Agentura pro podnikání a inovace

Marketing – Call III

The main objective of the Call is to strengthen the growth ambitions of small and medium-sized enterprises (hereinafter also referred to as "SMEs"), as well as their capacity and marketing readiness to identify new markets outside the Czech Republic, both geographically and in terms of product portfolio, to enter those markets and to establish a sustainable presence there. This will also strengthen their capacity for international expansion and support the further development of their export, manufacturing and sales activities.

TIMETABLE

Submission of applications for support:

- 18 June 2026 - 19 October 2026

SUPPORTED ACTIVITIES

- Facilitating the entry of SMEs into foreign markets through individual participation in international exhibitions and trade fairs, including the rental of exhibition space, stands and other related services and fees. The focus of all planned exhibitions and trade fairs must correspond to the applicant's CZ-NACE classification, or there must be a clear link between the applicant's CZ-NACE classification and the focus of the trade fair.
- Services for SMEs aimed at strengthening international competitiveness and facilitating entry into foreign markets, i.e. the transport of exhibits, stands and stand equipment to and from international trade fairs and exhibitions, and marketing and promotional materials, such as leaflets, posters, brochures, catalogues, videos or similar promotional materials. This does not include promotional items such as pens, mugs, etc.

APPLICANT

- The applicant is a **natural person** engaged in business or a **legal entity** that has been **assigned a Czech identification number** and is **authorised to conduct business activities**[1].

[1] This means a trade licence or authorisation to conduct business activities under other legal regulations, unless otherwise specified in the Rules for Applicants and Beneficiaries under the Operational Programme Technologies and Applications for Competitiveness (OP TAC) – Special Part.

- The applicant is authorised to conduct business activities corresponding to the **economic activity**[2] within which the project is implemented.
- If the applicant is a legal entity, it has provided the **information required under Section 14(3)(e) of Act No. 218/2000 Coll.**, on Budgetary Rules and Amendments to Certain Related Acts (hereinafter the "Budgetary Rules Act"), as amended:
    - in IS KP21+, it has entered identification details of the persons acting on behalf of the applicant, specifying whether they act as members of its statutory body or on the basis of a power of attorney;
    - it has registered the beneficial owners of the legal entity in accordance with Act No. 37/2021 Coll., on the Register of Beneficial Owners; compliance with this condition will be verified by the Intermediate Body;
    - in IS KP21+, it has entered identification details of the entities in which it holds an ownership interest, together with the extent of that interest;
    - in the declaration of honour attached to the application for support, it has confirmed that, as of the date of submission of the application for support, its beneficial owner is neither a citizen of nor resident in any state or jurisdiction included on the current EU list of non-cooperative jurisdictions for tax purposes approved by the Council of the European Union[3];
    - in the declaration of honour attached to the application for support, it has confirmed that, where it has a chain of ownership or control within the meaning of the legislation governing the Register of Beneficial Owners that includes foreign legal entities or foreign legal arrangements, such legal entities or legal arrangements are not, as at the date of submission of the application for support, established in, or, in the case of legal arrangements, administered from, any state or jurisdiction included on the current EU list of non-cooperative jurisdictions for tax purposes approved by the Council of the European Union[4];
- According to its declaration of honour, **the applicant is not in liquidation**.
- According to its declaration of honour, the applicant has been registered as an income taxpayer in the Czech Republic continuously for at least two taxable periods[5] preceding the date of submission of the application for support.

TERRITORIAL SCOPE

- Target territory: The territory of the Czech Republic, excluding the Prague NUTS 2 region

MAIN CONDITIONS OF THE CALL

- The project must not contravene EU horizontal policies or their fundamental principles. In particular, compliance must be ensured with:
    - the principles of non-discrimination, especially non-discrimination on grounds of race, gender, religion, ethnic origin, disability, age or sexual orientation;

[2] In the application submitted via IS KP21+, the applicant has specified the CZ-NACE classification under which the project is implemented and which corresponds to the activity recorded in public registers. The registered CZ-NACE classification must not be listed in the Annex to the Call entitled "Unsupported CZ-NACE".
[3] The list of non-cooperative jurisdictions for tax purposes is updated twice a year, usually in October and February, and any changes are published by the Ministry of Finance in the Financial Bulletin: https://www.mfcr.cz/cs/dane-a-ucetnictvi/financnizpravodaj.
[4] See footnote 2 above.
[5] This refers to taxable periods under Section 16b, in the case of natural persons, and Section 21a, in the case of legal entities, of Act No. 586/1992 Coll., on Income Taxes.

  - the principles of sustainable development;
  - the Charter of Fundamental Rights of the European Union;
  - environmental legislation, with the applicant providing a declaration of honour.

- The objectives of the project must be consistent with the objectives of the Operational Programme and this Call.
- The project must not significantly harm environmental objectives within the meaning of Article 17 of Regulation (EU) 2020/852 of the European Parliament and of the Council.
- Applications for support will not be approved at the formal requirements and acceptability assessment stage if the applicant has already submitted an identical active project under OP TAC, in any PP status up to and including PP31, unless the applicant has withdrawn from that project. An identical project means a project with the same place of implementation, down to municipality level, and analogous eligible expenditure relating to identical or only slightly modified activities aimed at achieving the same project purpose. For the purposes of Marketing – Call III, an identical project means a project submitted by the applicant/beneficiary under Marketing – Call I or Marketing – Call II that runs concurrently with the submitted project and includes the same trade fairs as the submitted project. For these purposes, identity means the same organiser, the same focus, the same venue and the same date of the relevant trade fair. The purpose of this measure is to prevent budgetary resources from being blocked by the repeated submission of identical or only slightly modified projects that have not yet been completed.

ELIGIBLE EXPENDITURE

- The conditions governing the eligibility of expenditure are set out in Chapter 8.1, Eligible Expenditure and Supporting Documentation, of the Rules for Applicants and Beneficiaries under OP TAC – General Part. Until the Decision is issued, the applicant shall comply with the current version of the Rules for Applicants and Beneficiaries under OP TAC – General Part.
- Expenditure shall be reported using a simplified reporting method. A detailed description is provided in Annex 2 to the Rules for Applicants and Beneficiaries under OP TAC – Special Part.
- To calculate total eligible expenditure, the applicant shall use Annex 3 to the Call – Table for Calculating Total Eligible Expenditure under the simplified reporting method.

FORM AND AMOUNT OF SUPPORT

- Support is provided in the form of a grant.
- The project grant shall be provided in an amount ranging from a minimum of CZK 400,000.00[6] to a maximum of CZK 4.9 million.
- Support shall be paid in accordance with the "Rules for Co-financing from the European Regional Development Fund, the European Social Fund Plus, the Cohesion Fund, the Just Transition Fund, the European Maritime, Fisheries and Aquaculture Fund, the Asylum, Migration and Integration Fund, the Internal Security Fund and the Instrument for Financial Support for Border Management and Visa Policy for the 2021–2027 Programming Period[7]" and shall be reimbursed **retrospectively after completion of the project**, provided that the conditions set out in the Decision are fulfilled.

[6] Applicable at the stage of approval by the Selection Committee.
[7] Document of the Ministry of Finance approved by Resolution No. 354 of the Government of the Czech Republic of 12 April 2021.

- The beneficiary is required to secure financing for the expenditure necessary to implement the project, including VAT.
- Support may not be granted for the same project expenditure for which other support from public sources has already been or will be provided, including support from Union funds centrally managed by Union institutions, agencies, joint undertakings or other Union bodies that are not directly or indirectly controlled by Member States.
- A grant may not be awarded to a beneficiary that has an outstanding repayment obligation arising from a recovery order issued following a previous Commission decision declaring support received from a provider in the Czech Republic to be unlawful and incompatible with the internal market.

RATE OF SUPPORT AND BREAKDOWN OF FUNDING SOURCES[8]

Funding sources (% shares of proven eligible expenditure)	
Type of entity	**EU contribution**
Small and medium-sized enterprise (SME)	50%

[8] This section specifies the EU contribution. The remaining part of the financing shall be covered from the beneficiary's own resources.