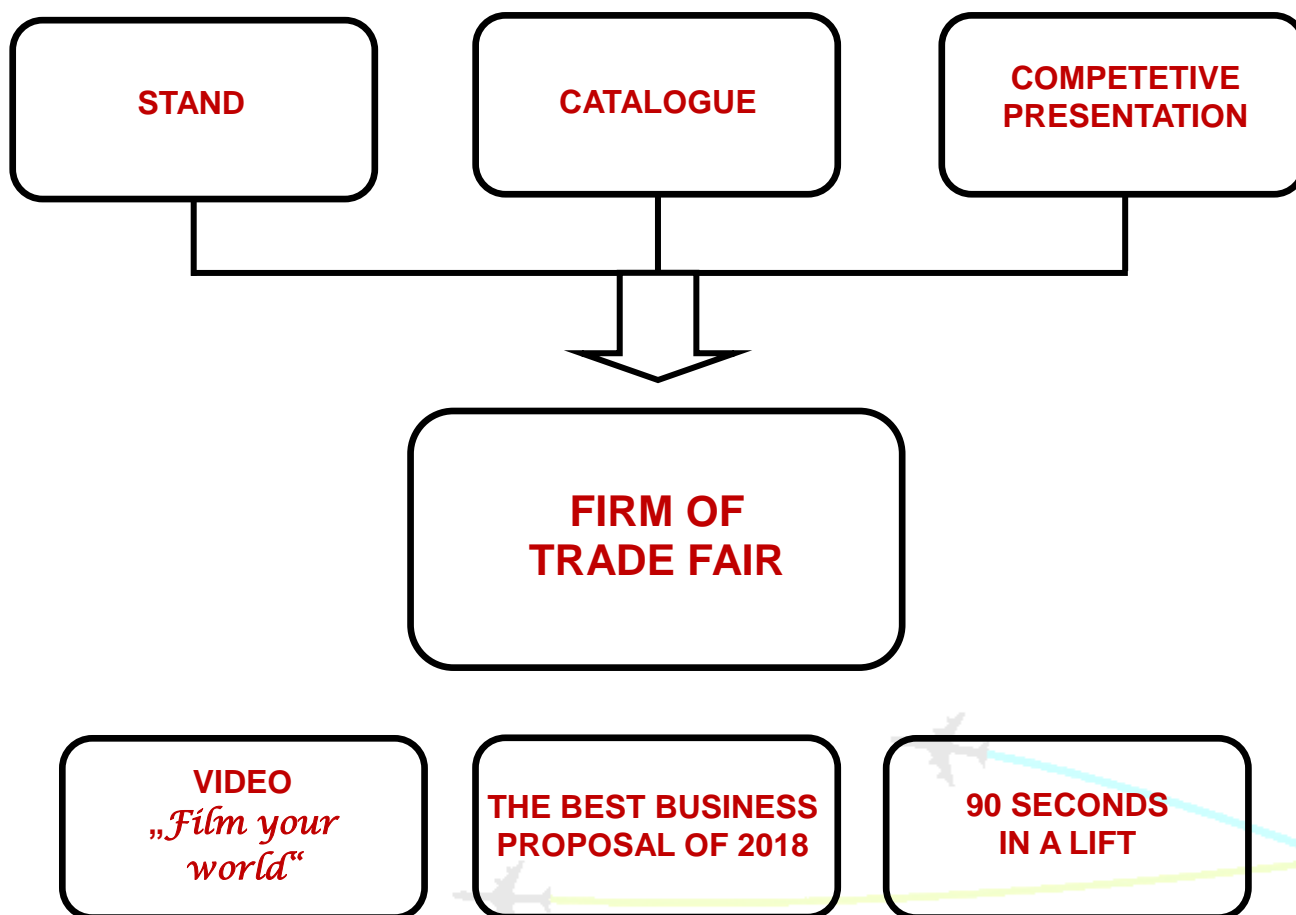
## VII. ACCOMMODATION & ADDITIONAL PROGRAMME

Participants arrange their accommodation on their own. We have had pleasing experience with the company called *Praginfo* in the past years. More information will be provided on our website [www.antreprague.cz](http://www.antreprague.cz).

## VIII. COMPETITIONS

### CATEGORIES FOR THE COMPETITIONS

The competition “The best firm of the Trade Fair” can only be won by firms that attend all the other competitions (the best stand, the best catalogue, the best presentation of the firm).



*The competitions are organised by the student firm Antre, s. r. o. in cooperation with its partner, Metropolitan University Prague (MUP)*

**To enrol in the competitions, use the application form on our website.**

## MAIN COMPETITIONS

### 1. The best firm of the Trade Fair

#### Conditions:

- participation in all competitions below is necessary (stand, catalogue, presentation of the firm)
- the participants must be present in their stand during all three days of the Trade Fair in the stated times

#### General information:

- evaluation will be proceeded during the Trade Fair
- the jury consists of professors who will register to it

### 2. The best stand

#### Subject of evaluation:

- general image of the stand (originality, design)
- approach to the customer (ability to communicate, communication in foreign languages)
- catalogue of offered products
- use of advertisement while trading (advertising objects, etc.)
- proper completing of tax documents

### 3. The best catalogue

#### Conditions:

- the catalogue must be original (you are not allowed to use a catalogue from the previous year, even though your activity is still the same)
- only students working in the firm are allowed to make the catalogue
- **please hand over the catalogue no later than at the time of your company's registration at the Trade Fair**

#### Evaluation:

- without grammatical and stylistic mistakes
- originality
- graphical level
- interest of the offer
- clarity
- general impression
- **compliance with the currency (CZK, EUR)**

#### 4. The competitive firm presentation

The competitive presentation will be evaluated before the Trade Fair by the CEFIF company, and **only in electronic version**. It is necessary to send the presentation until **January 31<sup>st</sup>**, 2018, to the email address **dana.alansari@nuv.cz**. Presentations sent after the term will not be accepted to the competition.

##### Conditions:

- maximum length of the presentation is 12 slides
- the presentation must be created by the students of the firm
- there is only Microsoft PowerPoint app available for presenting (in .pptx format)
- the presentation must be presented in English (In addition, it can be presented in the native tongue)

##### Subject of evaluation:

- grammatical and stylistic accuracy
- originality
- graphical level
- ability to impress (general impression)
- value of the information given

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### OTHER COMPETITIONS

**These competitions are not a condition for the inclusion of your company in the competition "The best firm of the Trade Fair".**

#### 5. "Film your world"

The goal of the competition is to film as creative a video as possible, where interesting places of your region or city will be captured. You can film anything related to this topic, such as monuments, countryside, and anything that you find attractive. In addition, try to show your interest in economics in the video and introduce your school and the place (as mentioned above) where it is located.

##### Conditions:

- length: 30 seconds to 2 minutes
- accompany the video with one of these songs:  
Imagine Dragons – On top of the world  
Lynyrd Skynyrd – Sweet Home Alabama
- including interests of your region/city or your everyday life (monuments, countryside, life at your school, gastronomy of your country, life in your city/region)
- introducing your school
- capturing culture and social life around you

**Subject of evaluation:**

- creativity
- value of the information given
- introducing your school
- compliance with the topic and the content
- length

**Instructions for sending the video:**

- send us your video to the website portal <http://www.uschovna.cz/en/>
- the video must be in a zipped folder with the name of your company (for example: Antre, s. r. o. – video.zip)
- in the section "to" fill in our e-mail: antre.prague@gmail.com
- the deadline for sending the video is 20th January 2018

**6. 90 seconds in a lift (competition of the CEFIF company)**

A random meeting of a foreigner with the firm member, who will have to describe and present his firm within a given period of time (90 seconds)

**Conditions:**

- only two students of the firm can participate
- **no presentation utilities are allowed**
- all performances must be done in English
- compliance with the time limit

**Subject of evaluation:**

- knowledge of the English language
- capturing the main information about the firm

**7. The best business proposal of 2018**

The organiser of the International Trade Fair of Student Firms in cooperation with its partner, Metropolitan University Prague (MUP), announce a competition for the best business proposal of 2018 with the main prize – a top-class mobile phone!

**Conditions:**

- Each secondary school student either from the Czech Republic or abroad who is older than 15 can participate in the competition



**Subject of evaluation:**

- Competition will have three rounds:
  - **first round:** until **31<sup>st</sup> January 2018** students can apply while completing LEAN CANVAS, a business-planning tool used widely in the world
  - **semi-final:** the best 20 business proposals will be selected by a committee and called on to complete the full application (i.e. to submit a financial plan and logo/brand of the new product/service/company) - in this phase professors from Metropolitan University Prague will be ready to consult students' proposals, the final date for submission: **28<sup>th</sup> February 2018**
  - **final:** top 10 finalists will be called on by the commission to present their business proposals during the International Trade Fair of Student Firms in Prague. All participating students in the final round of the competition will be awarded by Metropolitan University Prague.
- Committee evaluating and selecting business proposals will be made of professors from Metropolitan University Prague as well as Business Academy Heroldovy sady in Prague and others from the business field

**Instructions:**

- From **10<sup>th</sup> November 2017**, detailed conditions and proposition of the competition will be announced at <http://www.mup.cz/soutez>
- Deadline for applications: **31<sup>st</sup> January 2018**
- Applications will be accepted both in Czech and English language

**The results of all competitions will be announced at the closing ceremony of the Trade Fair and the following day on the website of Antre, s. r. o.**

## IX. CULTURAL PROGRAMME

The theme of the Trade Fair for this year is “Around the world”.

There will be a cultural programme prepared during the whole Trade Fair. All the exhibitors at the Trade Fair may take part in the programme. You can contribute to the programme with many activities, such as dance performances, martial arts exhibitions, etc.

You can enrol in the programme through an application which you will find on the website of Antre, s. r. o.

Competitive and uncompetitive presentations can be involved in the cultural programme provided that you fulfil the conditions below (it is necessary to send the presentations to the e-mail address [antre.prague@gmail.com](mailto:antre.prague@gmail.com)).

**Presentations that take part in the cultural programme will not be evaluated during the Trade Fair, they are just a part of the promotion of your student company. The presentations may be accompanied by a spoken word.**

## X. INFORMATION ABOUT APPLICATION

The last term to register for the Trade Fair is **30<sup>th</sup> November 2017**.

This year's, 24<sup>th</sup> International Fair Trade of Student firms in Prague, has recorded a development in terms of completely electronic registration. This change is supposed to fasten the process of registration and, in addition, it should be more convenient for the applicants.

Please fill in the application electronically on our website [www.antreprague.cz](http://www.antreprague.cz). The registration form includes all applications needed (a binding application for the Trade Fair, an application for competitions and an application for cultural programme).

For your convenience, instructions for the registration are stated below. They are also available on the website of Antre, s. r. o., in section "Downloads".

### INSTRUCTIONS FOR FILLING THE APPLICATION IN

1. On the website [www.antreprague.cz](http://www.antreprague.cz), choose the option "Binding application".
2. Fill in all fields.
3. Upload a scan of “Statement of the correctness of the information” (signed by the responsible teacher) and "Agreement with the participation in the Trade Fair” (signed and stamped by the principal of your school).
4. Confirm your agreement with these propositions and with data processing.
5. Send the application.

**The application is binding!**

## **XI. OBLIGATORY DATES**

### **30<sup>th</sup> November 2017**

- Due date for the registration for the Trade Fair through the website of Antre, s. r. o.
- **All applications sent after the due date (30<sup>th</sup> November 2017) will be categorized as substitutes.**
- Due term for a submission of a competitive video, in case you are interested in participating in the competition.

### **15<sup>th</sup> January 2018**

- The latest date of receiving the real invoice from Antre, s. r. o, which is payable within 14 days

### **20<sup>th</sup> January 2018**

- The deadline for the submission of a competitive video in case you are interested in participation

### **29<sup>th</sup> January 2018**

- The due date of the real invoice from Antre, s. r. o.

### **31<sup>st</sup> January 2018**

- Due date for the submission of requests for high standard equipment in the stands
- Due date for sending the competitive presentation which is a part of the main competition “The best firm”
- Due date for enrolling to the competition “The best business proposal” and for the submission of your work connected to it

### **21<sup>st</sup> – 23<sup>rd</sup> March 2018**

- The time when the Trade Fair takes place

### **7<sup>th</sup> April 2018**

- Due date **for covering the extra equipment fee**

### **IMPORTANT NOTICE:**

- **It is not possible to attend the Trade Fair without a valid code of your student firm.**
- In case you do not have your code, please contact CEFIF or your national central office.
- A Wi-Fi connection is not available during the Trade Fair.
- The participants who will not have their own PC with a connection to the internet will be able to use a **free internet café throughout the Trade Fair.**
- Your registration will be confirmed electronically after completing the registration.
- Your student firm will be put on the website of Antre, s. r. o., to the category “Registered firms” no later than 14 days after receiving your application.
- Assumed capacity of the Trade Fair is 120 stands.
- In case of full capacity, the date of the reception of your payment is decisive. Later applications will be categorized as substitutes.
- Every student firm has to be able to issue an invoice, both for the customer and the firm (because of the visit of the public)
- The exclusive currencies are CZK or EUR.



**FOLLOW OUR WEBSITE, WHERE WE WILL UPDATE THE INFORMATION CONTINUALLY.**

All possible questions can be answered at our telephone: +420 271 742 313 or +420 775 882 711  
**every Wednesday from 1.30 PM to 4.00 PM.**

Website: <http://www.antreprague.cz>  
Facebook: <https://www.facebook.com/Antreprague/>  
Instagram: [https://www.instagram.com/antre\\_prague/](https://www.instagram.com/antre_prague/)  
E-mail: [antre.prague@gmail.com](mailto:antre.prague@gmail.com)

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*We are looking forward to meeting you at the 24<sup>th</sup> International Trade Fair of Student Firms in Prague.*



**Prague 16<sup>th</sup> October 2017**

**Josef Chvojka**  
CEO, Antre, s. r. o.