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 SUPPORT

OFFICIAL PROGRAM

Switzerland.
Trade & Investment Promotion.

Start-ups GoGlobal
powered by Innosuisse

Innosuisse Trade Fair Support

Are you ready for the world stage? Apply now for support for your trade fair attendance!

Offer

- Logistic support for optimized fair preparation, attendance, and follow-up
- Individualized fair consulting and targeted matchmaking
- Promotion and strong presence of your fair attendance under the Swiss brand
- Contribution to fair-related expenses up to 70% (excluding travel and accommodation)
- Individualized business support services

Lead Fairs 2026

Join the SWISS pavilion at these industry-leading trade fairs:

- Consumer Electronics Show| Las Vegas | 6-9 January 2026
- E-World | Essen | 10-12 February 2026
- Viva Technology | Paris | 17-20 June 2026
- BIO International | San Diego | 22-25 June 2026
- BIO-Europe | Cologne | 9-11 November 2026
- Medica | Duesseldorf | 16-19 November 2026
- SLUSH | Helsinki | 18-19 November 2026

Further information, including the corresponding application forms, can be foun- here: https://www.s-ge.com/en/overview/innosuisse-trade-fair-support-start-ups

Pick your Fair

Are you planning to attend a trade fair that is not covered through our lead fairs? Then our “Pick your Fair” offer is just perfect for you.
Further information on the application process, deadlines, and funding amounts can be found in the FAQ document on our website.

Who can apply?

- Incorporated start-ups with Innosuisse certificate (max 3 years old) **or** in active Innosuisse coaching (initial, core, scale up) and with global aspirations and readiness to enter international markets.
- Participation in other Innosuisse programs, such as the innovation cheque, mentoring, innovation project, etc., do not qualify for participation in the trade fair support.

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

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 internationalization 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.

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