



European Innovation Council International Trade Fairs 3.0 Programme

FAQ



The International Trade Fairs 3.0 Programme

General questions

Q1. What were the criteria used for the selection of the trade fairs?

The selection of the trade fairs is based on the learnings from the Overseas Trade Fair (OTF) 2.0 Programme, as well as the EIC (European Innovation Council)-funded SMEs/Startups/Scale-ups' feedback. The selected trade fairs are the ones with highest potential to provide business impact for the participants.

Specifically, the trade fairs have been selected based on:

- the past edition of the trade fairs (the number of applications received, business creation, satisfaction and number of meaningful contacts generated);
- the potential business opportunities for EIC-funded SMEs/Startups/Scale-ups in targeted economic regions (e.g. Middle East, Southeast Asia, USA);
- the number of EIC-funded SMEs/Startups/Scale-ups per topic; and
- the opportunity to exhibit innovations at cross-sectorial trade fairs.

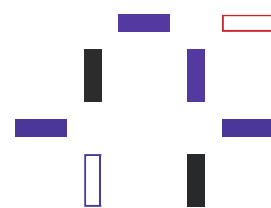
Q2. Who can apply?

- **EIC-funded SMEs/Startups/Scale-ups** with global ambitions and a solid international business strategy.
- EIC-funded SMEs/Startups/Scale-ups from:
 - **EU Member States;**
 - **Associated countries** with a signed grant agreement under Horizon Europe and Horizon 2020.

Q3. When will the applications open for a given trade fair?

The Open Calls are announced approximately 6 months before the trade fair. However, the timeframe may vary and will be communicated accordingly.

The calls for application will be published on the [EIC Community Platform](#) and will be visible on the EIC International Trade Fairs 3.0 Programme website. Additionally, notifications on acceptance to or rejection from the given trade fair will be sent out by email to EIC SMEs/Startups/Scale-ups.





Q4. What is the geographical market and sector focus of each trade fair?

You can access the full list of the trade fairs and the sectors on the EIC International Trade Fairs website.

Q5. Will there be an opportunity to be part of a pavilion, or will there be individual booths?

For each given trade fair, the selected participants will have the opportunity to showcase their products and services at a booth within the European Pavilion. The European Pavilion is designed to ensure that the participants will be grouped and organised to provide a coherent brand identity.

Q6. The aim of participating to a trade fair under the EIC ITF 3.0 Programme is: to promote the funded project or the company itself?

While the EIC-funded innovation is expected to be highlighted during the trade fairs, promotion is not solely restricted to it. In fact, the selected SMEs/Startups/Scale-ups will be promoted themselves.

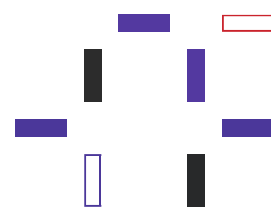
Upon selection, the participants will provide all necessary information regarding their company and the products/services/technologies they wish to promote through the programme.

Q7. Can EIC-funded SMEs/Startups/Scale-ups apply to more than one trade fair?

Yes. EIC-funded SMEs/Startups/Scale-ups may apply and participate to an unlimited number of trade fairs. However, please note that the fit between your product/technology/service and the trade fair will be evaluated within the selection process.

Q8. Can a former participant from the EIC OTF 2.0 Programme reapply?

Yes. All EIC-funded SMEs/Startups/Scale-ups that participated in the EIC OTF 1.0 and 2.0 Programme are eligible to reapply.





Q9. Can UK beneficiaries apply to the EIC ITF 3.0 Programme?

Yes. All SMEs/Startups/Scale-ups based in the UK and funded under Horizon 2020 can apply to the EIC ITF 3.0 Programme.

Q10. Am I eligible to apply for the trade fairs taking place in 2024 even if my project has been completed?

Once you sign an agreement with the EIC, you become part of the EIC Community, and you can apply to the EIC ITF 3.0 Programme notwithstanding the fact that your project has already ended.

Q11. Are companies with a Seal of Excellence eligible to apply?

Companies who have received the Seal of Excellence from Horizon Europe can apply for the EIC ITF 3.0 Programme.

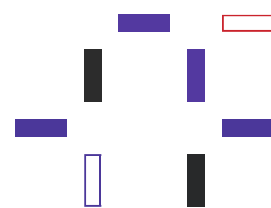
Q12. What are the evaluation criteria?

Your applications will be assessed based on:

- Your plan to internationalise your innovative products and services overseas.
- The expected impact of your participation in the trade fair.
- The fit of your innovative products and services with the trade fair.
- Your commitment of financial and human resources for participation in a trade fair.
- Your contribution to EU strategic autonomy and/or the image of EU as technology powerhouse.

Q13. When will the evaluation of applications start?

The evaluation will start after the deadline for closing of applications of each given trade fair.





Q14. Will companies with previous experience in the targeted markets be more favourably evaluated?

Previous business experience or relationships in the targeted markets are valued positively in the section on 'Potential Impact of the Participation' of the application form. Nevertheless, in all the trade fairs that have an international scope, such experience is not a prerequisite, as there are additional evaluation criteria.

Q15. Is presence mandatory at the preparatory workshop?

Yes. It is essential that selected SMEs/Startups/Scale-ups participate to the preparatory workshop, as its content (mentoring, market insights, practicalities in terms of participation) is tailored to each trade fair and related target markets and increases the probability of an impactful experience.

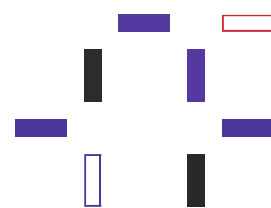
Q16. How much human resources should EIC-funded SMEs/Startups/Scale-ups dedicate to the preparation of the trade fair as well as to the actual participation?

Based on the EIC OTF 2.0 Programme experience and the advice from experts, a minimum of 2 people should be involved to get the most of the Programme during the trade fair, as well as before and after the event.

Q17. I did not find the reply to my question within this FAQ. Who can I contact?

Please send your query to the [EIC Community Helpdesk](#) and our team shall get back to you. *(Please select the category "EIC OTF Programme" as the subject).*

The helpdesk can reply to any question regarding your application, eligibility, selection process and the programme, but can also provide guidance on the most suitable trade fair for your company.





Application Procedure

Q1. How should I answer to the 'Organisation information' section of the application form?

In this section of the application form you should fill in your

- Organisation name: If you are part of a consortium, please put your SME/Startup/Scale-up name and then between parenthesis the name of the consortium-coordinator.
- Project acronym/Seal of Excellence.

Q2. How should I answer to the 'Introduction to the EIC beneficiary' section of the application form?

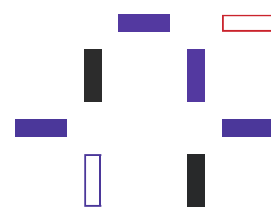
For this section, you can indicate:

- Name of the product, service, or technology
- Its main attributes and features
- Its differentiating elements
- Its target customers
- Its maturity level (project, prototype, etc.)
- Its status of internationalisation (already commercialised, not yet etc.).

Q3. How should I answer to question "Please describe what you expect to achieve by participating in the Trade Fair" of the application form?

To answer this question, you can refer to additional sales and turnover, number of new partnerships, insights on the foreign markets, etc

Q4. How should I answer to question "Please provide information on prior market research you have conducted for the commercialisation prospects of your product, service, process or technology in the economic region in





which the Trade Fair takes place, and outside the EU in general” of the application form?

To answer this question, you can refer to the implementation of competition analysis, marketing research, study of the legal environment, details on the type of research conducted and the main results.

Q5. ***How should I answer to question “Please provide information on any prior activities to commercialise your product, service, process or technology and find business partners which have been undertaken in the economic region in which the Trade Fair takes place, and outside the EU in general” of the application form?***

To answer this question, you can refer to the listing of potential partners, cold calls etc.

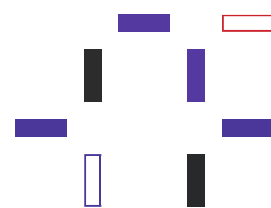
Q6. ***How should I answer to question “Please explain how the scope of the trade fair matches with your product, service, process or technology” of the application form?***

To answer this question, you should consider the benefits stemming from the exhibition of your product, service, process, or technology at the specific trade fair and how this will further contribute to the promotion of your innovation.

Q7. ***How should I answer to question “Please describe the type of business partners that you intend to meet at the Trade Fair. Please explain how the target audience of the Trade Fair matches with your market strategy for your product, service, process or technology” of the application form?***

To answer this question, you can consider the following indicative types of business partners:

- Manufacturers, retailers, buyers etc.
- Partners from the economic region where the Trade Fair is taking place.
- Partners from a specific country or continent.





Q8. How should I answer to question “Please indicate if the economic region in which the Trade Fair takes place has specific relevance for your product, service, process or technology” of the application form?

To answer this question, the rationale is to provide a clear link between the region and the product offered. Any synergies with the region are considered positively.

Example: the Trade Fair typically attracts retailers in my business field of [xx] etc.

Q9. How should I answer to question ‘Please indicate to what extent you can commit to freeing the number of man-days estimated to be needed for preparation and participation to the Trade Fair’ of the application form?

For this question, you need to consider how many man-days you will need to participate to the Trade Fair programme.

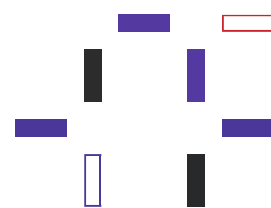
Q10. How should I answer to question “Please indicate your estimation of any additional costs to those provided by the OTF programme for participation to the Trade Fair and to what extent you are able to cover them” of the application form?

Only certain types of costs are covered by the Trade Fair programme (*please check [Q17 – General Questions](#)*).

To answer this question, it is essential to consider and specify the minimum level of financial resources you need in order to cover the additional costs for your participation to the EIC International Trade Fairs 3.0 Programme. Then, you need to tell us your estimation of financial resources and how you will cover those additional costs.

Q11. How should I answer to the ‘Applicants’ section of the application form?
In this section of the application form, you should provide:

- First & Last name
- Job Title (for example CEO, etc.)





- Direct phone (with country access code): for example +32 258666
- Email
- Function
- Topics of Interest
- LinkedIn profile (optional).

