

*The Climate Show Market* is the official selling platform of the Climate Show which is the annual exhibition of innovative sustainable climate safe products. The *Climate Show Market* is an online platform for selling sustainable products and solutions in line with climate protection. The platform is dedicated to the export of products and solutions of Swiss companies to the international market, as well as to Swiss market itself. The main trading money is in Euros, however with the option for the customer to buy in Swiss Francs or in US Dollars. Feedbacks can also be given by consumers, as to help companies understand the efficiency of their products and services, as well as push them to do more innovations and improve their solutions.

For several years, Switzerland has been ranked as one of the most innovative countries in the world especially for products developed by Swiss SMEs and start-ups in the eco field. However, one of the recurring issue that small businesses face today when exporting is the lack of sales and marketing resources at the international level. Consequently, the *Climate Show Market* aims to act as a sales and marketing E-commerce platform on their behalf. Furthermore, small businesses with only limited resources have the opportunity from the beginning to put their products on sale online on *Climate Show Market* website, and this at a much lower cost.

Another important factor for efficient sales is the requirement to have a robust IT infrastructure as well as a team of webmasters to manage the sales and online promotions. Many small businesses do not have the E-commerce and IT infrastructure to manage their online sales in Euro, US dollars. Furthermore, selling online also requires knowing how to manage google rankings in your favor, how to advertise in different market, etc. A lot of these issues faced by small businesses can be resolved through selling their products in the *Climate Show Market*.

Delivery is also one of the main feature that the *Climate Show Market* offers. Indeed, the platform helps Swiss companies and offer them advantages conditions for international delivery. For instance, start-ups can deliver abroad and can bring to the international market their eco-products as soon as they are developed, instead of remaining in the cupboard, as it is the case today for many technologies.

The promotion of the Climate Show at the international level will give visibility to the *Climate Show Market* platform including all products that are online for sale.