Call for applications for the "Brand promotion of



The Polish Agency for Enterprise Development has launched recruitment for the "Promotion of the brand of innovative SMEs" competition from the European Funds for a Modern Economy (FENG) program. The funds allocated to co-finance projects in the call for proposals amount to PLN 155 million. Applications will be accepted until November 30, 2023.

The competition is addressed to Micro, small and medium-sized enterprises (SMEs) conducting business activities in the territory of the Republic of Poland. Own contribution: minimum 50%.

Co-financing may be granted to projects covering activities aimed at strengthening the export potential of SME entrepreneurs on international markets, in particular through participation in trade fair events indicated on the list of trade fair events, where national stands for the sector in which the project is a part will be implemented, as well as economic missions, in to promote the applicant's product brand and the Polish Economy Brand.

Promotional activities whose costs may be financed under the project include:

- the applicant's participation in a fair with a national stand as an exhibitor;
- business trips abroad in order to meet potential contractors, combined with the applicant's participation in fairs as a visitor or industry conferences during the mission;
- promotional campaigns.

More information about the competition on the website of the Polish Agency for Enterprise Development.

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