



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Innosuisse – Schweizerische Agentur  
für Innovationsförderung

**+ SWITZERLAND  
GLOBAL  
ENTERPRISE**

enabling new business

For Start-ups

# INNOSUISSE TRADE FAIR PROGRAMME



OFFICIAL PROGRAM

**Switzerland.**   
Trade & Investment Promotion.

# Innosuisse Trade Fair Programme

Are you ready for the world stage? Apply now and join **#teamswitzerland** at the next industry-leading trade show.

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<b>Offer</b>	<ul style="list-style-type: none"><li>• Logistic support for an optimised fair preparation, attendance and follow-up</li><li>• Individualised fair consulting and targeted matchmaking</li><li>• Promotion and strong appearance of your fair attendance under the Swiss brand</li><li>• Financial contribution to fair-related expenses of up to 70% (travel and accommodation cost are excluded)</li><li>• Individualized complementary services, such as go-to-market deepdive or business partner search</li></ul>
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<b>Lead Fairs 2020</b>	Join the SWISS pavilion at these industry-leading trade shows: <ul style="list-style-type: none"><li>• Consumer Electronics Show (Las Vegas)   January 7 – 10</li><li>• Mobile World Congress (Barcelona)   February 24 – 27   cancelled</li><li>• BIO International Convention (digital)   June 3 – 6</li><li>• Viva Technology (Paris)   June 11 - 13   cancelled</li><li>• BIO Europe (digital)   October 26 – 28   <a href="#">application open</a></li><li>• Medica Start-up Park (Düsseldorf)   November 16 – 19   <a href="#">application open</a></li><li>• Consumer Electronics Show (Las Vegas)   January 6 – 9, 2021   <a href="#">application open</a></li></ul>
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Further information including the corresponding application forms can be found [here](#).

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<b>Pick your Fair</b>	Are you planning to attend a trade show that is not covered through our lead fairs? Our «Pick your Fair» offer gives you the opportunity to participate in other international trade fairs as an exhibitor (including booth) or visitor. Please contact <a href="#">Corinne</a> for more information and to submit your application to attend the international trade fair of <b>your</b> choice.
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<b>Conditions</b>	<ul style="list-style-type: none"><li>• Active Innosuisse coaching voucher <i>or</i> recent Innosuisse certificate (no older than 3 years)</li><li>• Global aspirations and readiness to enter international markets</li><li>• Willingness to provide feedback on received services and accomplishments</li><li>• Timely payment of the self-contribution costs</li></ul>
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Places are limited and your application will be thoroughly evaluated based on:

- Development stage and current needs of your business
- Quality of your application and proposed objectives for your fair attendance
- Fit and timing for proposed trade fair

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**Innosuisse** supports people interested in founding their own company as well as already founded start-ups, among other things, with [individual coaching](#); [start-up training](#) as well as access to international markets. Instruments include [internationalisation camps](#) and participation at [international trade fairs](#). The [Trade Fair Department](#) of **Switzerland Global Enterprise** (S-GE) has been supporting companies exhibiting abroad in various industries for more than 80 years within the framework of export promotion.

## CONTACTS

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