


enabling new business

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation
Innosuisse – Swiss Innovation Agency

 **SWITZERLAND
GLOBAL
ENTERPRISE**



BUSINESS SUPPORT PICK YOUR FAIR

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GENERAL INFORMATION ON BUSINESS SUPPORT

- Business Support is provided before the trade fair
(only in exceptional cases support can be arranged after the fair)
→ Strong commitment from Start-up, along with adequate resources to utilize the support, is essential!
- Start-up pays a cost share (~30%), remaining costs are covered by Innosuisse (~70%)
- Business Support is generally carried out for the country of the trade fair; upon agreement prior to submission of application, it is possible to choose another target country for the Business Support
- Start-up will be contacted by a S-GE consultant for the organization of the Business Support



TECHNICAL EXPORT CHECK

**Optimize the core
elements of the
export process**

THIS IS THE RIGHT SUPPORT FOR YOU IF YOU WANT TO

- Gain confidence and professionalism in operational export processes
- Identify and answer open questions on topics such as:
 - Customs and formalities
 - Taxes and value added taxes
 - Free Trade Agreement
 - Origin of goods

METHOD

- Workshop with a technical expert
- Photo protocol of the workshop with the discussed topics and results
- Practical export know-how from S-GE on the selected topics
- Proposal for further action

PRICING

- Total price: max. CHF 1'500, depending on expert & scope of consulting
 - Start-up cost share: ~ 30%
 - Innosuisse contribution: ~ 70%



LOCAL MARKET INDUSTRY EXPERT

**Better understand the
framework of your
target market and
industry**

THIS IS THE RIGHT SUPPORT FOR YOU IF YOU WANT TO

- Create a better understanding of the specifics of a market
- Clarify open questions on:
 - Market facts and mechanisms
 - Competitors and market structures
 - Regulatory
 - Specific market related topics
- Evaluate opportunities within that market

REQUIREMENTS

- Country market is defined
- Open questions or ambiguities about the selected market (Start-up must have defined questions)

METHOD

- Identification of a local market expert through the S-GE Consultant / Swiss Business Hub
- Briefing and preparation of the expert
- Virtual meeting with the expert

PRICING

- Total price: max. CHF 1'500, depending on expert & scope of consulting
 - Start-up cost share: ~ 30%
 - Innosuisse contribution: ~ 70%



GO-TO-MARKET STRATEGY

Define the key elements of your Go-to-market Strategy

THIS IS THE RIGHT SUPPORT FOR YOU IF YOU WANT TO

- Define the cornerstones of your go-to-market strategy
- Evaluate
 - possible market entry procedures
 - international business and sales models
 - forms of cooperation with sales partners
- Define business personas and customer journeys
- Source market information
- Make key decisions for the export strategy

REQUIREMENTS

- Country market is defined
- Open questions or ambiguities about the selected market (Start-up must have defined questions)

METHOD

- Individual preparation and follow-up
- 2 workshops with S-GE (each 2.5h)
- Photo protocol of the workshops
- Practical export know-how from S-GE
- Tools and checklists
- Proposal for further action

PRICING

- Total price: max. CHF 1'500, depending on expert & scope of consulting
 - Start-up cost share: ~ 30%
 - Innosuisse contribution: ~ 70%



BUSINESS PARTNER SEARCH

**Find potential
customers, partners or
stakeholders in your
target market**

THIS IS THE RIGHT SUPPORT FOR YOU IF YOU WANT TO

- Identify and link with potential customers, partners or stakeholders in a target market
- Check the target profile of the desired contacts
- Contact a selected number of companies (~10-15) to promote the presence at the trade fair and towards potential partners or stakeholders

REQUIREMENTS

- Sales pitch deck ready for the market
- Clear definition about the target group
- Defined business and sales model
- Functioning export processes

METHOD

- Briefing and preparation with start-up
- Identification of relevant companies / partners
- Outreach to relevant contacts
- Qualified intro and mediation
- Scope depends on the complexity, the preparations by the start-up and the accessibility of the target group

PRICING

- Total price: CHF 2'500
 - Start-up cost share: CHF 1'000
 - Innosuisse contribution: CHF 1'500

Your Contact at S-GE



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