

MARKETING – CALL I

Have you decided to enter foreign markets with your products? Do you want to participate in international exhibitions and fairs? If you are a small or medium-sized enterprise, the Marketing programme is right for you.

SCHEDULE

Receipt of project applications:

- 2 June 2015 – 30 November 2015

SUPPORTED ACTIVITIES

- a) Facilitating SME's access to foreign markets through their individual participations in foreign exhibitions and fairs.
- b) Services for SME focused on international competitiveness allowing entering foreign markets (transport of exhibits, marketing promotional materials).

APPLICANT

The applicant may be a small and medium-sized entrepreneur (SME) meeting the conditions laid down in Annex 1 to Commission Regulation (EU) No 651/2014 of 17 June 2014 declaring certain categories of aid compatible with the internal market in application of Articles 107 and 108 of the Treaty, and:

- the applicant is authorized to conduct business in the territory of the Czech Republic corresponding to the supported economic activity, which the project is being implemented for,
- the applicant is registered (according to the applicant's affidavit) as an income tax payer with the Tax Office pursuant to s. 125 of Act No 280/2009 Coll., Tax Code, as amended, continuously at least for two closed tax periods preceding the date of filing the application,
- the applicant does not have any outstanding liabilities (according to its affidavit) towards the selected institutions and towards the providers of aid under projects co-financed from the European Union budget. Deferral of outstanding arrears or an agreement to pay the arrears shall be considered to constitute settled arrears,
- the applicant does not have any outstanding liabilities (according to its affidavit) based on its employees' wage and salary claims,
- does not have any outstanding liability based on a recovery order issued after a prior Commission's decision declaring the aid illegal and incompatible with the common market.

SECTORAL DEFINITION

- The aid shall support projects with outputs affecting the sectors defined by CZ-NACE listed in Annex 2 to the Call.
- The aid shall not be provided to projects with outputs affecting any of the below stated sectors:
 - production, processing and marketing of products listed in Annex 2 to the Call

- agriculture, forestry, fishing, aquaculture (CZ-NACE A 01, A 02, A03)

KEY CONDITIONS OF THE CALL

- The actual place of effect of the implemented project must be the territory of the CR except the territory of the Capital City of Prague.
- The project does not expect any aid directly linked to the quantities exported (export subsidies), aid to the establishment and operation of a distribution network abroad or any aid to other current expenditure linked to the export activity (customs duties, insurance, etc.) or any aid contingent upon the use of domestic goods instead of imported goods.
- The project did not start before the date of filing the full grant application.
- The project must comply with the EU horizontal policies and their basic principles, namely: equal opportunities for men and women (compliance with the EU and Czech anti-discrimination law, in particular the Labour Code), sustainable development (compliance with the EU and Czech environmental law).
- Each applicant may submit up to 4 projects (i.e. 4 active applications) under this call. If an application is rejected, the applicants may file a new one in the specified period.
- The beneficiaries shall maintain the sustainability of the project results for a period of at least 5 years from the date of project completion.

ELIGIBLE EXPENDITURE

- Lease, setting up and operation of a booth – graphic design of the booth, booth drawings, lease of exhibition space, connection to utilities (water, sewage, gas, electric installation, lighting, ventilation, fire safety), Internet connection, lease of booth and necessary equipment of its operation (furniture, screen, computer, kitchen equipment), assembly, installation of exhibits, dismantling, mandatory fees associated with participation in the exhibition or fair set by their organiser, and services associated with booth operation.
- Transportation of exhibits, booth and its equipment to the fair/exhibition abroad and back, including packing and handling ensured by an external supplier.
- Creation of promotional materials in foreign languages for the purposes of participation in a particular fair/exhibition abroad.

THE FORM AND AMOUNT OF AID

- The project subsidy shall be provided at the minimum amount of CZK 200 thousand and up to the maximum amount of CZK 5 million.
- The maximum aid intensity is 50% of the eligible expenditure.
- Support for transportation of exhibits, including packaging and handling is provided up to 50% of the eligible expenditure in the de minimis regime, max. CZK 150 thousand for one particular fair or exhibition abroad.

- Support for creation of marketing promotional materials for the purposes of fairs and exhibitions is provided up to 50% of the eligible expenditure in the de minimis regime, max. CZK 50 thousand per participation in one particular fair or exhibition abroad.