



Marketing - Call I

The main goal of the Call is to enhance the growth motivation of small and medium-sized enterprises ("SMEs"), their ability and marketing readiness to find new markets outside the Czech Republic (territorially and product-wise), enter them and stay on them. This is related to an increased ability of international expansion, expansion of export, production and sales activities.

TIMETABLE

Receipt of grant applications:

- 29.05.2023 – 30.10.2023

SUPPORTED ACTIVITIES

- Facilitating the entry of SMEs into foreign markets through their individual participation in foreign exhibitions and fairs – rental of exhibition space including a stand and other related services and fees. The focus of the exhibitions and fairs must correspond to the business activity of the applicant.
- Services for SMEs, focused on international competitiveness facilitating entry into foreign markets, i.e. the transport of exhibits, a stand and its equipment to foreign fairs and exhibitions and back, marketing promotional materials - e.g. leaflets, posters, brochures, prospectuses, videos or similar promotional materials, this excludes advertising items such as pens, mugs, etc.

THE APPLICANT

- is a **natural person** or **legal entity** pursuing business, that has been **assigned a Czech ID number** and is **authorized to do business**¹.
- is authorized to conduct business corresponding to the **economic activity**² in which the project is implemented.

¹ This is a trade license or license to do business according to other legal regulations (unless otherwise stated in the Rules for Applicants and Beneficiaries of OP TAC - specific part).

² In the application in IS KP21+, the applicant indicated the CZ-NACE in which the project is implemented, which corresponds to the activity recorded in the public registers. The registered CZ-NACE must not be listed in the Call Annex titled "Unsupported CZ-NACE".

- If it is a legal entity, it provided **the data to the extent required in Section 14, paragraph 3, letter e) of Act No 218/2000 Coll.**, the Act on Budgetary Rules and amending certain related acts, as amended:
 - in IS KP21+, it entered information on the identification of persons acting on behalf of the applicant, indicating whether they act as its statutory body or whether these persons act on the basis of a granted power of attorney,
 - has registered the real owners of the legal entity in accordance with Act No 37/2021 Coll., on the registration of real owners (fulfilment of the condition will be verified by IB),
 - in IS KP21+, it entered information on the identification of the entities in which it has a share and the amount of this share.
- According to its sworn statement, it **is not in liquidation**.
- According to its sworn statement, it has been registered as an income tax payer in the Czech Republic, continuously for at least two tax periods³ preceding the date of submission of the grant application.

TERRITORIAL FOCUS

- Target territory: The territory of the Czech Republic, except NUTS 2 Prague
- The territorial eligibility is not assessed based on the registered office of the applicant (beneficiary) but based on the actual place of project implementation, i.e. the territory where the physical implementation takes place and the project expenses are incurred.

MAIN CONDITIONS OF THE CALL

- The project must not violate horizontal EU policies and their basic principles. In particular, the project must comply:
 - with principles of non-discrimination (primarily non-discrimination based on race, gender, religion, ethnic origin, disability, age or sexual orientation),
 - with the principles of sustainable development,
 - with the Charter of Fundamental Rights of the European Union.
- The project objectives shall be in line with the objectives of the operational programme and the Call.
- Grant applications of applicants who have submitted a similar active project (in any PP status) under OP PIC will not be approved in the phase of appraisal of formal requirements and eligibility, unless the applicant has withdrawn from the project. A similar project is a project that has the same place of implementation (up to the level of the municipality), similar activities and a similar amount of budget and its structure. The aim of the above-mentioned measure is to prevent blocking of budget funds by the fact that the still unfinished project proposals from OP PIC are submitted again identically, or slightly modified, in OP TAC. The applicant must choose whether it can realistically complete the project in OP EIC, or whether it will end the administration of this project and submit the project proposal in OP TAC.

ELIGIBLE EXPENDITURE

- The conditions for the eligibility of expenditure are described in the document Rules for Applicants and Beneficiaries under OP TAC – general part, chapter 8.1 Eligible expenditure and its documentation. Until the

³ This is a tax period according to Section 16b for natural persons / Section 21a for legal entities of Act No 586/1992 Coll., on income taxes.

Decision is issued, the applicant follows the current Rules for Applicants and Beneficiaries under OP TAC - general part.

- Expenditure will be declared in the form of simplified cost options. That is described in detail in Annex 2 to the Rules for Applicants and Beneficiaries under OP TAC - specific part.

FORM AND AMOUNT OF AID

- The aid is provided in the form of a grant.
- The grant for the project is provided in the amount of at least CZK 200 000⁴ and up to a maximum of CZK 2 450 000.
- The aid will be paid in accordance with the "Rules for the co-financing of the European Regional Development Fund, the European Social Fund Plus, the Cohesion Fund, the Just Transition Fund, the European Maritime, Fisheries and Aquaculture Fund, the Asylum, Migration and Integration Fund, the Internal Security Fund and the Instrument for financial support for border management and visas for the 2021-2027 programming period⁵" and will be reimbursed **retrospectively after the end of the project**, provided that the conditions of the Decision are met.
- The beneficiary is obliged to ensure the financing of expenses for the implementation of the project, including VAT.
- The aid may not be provided for the same project expenses for which other aid from public sources has already been or will be provided, including an aid from Union funds that are centrally managed by bodies, agencies, joint ventures and other Union entities and that are not directly or indirectly under control of member states.
- The aid may not be provided to a beneficiary who has an unpaid obligation arising from a recovery order issued after a previous decision of the Commission declaring that the aid received from a provider from the Czech Republic is illegal and incompatible with the internal market.

AID INTENSITY AND BREAKDOWN OF FUNDING SOURCES⁶

Funding sources (% shares of documented eligible expenditure)	
Type of entity	EU share
SME (Small and Medium-Sized Enterprises)	50%

⁴ Valid at the stage of approval by the selection committee.

⁵ Document of the Ministry of Finance approved by the Government of the Czech Republic in Resolution No 354 of 12 April 2021.

⁶ The chapter shows the EU share. The remaining part of the funding will be covered from the beneficiary's resources.