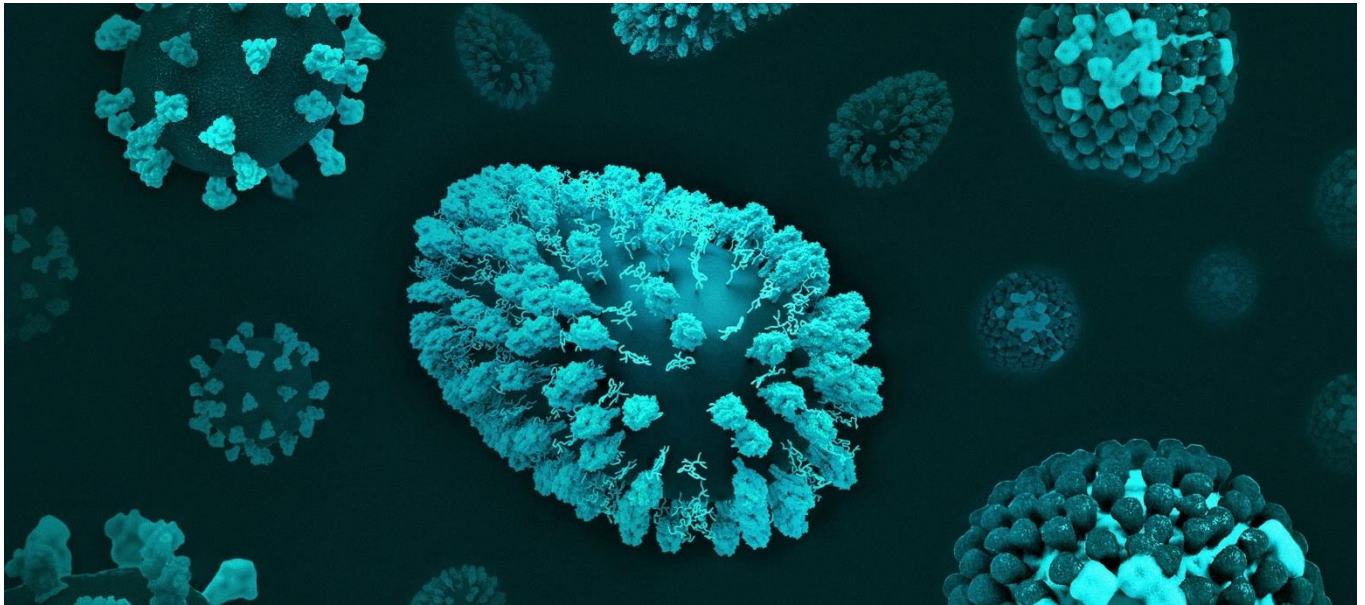




Innovate
UK



GLOBAL BUSINESS INNOVATION PROGRAMME ANTIMICROBIAL RESISTANCE: SWITZERLAND

GBIP DATES

Applicant briefing event (online)
9th October 2024

Closing date for applications
11th November 2024

For successful applicants –

Get ready workshop
16th – 17th January 2025

Visit the market
24th – 28th February 2025

Exploit the opportunity workshop
23rd May 2025

Innovate UK's Global Business Innovation Programme aims to help UK businesses to grow and scale on a global stage through building R&D and innovation collaborations and partnerships.

This GBIP consists of a Get ready preparation stage in the UK, a five-day innovation visit to Switzerland, an exploit the opportunity workshop and follow-up support from an Innovate UK innovation and growth specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the region.

WHY SWITZERLAND? The Swiss methodology to tackle AMR is a One Health approach which highlights a deep understanding of, and commitment to the problems of AMR. The Swiss Life Sciences industry, particularly in the Basel region, is a world leader and the driving force of the Swiss economy, housing some 800 Life Sciences companies, including headquarters of Roche, Novartis and Sandoz.

FOCUS AREAS: This GBIP is for “One Health” AMR and is particularly relevant for businesses with a focus on Diagnostics, Antimicrobials, Preventatives, Stewardship and Phage Therapy at the core of their value proposition.

BENEFITS OF THE GBIP

- Explore opportunities and find innovation partners for AMR collaboration in Switzerland
- Visit major tech clusters to gain a better understanding of the challenges and opportunities in Switzerland
- Meet key AMR players at the [9th AMR Conference](#) in Basel
- Improve your company value proposition to international partners

[Apply here >>](#)

The Global Business Innovation Programme brings together cohorts of up to 15 innovative UK SMEs looking to grow and scale globally. Each GBIP focuses on a specific country and technology or sector area and enables the businesses to build collaborations and partnerships and explore innovation opportunities.

The GBIP is structured around three main stages and each business will have a designated Innovate UK innovation and growth specialist to support them for the duration of the GBIP, including developing a work plan to capitalise on the opportunities identified. The three main stages of the GBIP are -

- **Get ready** A two-day workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to better articulate your value proposition.
- **Visit the market** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking.
- **Exploit the opportunity** An exploitation workshop and one-to-one support from an Innovate UK innovation and growth specialist to follow up and take advantage of the opportunities identified.

INNOVATION VISIT - EXAMPLE ITINERARY (Subject to change)

Date	Activity
Monday 24th February 2025	Outward flight from UK to Basel (am) Innovation visit in Basel (pm)
Tuesday 25th February 2025	Visit to 9th AMR Conference in Basel
Wednesday 26th February 2025	Visit to 9th AMR Conference in Basel Travel to Geneva
Thursday 27th February 2025	Innovation visit in Geneva
Friday 28th February 2025	Innovation visit in Geneva Return flight from Geneva to UK

ELIGIBILITY - To participate in this GBIP your business must be an SME (under 250 employees) and established in the UK. The CEO, founder, or a senior decision maker from the business will be expected to participate in all aspects of the GBIP.

THE COST - Innovate UK will organise and fund flights, accommodation, and in-country logistics for participants on the innovation visit to the country. On acceptance to the GBIP, a commitment fee of £1,000 (excl. VAT) will be obtained from each successful company which will be returned after their involvement in the GBIP activity. Non-attendance of any part of the GBIP after formal acceptance may result in forfeiting some or all of the fee. You will be sent a link to pay your deposit in order to confirm your place once you have been formally accepted on the GBIP.

HOW TO APPLY – There is a competitive process to participate in the GBIP following an evaluation process, in which only the best applicants will be successful. To apply, please complete the [online application form](#). This must be completed and submitted by midnight, 11th November 2024. Please note: expressing interest/making an application does not secure your place. Successful applicants will be informed by 25th November 2024.

FOR MORE INFORMATION - Contact Bitia Najafi: enquiries2@innovateukedge.ukri.org or 07729 116379.