

Overview of TFPC promotional activities - Projects					
Goal	The promotion of innovative private initiatives among the stakeholders in the export promotion ecosystem, i.e. promotion of project-related activities or of exemplary and promising third-party projects (chambers of commerce, associations or private export promoters) that serve to promote exports/comply with the export promotion objectives.				
Criteria	Innovative, exemplary and promising projects in export markets (lighthouse function)	Promoting networks and/or cooperation	Impact abroad for the CH export economy	Socio-economic relevance	Self-financing
Effect	Maintenance/expansion of export activities				
	Development of (new) markets or creation of (new) sales opportunities				
	Positioning of Swiss products and services abroad.				
	Support/promotion of third-party initiatives and activities				
	Knowledge building, management and diffusion				
	National and international networking				
	Synergy gains using of cooperation/networks				
Delimitation	Do not compete with the services of other federal funding instruments (such as Innosuisse, Swissnex, Switzerland Tourism, Innotour, NRP/RIS, location promotion) and avoid redundancies.	Not a project according to part M		No structural contributions	
Example: Project areas	Use of modern forms of cooperation on platforms (platform economy)	Assisting and facilitating partner networking	Promotion of export competence	Increasing the frequency and use of existing events, including pre- & post-event activities	...