



PROGRAMME Marketing III. Call

Did you decide to penetrate foreign markets with your products? Do you want to actively participate in exhibitions and trade fairs abroad? If you are a small or medium enterprise, Marketing is a programme that perfectly suits your needs.

SCHEDULE

Receipt of aid applications:

- 15 January 2018 – 30 April 2018

SUPPORTED ACTIVITIES

- Facilitating access of SME's to foreign markets through their individual participation in exhibitions and trade fairs abroad.

APPLICANT

The applicant/beneficiary is a business entity which:

- is a small or medium enterprise pursuant to Annex No. 1 to Commission Regulation (EU) No 651/2014;
- is authorised to carry out business corresponding to the supported economic activity, for which that project is being implemented;
- has been, pursuant to its sworn statement, registered as an income taxpayer in an EU member state, continuously for a period of at least two closed taxation periods preceding to the submission date of the aid application; the applicant takes note of the requirement to have an establishment or a branch established in the Czech Republic at the time when the aid is paid;
- does not have, pursuant to its sworn statement, any arrears owed to selected institutions in the country of its registered office or in the country of its branch, where applicable, and to the granting authorities for projects co-financed from the EU budget;
- does not have, pursuant to its sworn statement, any arrears arising from payroll claims of its employees;
- does not have any outstanding liability arising on the basis of a collection order issued following a decision by the Commission declaring the aid illegal and incompatible with the common market;
- has closed at least 2 consecutive accounting periods as at the submission date of the aid application.

SCOPE DEFINITION BY BRANCH

Aid is intended for projects, the outcomes of which will manifest themselves in the branches defined by CZ-NACE sections listed in Annex No. 2 to this Call “CZ-NACE categories supported / Annex I to the EC Treaty”.

MAIN CONDITIONS OF THE CALL

- The project must be implemented in the territory of the Czech Republic, except for the capital city of Prague.
- The applicant must clearly prove the ownership or other rights to the real estate and land where the project will be implemented.
- The project must include all mandatory parts indicated in the Call for proposals.
- The project does not envisage any aid for activities related to the exported quantity (export subsidies), aid for establishment and operation of a distribution network abroad, or for other common costs related to export activities (customs, insurance, etc.), or aid conditional upon the use of domestic goods at the expense of imported goods.
- The project has not commenced before the submission date of the aid application.
- The project may not undermine horizontal policies of the EU and their fundamental principles, such as equal opportunities (gender equality, elimination of discrimination based on sex, race, ethnic origin, religion, belief, disability, age or sexual orientation), as well as equal opportunities and non-discrimination (e.g. due to social exclusion or health environment) and sustainable development (compliance with EU and Czech legislation governing the protection of the environment).
- Consistence of the project with the National Research and Innovation Strategy for Intelligent Specialization of the Czech Republic will be verified as part of project evaluation.
- The applicant’s financial health, expressed by means of a simplified economic assessment of the intermediate body, may not be lower than 5 points.
- Every applicant may submit only one project under this Call.

ELIGIBLE EXPENDITURE

- Participation of entrepreneurs in trade fairs and exhibitions abroad – no more than 15 participations under the project - lease, installation and operation of the stand.
- Transport of exhibits to be displayed, the stand and its equipment, incl. packing and handling costs, outsourced to an external supplier.
- Marketing and promotion materials intended for the trade fairs and exhibitions, outsourced to an external supplier – development of promotion materials in foreign languages for participation at a specific trade fair or exhibition abroad, promoting the beneficiary and its products.

FORM AND AMOUNT OF AID

- The project grant shall be provided in an amount of at least CZK 200 thousand and no more than CZK 4 million.
- The support rate for projects shall amount to no more than 50% of total eligible expenditure.