

Overview of TFPC promotional activities - Trade fairs						
Goal	<p>Support with organizing and participating in trade fairs.</p> <p>The following are considered trade fairs:</p> <ul style="list-style-type: none"> - Joint stands at trade fairs abroad - Supporting events and events as part of trade fair appearances abroad <ul style="list-style-type: none"> - Formats with trade fair characteristics, as well as - hybrid, virtual and digital trade fair formats 					
Criteria	Demonstrable importance for the target market and industry	Ability to permanently promote sales	Acceptance of the project within the industry	At least 6 participating companies (without funding institutions, partners, sponsors, etc.)	Involvement of external network partners, associations, etc.	<p>Self-financing</p> <p><i>The following is regarded as a guide value:</i></p> <p><i>2/3 of the total project costs are self-financed and up to 1/3 co-financed by the TFPC.</i></p> <p><i>Exceptions to the guide value above are possible in individual cases.</i></p>
Effect	Maintenance/expansion of export activities					
	Development of (new) markets or creation of (new) sales opportunities					
	Positioning of Swiss products and services abroad.					
	National and international networking					
Clarification	<p>No benefits from the services of other federal funding instruments (such as Innosuisse, Swissnex, Switzerland Tourism, Innotour, NRP/RIS, location promotion) and avoid redundancies.</p>			<p>Not a project according to part P</p>		