



Innovate  
UK



## GLOBAL BUSINESS INNOVATION PROGRAMME Germany – Sustainable Materials for Construction

### GBIP DATES

#### Briefing event (online)

27<sup>th</sup> June 2023

#### Closing date for application:

17<sup>th</sup> July 2023

#### For successful applicants –

#### Pre-visit briefing workshop

28<sup>th</sup> – 29<sup>th</sup> September 2023

#### Innovation visit

5<sup>th</sup> – 10<sup>th</sup> November 2023

#### Post-visit exploitation workshop

12<sup>th</sup> January 2024

**FOCUS AREAS:** This Global Business Innovation Programme (GBIP) is particularly relevant for businesses with sustainable solutions for construction e.g. green products, sustainable manufacturing methods and enabling technologies.

This GBIP, organised by Innovate UK and delivered by Innovate UK EDGE, consists of a preparation phase in the UK, a six-day innovation visit to Germany, a post-visit exploitation workshop and follow-up support of approximately six months from an Innovate UK EDGE specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the region.

**WHY GERMANY?** Germany has the largest construction industry in Europe presenting opportunities for innovators with sustainable solutions to test and bring to market. There is strong overlap in activity in this sector from the UK and German markets, with potential for future collaboration.

### BENEFITS OF THE GBIP

- Explore innovation opportunities in Germany in Sustainable Materials for Construction, including participation in [The Greener Manufacturing Show Europe](#)
- Get a better understanding of the challenges and opportunities of doing business in Germany
- 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
- Meet funding bodies from Germany and explore potential for funded innovation collaboration projects

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

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 phases and each business will have a designated Innovate UK EDGE specialist to support them for the duration of the GBIP, including developing an action plan to capitalise on the opportunities identified. The three main phases of the GBIP are -

- **Getting ready for the market** Pre-visit 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.
- **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.
- **Exploiting the opportunity** An exploitation workshop and one-to-one support from an Innovate UK EDGE Innovation and Internationalisation specialist to follow up and take advantage of the opportunities identified.

### INNOVATION VISIT - EXAMPLE ITINERARY (Subject to change)

Date	Activity
Sunday 5 <sup>th</sup> November 2023	Outward flight from UK to Munich 'Get to know you' dinner
Monday 6 <sup>th</sup> November 2023	Innovation organisation visits – Munich
Tuesday 7 <sup>th</sup> November 2023	Innovation organisation visit – Munich (am) Travel to Cologne (pm)
Wednesday 8 <sup>th</sup> November 2023	<a href="#">The Greener Manufacturing Show Europe</a>
Thursday 9 <sup>th</sup> November 2023	The Greener Manufacturing Show (am) Innovation organisation visit – Cologne (pm)
Friday 10 <sup>th</sup> November 2023	Innovation organisation visit – Cologne (am) Return travel from Cologne to UK (pm)

**ELIGIBILITY** - To participate in this GBIP your business must be an SME and established in the UK. An individual senior person from the business will be expected to participate in all aspects of the GBIP.

**THE COST** - Innovate UK and Innovate UK EDGE will organise and fund flights, hotels, and in-country logistics for participants on the innovation visit to the country. On acceptance to the GBIP, a commitment fee of £500 (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, 17<sup>th</sup> July 2023. Please note: expressing interest/making an application does not secure your place. Successful applicants will be informed by 24<sup>th</sup> July 2023.

**FOR MORE INFORMATION** - Please contact Bitia Najafi, Innovation & Growth Specialist, Innovate UK EDGE: [enquiries2@innovateukedge.ukri.org](mailto:enquiries2@innovateukedge.ukri.org) or 07729 116379.