

EXPORT GROWTH GRANT (EGG) PROGRAMME GUIDANCE

TRADE SHOW EXHIBITOR GRANTS

Supporting Hull Enterprises to grow their business through export and engage with new markets



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1.1 INTRODUCTION

The EGG programme is funded through the UK Shared Prosperity Fund (UKSPF) and is being managed and administered by The Hull and East Yorkshire Local Enterprise Partnership (HEY LEP) on behalf of Hull City Council. The programme aims to provide revenue grants to Hull-based exporters to support business growth through exporting to new markets.

A 60:40 match-funded EGG award of a maximum of £5,400 is available to eligible businesses that are looking to exhibit at an international trade show, in order to engage with new markets and grow products and/or service exports.

1.2 FUNDING CONDITIONS

Before reading the rest of this document it is important to note the following:

- A business can only apply for **one** EGG award
- Businesses with a Hull (HU1 – HU9) trading address only, are eligible to apply for an EGG award
- Businesses applying for a grant must be intending to **exhibit** at a trade show
- Businesses should not commit to a trade show prior to receiving confirmation of an EGG award, as funding **cannot** be applied retrospectively.

Applications must be received by the Programme Delivery Team - by 12 noon Monday 11th September 2023.

1.3 ELIGIBILITY

The following organisations may apply for an EGG award:

1.3.1 SMEs and large enterprises

1.3.2 Eligibility of any business is subject to UK Subsidy Control.

1.3.3 Applications for an EGG award must be made by an incorporated organisation with a legal personality and a bank account in the organisation's name.

1.3.4 Businesses need to have a **Hull trading address** and a minimum annual turnover of £250K.

1.3.5 Businesses must be able to demonstrate how exhibiting at a trade show will enable the company to successfully engage with new international markets.

- 1.3.6 Businesses must be able to show which activities have been/will be undertaken to prepare the company for new market engagement. Submission of a written statement should outline how the planned trade show exhibition will enhance their wider exporting activities, including evidence of any research undertaken into new international markets, preparing a (new) product or service for export, engagement with an International Trade Adviser (ITA) from the Department for Business and Trade (DBT).
- 1.3.7 Trade shows taking place in the UK, Europe and Internationally are all considered eligible.
- 1.3.8 We welcome applications from companies new to exporting and trade show exhibiting.
- 1.3.9 We encourage companies to consider trade shows offering potential new market access to the EU and wider Europe, and international markets where Free Trade Agreements are in place/development.
- 1.3.10 Applications are particularly welcomed from businesses operating in the following sectors:
Manufacturing, Agri-Tech, Digital & Renewables.
- 1.3.11 Applications are also encouraged from businesses that are exporting innovative products and services across the Green Energy, Low-Carbon, and Renewables sectors.
- 1.3.12 Only Businesses exhibiting at Trade shows must taking place between 1st September 2023 & 28th February 2025 will be eligible

1.4 ELIGIBLE COSTS

Eligible costs can include:

- Revenue items such as exhibition floor space rental costs, trade show service costs such as internet connectivity and audio-visual equipment hire.
- Revenue costs relating to the shipping of promotional materials for trade show purposes. This also includes any ATA Carnets costs.

Non-eligible project costs include:

- Costs associated with marketing, promotion, and sales (including signage, branding and display stand equipment).
- Travel, accommodation, and subsistence costs

Eligible project costs are **only** awarded against the nett value of your project costs.

Further information about eligible costs can be provided by the EGG Programme Delivery Team.

Project costs are based on the quotations supplied, which should demonstrate value for money.

WHERE COSTS ARE NON-STERLING, THESE WILL BE PAID AT THE BANK OF ENGLAND EXCHANGE RATE APPLICABLE ON THE DATE THE MONIES LEAVE THE COMPANIES BANK ACCOUNT.

1.5 PROJECT OUTPUTS

1.5.1 NEW MARKET ENGAGEMENT VIA TRADE SHOW EXHIBITING

Businesses should be able to demonstrate engagement with potential new clients and distributors as a result of exhibiting a product(s) and/or service(s) at a trade show.

PROJECT OUTCOMES

1.5.2 INCREASED EXPORT CAPABILITY

Businesses should be able to demonstrate engagement in new or enhanced export-readiness activity (see 3.1) as a result of the receipt of an EGG award.

1.5.3 MARKET ENGAGEMENT VIA PRODUCT / SERVICE LAUNCH

Businesses should be able to demonstrate the successful launch of products and/or services in new international markets, as a result of exhibiting at a trade show.

1.6 COMPLETING THE GRANT APPLICATION FORM

The deadline date for grant application form submissions is **12 noon, Friday 23rd June 2023**

All of the information asked for is key to the consideration of your application, and in completing the application you should be as thorough and comprehensive as possible.

The accuracy of the following areas is particularly important so please consider these before starting the application:

- **Total estimated costs in relation to exhibiting at a trade show**
This is based on the total cost of your planned trade show exhibition event.
- **Amount of grant requested**
An EGG award can only cover 60% of eligible costs up to a maximum of **£5,400**.
- **Full Description of your project**
This should include the full details of the trade show at which you intend to exhibit, the products and/or services you hope to launch in the new markets, the new markets with which you intend to commence trading and how this project fits in with your company's wider exporting activity.

- **The necessity of the grant**

The EGG award is intended to support business growth through export, so you should state clearly what effect **not** receiving a grant would have on your company’s ability to exhibit at a trade show

- **Funding Breakdown**

You will need to show that any funds that the business may be providing (referred to as Match Funding) to exhibit at a trade show are confirmed from evidenced sources.

- **Declaration**

Please read and complete this carefully. The EGG Programme Delivery Team will undertake basic background checks and any inconsistencies will be highlighted to the applicant.

Incomplete applications will not be accepted.
Quotations must be included to verify project costs.

Once you have submitted the application you will receive an acknowledgement that your application has been accepted to be appraised.

PLEASE CONTACT THE PROGRAMME DELIVERY TEAM WITH ANY QUERIES.

1.7 APPRAISAL AND DECISION MAKING

- In order for a project to be eligible for funding it must comply with the programme criteria in addition to UK Subsidy Control Rules. Meeting the criteria alone does not guarantee that an award will be made.
- All funding decisions are made by the Investment Panel.

Application Stages	Notes
Full Application	Applicants must submit their application by 12 noon 23rd June 2023 . Late submissions will not be accepted.
Appraisal	All applications to be appraised before submission to the Investment Panel.
Notification of Investment Panel Decision	To be made by 12 th July 2023.

SECTION TWO- AWARD PROCESS

2.1 GRANT AWARD

- Following the approval of an EGG award by the Investment Panel, an offer letter will be sent to the successful applicant that clearly sets out the conditions of the offer.
- The project delivery team will ensure that the implications of accepting the grant awarded are fully understood and acknowledged by the grant recipient.
- Successful applicants will have 2 weeks from receipt of the offer letter to contract or risk losing their award.
- The maximum amount payable for the support of the project will be fixed in the Offer Letter.

2.2 MAKING A CLAIM

- All claims must be submitted by 1st February 2025. Applicants must ensure that they have sufficient cash flow to make purchases in full ahead of drawing down the grant, as all grants are paid retrospectively.
- Grant claims will need to be accompanied by invoices and evidence of payment (for example bank statements). This should be provided in electronic format with original copies held by the beneficiary.
- The total amount of grant payable will be the sum specified in the EGG award agreement.
- No payment will be made unless all funding and evaluation conditions have been complied with.
- No expenditure incurred before the start date indicated in the offer letter will be eligible for funding.
- EGG award recipients must keep a record of all eligible costs which will be required to be submitted with the claim form, expenditure (receipts, invoices etc.) in relation to exhibiting at the trade show.

SECTION THREE – NEXT STAGES



3.1 MONITORING AND EVALUATION

- The EGG award recipient must be able to clearly demonstrate how UKSPF support, by way of an EGG award, has helped the business to **increase its exporting capability**

This can be evidenced (prior to and post trade show exhibiting) by:

- the development/updating of a written statement which details any further planned new market engagement activities
- evidenced research undertaken into new overseas markets
- events attended (for example, via the Export Academy) which can help a business prepare for new market entry
- activities undertaken to actively prepare a product or service for export.

A written declaration from the business owner /senior leader can be provided to confirm that the business has undertaken export-readiness activity as a result of UKSPF support.

3.2 PUBLICITY REQUIREMENTS

- All companies are asked to acknowledge the support of HEY LEP's EGG Programme in all associated publicity and media related to exhibiting at the trade show.
- To illustrate how UKSPF funding has benefitted local businesses and to support the case for additional funding for the area, the HEY LEP will promote projects funded with the support of UKSPF with MPs, local partners, and the public to ensure we can continue to support businesses.
- EGG award recipients are asked to support the HEY LEP with any publicity by contributing to the compilation of case studies, providing quotes, and supplying photographs of the Company's successful exhibiting at the trade show.
- All participants must be prepared to take part in any publicity or advertisements.

3.3 Non-compliance

- Failure to comply with the terms of the funding, including monitoring and evaluation, could result in some or all of the grant monies being recovered.
- The Accountable Body or its representatives are entitled to interview employees of the Beneficiary if fraud or other financial irregularity is suspected on the part of the Beneficiary.

Definitions

MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES

The definitions of micro, small and medium-sized enterprises are summarised as follows:

Category	Headcount	Turnover	Balance Sheet Total
Medium Sized	Fewer than 250	Not exceeding €50m	Not exceeding €43m
Small	Fewer than 50	Not exceeding €10m	Not exceeding €10m
Micro	Fewer than 10	Not exceeding €2m	Not exceeding €2m

For the purposes of the programme, the SME must be an autonomous enterprise – i.e., not a partner with or linked to another enterprise (if in doubt seek advice from the EGG Programme Delivery Team).

ENTERPRISE

- An enterprise is considered to be any entity engaged in an economic activity, irrespective of its legal form. This includes, in particular, self-employed persons and family businesses engaged in craft or other activities, and partnerships or associations regularly engaged in an economic activity.
- with or linked to another enterprise (if in doubt seek advice from the EGG Programme Delivery Team).
- An enterprise is considered to be any entity engaged in an economic activity, irrespective of its legal form. This includes, in particular, self-employed persons and family businesses engaged in craft or other activities, and partnerships or associations regularly engaged in an economic activity.
- Staff headcount and financial ceilings determining enterprise categories
- The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding €50m, and/or an annual balance sheet total not exceeding €43m.

Trade show

Means an exhibition where business usually set up booths and displays to showcase their products or services.

APPLICATION READINESS CHECKLIST

Application Readiness Checklist

The following is intended to provide - at a glance - indication of whether you are ready to submit the application:

My business/organisation meets the required criteria for consideration	<input type="checkbox"/>
The project for which I require funding is eligible for support and meets the required criteria for funding.	<input type="checkbox"/>
The amount of grant I am requesting is:	<input type="checkbox"/>
<ul style="list-style-type: none">required to meet a gap in the funding package in order to undertake, enhance or accelerate the projects undertaking in new markets	<input type="checkbox"/>
All relevant permissions are in place and I am able to supply the appropriate supporting documents	<input type="checkbox"/>
My project will be delivered within the programme timescales	<input type="checkbox"/>
My project delivers tangible outputs and clear benefits in line with the programme requirements.	<input type="checkbox"/>
The business/organisation has sufficient cash flow to make and evidence purchases before claiming any funding	<input type="checkbox"/>

SOURCES OF FREE ADVICE AND SUPPORT WITH THE APPLICATION

HEY LEP

If you have any questions about the funding and application process, please contact the Project Delivery Team on 07876347286/07496315038 or email funding@heylep.com

HEY LEP also works closely with the Department for Business and Trade and Hull & Humber Chamber of Commerce in helping to deliver targeted export support across the Region.