

Guidelines for the assessment of an application to the Trade Fair and Project Committee (Messe- und Projektkommission, MPK) to support the public service aspects of a **SWISS Pavilion**

These guidelines help MPK funding applicants to prepare their applications and provide transparency regarding the criteria used by the MPK in the qualitative and quantitative assessment of applications for a SWISS Pavilion. One central and integral part of an application is the budget, where compliance with the guideline values of the defined indicators is demonstrated.

Assessment of applications by the MPK

When assessing applications, the MPK follows the mandate set out in the MPK regulations and applies the following assessment criteria in its decision-making process (a detailed description of qualitative and quantitative parameters as well as indicative values can be found in Annex 1).

- ***Effectiveness for export promotion:*** Supported participation in trade fairs with a shared stand must make a visible contribution to export promotion. Assessment criteria:
 1. Importance of the project (qualitative)
 2. Impact of the project (qualitative)
 3. Quality of the project (qualitative)
- ***Efficient use of funding:*** The funds invested should be used efficiently and withstand comparison with similar applications. Assessment criteria:
 4. Number of participants (quantitative)
 5. Exhibitors' own coverage of costs (quantitative)
 6. Self-financing share of the project (quantitative)
 7. Organizational expenses (quantitative)
- ***Compliance with the MPK regulations:*** Compliance with the provisions of the MPK regulations binding for the MPK is mandatory. Assessment criteria:
 8. Public service (quantitative)
 9. Project contribution – not structural funding (qualitative)
 10. Export promotion (qualitative)

There is no exact science to determining the funding contribution. The MPK bases its decisions (a) on the one hand, on a qualitative assessment and (b) on the other hand, on the assessment of compliance with the guideline values of the quantitative indicators. The applicant must clearly justify any deviations from the guideline values for the indicators under Point 6.1 of the funding application. When making the final decision on the amount of funding granted, the MPK uses a discretionary margin in relation to the submitted application.

The budget grid as an integral part of the application

The budget grid is an integral and mandatory part of the application. The standardization of this grid is aimed at ensuring equal treatment of all applicants and establishing greater transparency and comparability. Compliance with the prescribed guideline values is normative. The MPK may deviate from the guideline values in well-founded cases or make an appropriate reduction in the amount of funding requested.

Annexes:

- Sheet 1: Assessment criteria
- Sheet 2: Budget grid for SWISS Pavilion
- Sheet 3: Billing statement for SWISS Pavilion
- Application template for SWISS Pavilion