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## THE GLOBAL BUSINESS INNOVATION PROGRAMMES ARTIFICIAL INTELLIGENCE: GERMANY OR CANADA

**Businesses are invited to apply for only one of these AI programmes.**

**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 Artificial Intelligence (AI) that includes 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 ensuring that anyone from any background, has an equal opportunity to be successful.

**Why Germany?** In 2018, the German government published the German AI Strategy, with an associated budget of €5 billion until 2025, which outlined the progress made in AI and the future goals of the sector. As part of the 2020 update, sustainability and international outreach is placed at the heart of new initiatives offering significant opportunities for UK companies.

[Find out more >>](#)

**Why Canada?** In 2017, Canada was the first country in the world to announce a national strategy for AI with a multi-million-dollar investment supporting R&D, skills, talent attraction and retention. The country has a strong foundation in AI and a thriving start-up ecosystem. The Canadian government has also developed a series of initiatives to engage the private sector and advanced the innovation agenda, including the AI Innovation Supercluster Initiative. [Find out more >>](#)

**Focus Areas:** This initiative is particularly relevant for businesses building solutions within AI at the core of their value proposition (any sector or vertical).

**Benefits:**

- Explore opportunities for AI technologies in the German or Canadian markets
- Visit major tech clusters to gain a better understanding of the opportunities and challenges of doing business in these markets
- Meet key AI players
- 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

### KEY DATES:

**Applications Open:**  
Wednesday 2  
March 2022

**Applications Close:**  
Friday 6 May 2022 at  
17:00

**Pre-visit Workshop:**

**Germany:** Thursday  
14 July 2022

**Canada:** Thursday  
20 October 2022

**Innovation Market Visit:**

**Germany:** 11 - 16  
September 2022

**Canada:** 13 - 19  
November 2022

**Exploitation  
Workshop:**

**Germany and  
Canada**

**Early 2023**

## 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 – EXAMPLE ITINERARY (subject to change):

GERMANY VISIT		CANADA VISIT	
Date	Activity	Date	Activity
11 Sept 2022	Depart from UK (to Munich)	13 Nov 2022	Depart the UK and arrive in Montreal
12 - 16 Sep 2022	Programme in market, flight to Berlin and access to AI Big Data event	14 - 18 Nov 2022	Programme in market, with opportunities for B2B meetings
16 Sep 2022	Return to UK (from Berlin)	19 Nov 2022	Return to UK (from Montreal)

## 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 6 May 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 Canada 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 Canada.**

**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 teams on the following emails:

- **Germany programme:** [enquiries2@innovateukedge.ukri.org](mailto:enquiries2@innovateukedge.ukri.org)
- **Canada programme:** [event.enquiries1@innovateukedge.ukri.org](mailto:event.enquiries1@innovateukedge.ukri.org)