

## Idea: Vouchers for participation in exhibitions

Number in the database: 106

Area: 6

### Idea description

<b>Title:</b>	Vouchers for participation in exhibitions
<b>Idea objective</b>	<p>Participation in exhibitions is one of the essential business tools for expanding the market for the sale of goods and services.</p> <p>However, participation in such exhibitions, especially those held abroad, requires high costs. A small business needs more resources to carry out such expenses and is therefore forced to operate mainly in local markets.</p> <p>This activity's main idea is to support local small businesses participation in national and international exhibitions.</p>
<b>Sharing process (max 1000 characters)</b>	<p>Implementation of the measure will require the public institution to carry out the following activities:</p> <ol style="list-style-type: none"> <li>1. to discuss with small businesses and public institutions which vouchers are the most necessary for local companies to enter other markets.</li> <li>2. to agree on the types of vouchers and conditions of provision. It is appropriate to allocate vouchers to a single firm and a group of firms (cluster). The provision's requirements may provide for advance payment or only payment on the principle of reimbursement of expenses.</li> <li>3. conduct an information campaign among small businesses regarding the possibility of obtaining Vouchers for participation in exhibitions</li> <li>4. evaluate applications and provide small businesses with Vouchers for participation in exhibitions</li> <li>5. to evaluate the results of actions on the provision of Vouchers for participation in exhibitions</li> </ol>
<b>Restrictions/rules (law, skills, time, other)</b>	The effectiveness of this action depends on the number of resources the city can attract for its implementation.
<b>Procedures (if applicable)</b>	Experts are also needed to recommend which areas of economic activity it is expedient to support business participation in exhibitions.
<b>Costs for public institutions (if applicable)</b>	The city should develop and approve formal procedures for providing Vouchers for exhibition participation.
<b>Expected result (if possible)</b>	The city should allocate its funds for this activity and try to find resources for this from national and international programs available in this country.