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## Implementing provisions of the Swiss Innovation Agency for participation in internationalisation programmes and international trade fairs (Implementing provisions for internationalisation programmes and international trade fairs)

of 2 September 2022

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*The Innovation Council of the Swiss Innovation Agency (Innosuisse),*

based on Article 10 Section 1 letter f of the Federal Act of 17 June 2016<sup>1</sup> on the Swiss Innovation Agency (Innosuisse Act; SIAA), and Article 34 Section 2 and Article 36 Section 3 of the Innosuisse Funding Ordinance of 4 July 2022<sup>2</sup>,

*sets out the following:*

### **Art. 1** Subject matter

These implementing provisions govern the following aspects of the participation in an internationalisation programme or in an international trade fair:

- a. the types of support measures;
- b. the requirements for submitting an application;
- c. the eligible costs;
- d. the procedures;
- e. the period of validity of the eligibility to participate.

### **Art. 2** Types of internationalisation programmes and trade fair offers

<sup>1</sup> Innosuisse may offer participation for the following types of internationalisation programmes at the locations specified by Innosuisse:

- a. programmes aiming to validate the business idea abroad;
- b. programmes aiming to accelerate the entry into a foreign market;
- c. other internationalisation programmes with a view to achieving the objectives outlined in Article 34 Section 1 letter b of the Innosuisse Funding Ordinance<sup>3</sup>.

<sup>2</sup> Innosuisse may offer participation as exhibitor in the following international trade fairs held abroad and featuring exhibition space:

- a. trade fairs selected by Innosuisse;
- b. other trade fairs of choice.

<sup>3</sup> In the case of international trade fairs, the offering only covers individual appearances with a dedicated trade fair booth or participation in the official Swiss appearance at the trade fair.

### **Art. 3** Restrictions applicable to submitting applications

A maximum of three applications may be submitted per start-up company per year for participation in international trade fairs according to Article 2 Section 2 letter b.

### **Art. 4** Form and content of the application

<sup>1</sup> Applications must be submitted electronically to the organisation holding the respective internationalisation programme or overseeing the trade fair programme on behalf of Innosuisse (organiser) using the form provided. The organiser will then forward the documents to Innosuisse for assessment.

<sup>1</sup> SR 420.2  
<sup>2</sup> SR 420.231  
<sup>3</sup> SR 420.231

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<sup>2</sup> The application form must be completed in full and its content must be comprehensible. In particular, the application must contain all the information necessary for assessing the eligibility for participation and the scope of the support services.

<sup>3</sup> The application is to be submitted in English. In justified cases, the application may be submitted in German, French or Italian. The language in which the application is submitted shall be the language of the proceedings. In justified cases, Innosuisse can stipulate a change in the language of the proceedings, either at its own initiative or upon request.

<sup>4</sup> Applications can be submitted at any time. This does not apply to the following applications, which can normally only be submitted in response to calls for proposals within the deadlines specified in the call:

- a. Applications for participation in internationalisation programmes according to Article 2 Section 1 letter c;
- b. Applications for participation in trade fairs designated by Innosuisse according to Article 2 Section 2 letter a;

<sup>5</sup> Applications for participation in international trade fairs according to Article 2 Section 2 letter b must be submitted at least 8 weeks before the start date of the trade fair.

#### **Art. 5** Eligible costs for participation in an internationalisation programme

<sup>1</sup> Innosuisse assumes the costs agreed with the organiser that are necessary for the proper implementation of the programme, in particular in relation to the following services:

- a. administrative and organisational support offered to participants before, during and after taking part in the programme;
- b. access to workspace and arrangement of meeting rooms at the place where the programme is located;
- c. research on the targeted market, including analyses of the latest developments and trends;
- d. networking with and referral to potential business partners, customers or investors;
- e. expert advice on internationalisation and for a successful market entry.

<sup>2</sup> In the case of physical participation, the following stipends are awarded per start-up company to cover a portion of participants' personal expenses:

- a. for programmes in accordance with Article 2 Section 1 letter a in Europe: CHF 1 500;
- b. for programmes in accordance with Article 2 Section 1 letter a outside of Europe: CHF 3 000;
- c. for programmes in accordance with Article 2 Section 1 letter b in Europe: CHF 3 000;
- d. for programmes in accordance with Article 2 Section 1 letter b outside of Europe: CHF 6 000.

#### **Art. 6** Eligible costs for participation in international trade fairs

<sup>1</sup> Innosuisse assumes a portion of the costs agreed with the organiser that are necessary for the proper participation in the trade fair, in particular in relation to the following services:

- a. access to international trade fairs and any ancillary events;
- b. administrative and organisational support offered to participants before, during and after taking part in the trade fair;
- c. advice on a successful trade fair participation;
- d. financial contribution to any booth costs.

<sup>2</sup> The start-up company assumes the remaining costs involved in taking part in the trade fair.

<sup>3</sup> No personal expenses will be reimbursed.

#### **Art. 7** Procedure

<sup>1</sup> Innosuisse shall decide on the application in the form of a contestable decision.

<sup>2</sup> If Innosuisse approves the application, its decision shall in particular determine the following:

- a. the subject and value of the services to be provided by the organiser;
- b. in the case of internationalisation programmes, the amount of the stipend in accordance with Article 5 Section 2;
- c. the rights and obligations of the start-up company or founder.

<sup>3</sup> The start-up company governs the legal relationship with the organiser.

#### **Art. 8** Period of validity and extensions

<sup>1</sup> In the case of internationalisation programmes, participation must take place within 12 months of the date of the decision in accordance with Article 7. In justified cases, the period of validity may be extended on request by a maximum of 6 months on a one-time basis.

<sup>2</sup> In the case of international trade fairs, the decision applies in principle to participation on the dates of the trade fair for which the application was submitted as planned at the time the decision was issued. The entitlement to the services outlined in Article 6 Section 1 shall remain in place for up to 6 months in the event that the trade fair is postponed.

#### **Art. 9** Entry into force

These provisions enter into force on 1 January 2023.