



# OP Smart Growth

## ***Submeasure 3.3.3***

### ***Support for SMEs in the promotion of product brands– Go to Brand***

MAY 2016

OPPORTUNITY OF INVESTMENT

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## Submeasure 3.3.3 Go to Brand



### Eligible projects:

- support for the participation of entrepreneurs in:
  - sectoral promotion programs - for each of the sectors selected by the Ministry of Development (listed on the next slide) a 3-year promotion program will be developed, including a catalog of various promotional activities for entrepreneurs
  - promotion programs of a general nature - one-time events to promote Poland and Polish economy

### Beneficiaries: SMEs

### Planned calls for proposals in 2016:

- **1 call:** call announcement: May 16, 2016, start of the call: June 24, 2016 r., end of the call: August 5, 2016, call's budget: PLN 100 million (*NOTE: call available for selected sectors: medical equipment, cosmetics, IT/ICT, yachts and boats, furniture, Polish specialty food, health-services*)
- **2 call:** call announcement: October 10, 2016, start of the call: November 14, 2016, end of the call: December 16, 2016, call's budget: PLN 200 million

## Submeasure 3.3.3 Go to Brand



### Sectors covered by sectoral promotion programs:

- Medical equipment
- Machines and equipment (including machines for mining, agriculture, construction)
- Cosmetics
- IT / ICT
- Biotechnology and Pharmaceuticals
- Polish fashion (clothing, jewelery, design)
- The construction and finishing of buildings (i.a. building construction, windows and doors)
- Yachts and boats
- Furniture
- Polish food specialties
- health-related services sector
- Auto and aviation parts

*The detailed scope of product or service groups within each of the sectors will be clarified during the public consultation*

## Submeasure 3.3.3 Go to Brand

**Maximum value of eligible costs:** PLN 1 million

**Eligible costs:**

**1. Covered by public aid** (*aid intensity: 50%*)

- the cost of renting, building and running the stand for SME participation in a particular fair or a show

**2. Covered by *de minimis* aid** (*aid intensity: 80% or 85% for micro, 80% for small and 75% for medium-sized enterprises*)

- travel costs of entrepreneur's employees participating in trade fairs, trade missions or the program supporting the development of foreign markets
- transport and insurance of people and exhibits in connection with participation in trade fairs and business missions
- booking of exhibition space at the fair, the registration fee for participation in the fair and catalog entry fee
- organization of exhibition stand at the fair or exhibition
- advertising in trade fair media
- participation in seminars, congresses and conferences
- organization of shows, presentation and tasting of products in the field of product brand promotion
- project's promotion and information costs

**Level of support:**

- up to 50% (in case of financing the project by both public and *de minimis* aid)
- up to 85% (in case of financing the project by *de minimis* aid)

## Submeasure 3.3.3 Go to Brand



### Criteria for substantive assessment of projects:

1. The project is consistent with the scope and objectives of the operation and the goal of the project is justified and rational (*number of points 0-1; required minimum 1 point*)
2. Eligible expenses are justified and reasonable (*number of points 0-1; required minimum 1 point*)
3. Project indicators are objectively verifiable, reflect the project's goals and are adequate to the project (*number of points 0-1; required minimum 1 point*)
4. The product which is the subject of export is competitive in relation to products in the same industry available on the international market (*number of points 0-1; required minimum 1 point*)
5. The applicant conducted independent research and development activities during the three years preceding the year of the grant application or implemented the results of the independently commissioned or purchased research and development work completed no earlier than 3 years before the submission of the grant application (*number of points 0-1; required minimum 0 points*)
6. The applicant on the date of submission of the grant application conducts export activities (*number of points 0 or 1 or 2 or 3; required minimum 0 points*)
7. Products which are the subject to export are characterized by a high degree of saturation of knowledge according to the classification of technology by Eurostat on the basis of the types of product and service activities (*number of points 0 or 1 or 2; required minimum 0 points*)

*The project has to obtain **at least 5 points** in order to be able to be recommended for support.*

# Contact information



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