



## THE GLOBAL BUSINESS INNOVATION PROGRAMME ANTIMICROBIAL RESISTANCE (AMR): GERMANY AND SWITZERLAND

**Innovate UK is inviting ambitious and innovative companies to participate in the Global Business Innovation Programme.**

Delivered by Innovate UK EDGE, the programme consists of a preparation phase, a **five-day innovation visit** focussed on Antimicrobial Resistance (AMR), a **post-visit exploitation workshop** and **support for approximately 12 months from an Innovate UK EDGE Innovation and Growth Specialist.**

The programme is designed to help your business maximise the opportunities identified, including developing innovation projects with partners in the territory.

Innovate UK is committed to improving the diversity of who we support. As such, we welcome applications from under-represented groups.

### **Why Germany and Switzerland?**

Germany is a key player in AMR; its Federal Ministry of Health invested more than EUR 56 million to fund the German Antibiotic Resistance Strategy to develop new treatments for bacterial infections and currently hosts the secretariat for the Global AMR Research and Development Collaboration Hub.

The [7th AMR Conference](#) will be held in Basel, Switzerland focusing on Novel Antimicrobials & AMR Diagnostics. The innovation visit will include access to both days of the conference providing opportunities to hear from world-leading AMR experts, as well as 1-to-1 matchmaking meetings to find new collaborators and partners and to grow your business.

**Focus Areas:** This initiative is particularly relevant for businesses with a focus of Antimicrobials, Microbial Diagnostics or Prevention & Vaccination at the core of their value proposition.

### **Benefits:**

- Explore opportunities for AMR collaboration in Germany and Switzerland
- Visit major tech clusters and international AMR Conference to gain a better understanding of the challenges and opportunities of doing business in these markets
- Find potential innovation collaborators and partners, and develop your network in the UK and globally
- Improve your company value proposition to international partners and investors

[Find out more and apply >>](#)

### KEY DATES:

Applications Open:  
Monday  
31 October 2022

Close: Monday  
5 December 2022 at  
17.00

Pre-visit Workshop:

Friday  
20 January 2023

Innovation Market Visit:

Monday 13 March –  
Friday 17 March 2023

Exploitation  
Workshop:

Mid to late April 2023  
Date TBA

## WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are:

- **Getting ready for the market:** Pre-activity briefing 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 improve your pitch and articulate your value proposition. (one day workshop)
- **Visiting 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. (five days of market related activity)
- **Exploiting the opportunity:** An exploitation workshop and one-to-one support from a Innovate UK EDGE Innovation and Growth Specialist to follow up and take advantage of the opportunities identified. (one day workshop and working with an Innovate UK EDGE Innovation and Growth Specialist).

## INNOVATION VISIT – ITINERARY (subject to change):

GERMANY AND SWITZERLAND VISIT	
Date	Activity
12 March 2023	Depart from UK to Germany
13-15 March 2023	Programme in Germany (travel to Switzerland)
16-17 March 2023	Access to <a href="#">7<sup>th</sup> AMR Conference</a> , Basel
17 March 2023	Return to UK from Switzerland

## TO APPLY FOR THIS INITIATIVE, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise.

Be a company with fewer than 500 employees.

Be able to attend and complete all activities.

## WHAT IS THE COST?

Innovate UK and Innovate UK EDGE will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

## HOW TO APPLY?

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than Friday 5 December 2022 at 17:00. Innovate UK is committed to improving the diversity of who we support. As such, we welcome applications from under-represented groups.

## ADDITIONAL INFORMATION & ASSISTANCE:

**Please note: Successful applicants will be expected to fully comply with any conditions of travel to Germany or Switzerland as well as any local regulations on face covering and social distancing. As such, you might be required to provide proof of vaccination, valid travel medical insurance and/or negative COVID-19 test ahead of travelling to Germany or Switzerland.**

**The safety of our delegation is our top priority. COVID-19 mitigation measures are still being finalised. If the COVID-19 situation does not allow us to travel to the market, other arrangements may need to be considered.**

To fill in the online application form, please visit the [Innovate UK EDGE website here](#). For more information or assistance with your application, or to discuss accessibility needs, please contact Innovate UK EDGE on [enquiries2@innovateukedge.ukri.org](mailto:enquiries2@innovateukedge.ukri.org)