

Regulations governing subsidies to support joint export promotion projects

1. General Provisions

1.1. Subject and scope

- 1.1.1. These regulations govern the process used to allocate subsidies to support joint export promotion projects ("Projects") undertaken abroad by companies from Switzerland and Liechtenstein.
- 1.1.2. These projects include:
 - joint stands at trade fairs
 - main and accompanying events which fall within the scope of trade fair presentations
 - other market penetration campaigns and events abroad
- 1.1.3. Applications can only be submitted for subsidies of the non-profit portion of the projects.
- 1.1.4. Non-profit refers to any services that benefit not just an individual company but rather an entire sector or the economy of Switzerland (or Liechtenstein) in general, such as information stands at which a specialist provides general information about the sector and the Swiss economy.
- 1.1.5. The funds available for projects are defined in good time by Switzerland Global Enterprise Board of Directors ("Trade Fair Pot").
- 1.1.6. Subsidy requests can only be submitted by public or private sponsors and organizations ("Project Initiators") who, by virtue of their commitment to the project, represent the overall economic interests of Switzerland or Liechtenstein.
- 1.1.7. Projects which receive subsidies are subject to binding rules and quality criteria. These are set out in the appendices to these regulations.

2. Organization

2.1. Trade Fair and Project Committee

The Board of Directors of Switzerland Global Enterprise appoints an independent Trade Fair and Project Committee (MPK) which is responsible for ensuring that this process is conducted correctly. The MPK then decides whether to grant subsidies.

2.2. Office

Switzerland Global Enterprise serves as an office for the MPK. Its responsibilities include advising applicants, accepting requests and preparing requests to be submitted to the MPK, accepting and assessing the documents as well as paying out the subsidies awarded.

3. Subsidy requests, projects and payment

3.1. Subsidy requests, requirements

- 3.1.1. The MPK issues guidelines regarding the submission of requests, the drawing up of budgeting information and accounting.
- 3.1.2. Subsidy requests must be submitted at least 6 months prior to project implementation. The deadline for registering is 31 May, 30 September and 31 January. These deadlines are binding.
- 3.1.3. Subsidy requests can be submitted for all non-profit elements and services (personnel, material and operating costs incl. third-party services) if they are commensurate with the project as a whole and sufficiently justified.

3.2. Project evaluation and selection

- 3.2.1. Only projects which conform with the regulations can be considered when granting subsidies.
- 3.2.2. The MPK will select those projects which are eligible for subsidies and specify the amount of funding based on the significance, effectiveness and efficiency of the project.
- 3.2.3. Projects eligible for subsidies will be selected regardless of whether similar projects are planned for the future.

3.3. Project subsidies and the use of funds

- 3.3.1. Project subsidies are paid out only within the scope of the funding available. There is no legal entitlement to subsidies.
- 3.3.2. Subsidies may only be used for the project specified and only for the purpose indicated in the request.
- 3.3.3. Should any significant changes be made to the project, the office must be notified of these immediately.
- 3.3.4. The office must be notified immediately in the event of non-implementation of a project that has been requested. There shall be no claim for damages/compensation for the costs and efforts involved.
- 3.3.5. Publicly funded institutions who generate a profit from a project may have the approved funds or subsidies reduced accordingly.

3.4. Payment of subsidies

- 3.4.1. Subsidies awarded will only be paid out after project implementation.
- 3.4.2. In the case of approved subsidy requests of less than CHF 15,000, the amount will be paid out in a lump sum following the submission of a final report detailing project implementation and the results achieved.
- 3.4.3. In the case of approved subsidy requests in excess of CHF 15,000, the amount will only be paid out upon submission of a complete final account, the relevant expense receipts and a final report detailing project implementation and the results achieved including exhibitor surveys and 3 to 4 photos of the joint stand.
- 3.4.4. Subsidies can be cut, should the expenses incurred for a project be significantly less than budgeted.
- 3.4.5. Final reports and accounting statements must be submitted to the office within three months following project implementation. Late submissions must be explained.
- 3.4.6. In justified situations, partial payments can be made for expenses incurred up to a maximum of 30% of the subsidy amount.
- 3.4.7. Payments are generally made 60 days after receipt of the complete final statement, etc. (see 3.4.3).

4. Information

All information required for the purpose of verifying whether the subsidies were put to proper use should be made available to the office.

The project initiator undertakes to share any experiences and findings gained through implementation of the project with the MPK in the final project report. The MPK can also grant access to these findings to third parties.

5. Sanctions

Should a subsidy recipient violate any provisions set forth in these regulations, the MPK can choose to refrain from paying out subsidies already awarded, withhold these until the provisions have been complied with or demand repayment of subsidies already distributed.

6. Reconsideration

The applicant or subsidy recipient can submit a Request for Reconsideration to the MPK if new facts can be brought forth that were not and could not have been known when the initial request was submitted. The decision of the MPK is final.

7. Entry into force

These regulations shall enter into force on 1 January 2007 and shall replace seco's regulations dated 1 May 2004 pertaining to subsidies for supporting projects to promote the international success of Swiss and Liechtenstein businesses.

Appendix 1: Criteria for project evaluation/CI/CD trade fair manual

Appendix 2: Project description and proposal template

Appendix 3: Budget template

Appendix 4: Controlling and reporting obligations