



Marketing PROGRAMME – Call II

Have you decided to break into foreign markets with your products? Do you want to attend international exhibitions and trade fairs? If you are a small or medium-sized company, the Marketing Programme is right for you.

TIMETABLE

Receipt of aid applications:

- 7. 11. 2016 - 31. 1. 2017

ACTIVITIES SUPPORTED

- 1) Facilitating the entry of SMEs to foreign markets through their individual participation in international exhibitions and trade fairs.
- 2) Services for SMEs focusing on international competitiveness to facilitate access to foreign markets (transport of exhibits, stands and stand-equipment at trade fairs abroad, there and back, marketing promotional materials).

APPLICANT

- The applicant may be a small or medium-sized enterprise (SME), provided it complies with the conditions set forth in Annex No. 1 to Commission Regulation (EU) No. 651/2014 of 17 July 2014, declaring certain categories of aid compatible with the internal market in application of Articles 107 and 108 of the Treaty on the EC, which:
 - Is licensed to operate a business similar to the supported economic activity for which the project is to be implemented.
 - Has declared in an affidavit that it has been registered continuously as an income tax payer in one of the EU Member States, for a period of at least two completed tax years preceding the date on which the aid application was submitted; the applicant should also realise that it must have established business premises or a branch in the CR at the time the aid is paid.
 - Has declared in an affidavit that it has no debt towards selected institutions in the country in which it is based, or in the country its branches are based or towards aid providers from projects co-financed from the EU budget.
 - Has declared in an affidavit that it is not in arrears for wages for its employees.

- Does not have any outstanding obligations arising from a recovery order drawn up on the basis of a Commission Decision, declaring the aid as unlawful and incompatible with the internal market.
- Has, as at the date the aid application is submitted, operated for at least two consecutive completed accounting periods.

SECTORAL RESTRICTION

- Projects whose outputs are listed in sectors classified in CZ-NACE sections listed in Annex No. 2 to this Call “CZ-NACE categories supported /Annex I to the Treaty on the EC” are eligible for support.
- Projects whose outputs are classified under any of the following sectors are not eligible for support:
 - production, processing and marketing of products listed in Annex No. 2 to this Call “CZ-NACE categories supported / Annex I to the Treaty on the EC “
 - agriculture, forestry, fishery and aquaculture (CZ-NACE A 01, A 02, A 03)

MAIN CONDITIONS OF THE CALL

- The actual area impacted by the implemented project must be on the territory of the CR, outside the Capital City of Prague.
- The project does not envisage aid for activities associated with export volumes (export subsidies) support for the establishment and operation of a distribution network abroad, or for other standard costs related to export activities (customs, insurance, etc.); or aid contingent on the use of domestic goods in preference to imported goods.
- The project has not started before the date of submission of the aid application.
- The project may not violate EU horizontal policies nor their fundamental principles, such as gender equality and sustainable development.
- The beneficiary is required to store project outputs under this Call for a period of at least 5 years from the last receipt of aid paid to the account of the beneficiary.
- The financial health of the applicant, expressed in a simplified economic evaluation by the Intermediate Body, may not be lower than 5 points.

ELIGIBLE EXPENDITURE

- a) The attendance of entrepreneurs at trade fairs and exhibitions abroad – max. 15 participants under the project: rental, erection and operation of the stand.
Maximum grant of CZK 500,000 per trade fair /exhibition.
- b) Transport of exhibits, the stand and its equipment inc. packing and handling, provided by an external supplier.
Maximum grant of CZK 150,000 per trade fair/exhibition.
- c) Marketing and promotional materials for trade fairs and exhibitions.
Maximum grant of CZK 50,000 per trade fair /exhibition.

FORM AND AMOUNT OF AID

- The grant provided for a project ranges from a minimum of CZK 200,000 to a maximum of CZK 5 million.
- The maximum amount of aid represents 50% of eligible expenditure.