



Innovate
UK



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

GBIP DATES

Briefing event (online)
2-3pm, 20 Nov 2023

Closing date for application
12 Dec 2023

Notification to successful applicants
20 Dec 2023

Pre-visit briefing workshop
Monday 22 & Tuesday 23 Jan 2024

Innovation visit
Sunday 3 - Friday 8 Mar 2024

FOCUS AREAS

This Global Business Innovation Programme (GBIP) is particularly relevant for businesses in the areas of Antimicrobial Resistance (AMR). This initiative is particularly relevant for businesses with a focus for Diagnostics, Therapeutics, Stewardship, Infection control, Vets, Vaccines at the core of their value proposition.

This GBIP, organised by Innovate UK, consists of a preparation phase in the UK, a six-day innovation visit to Switzerland, a post-

visit exploitation workshop and follow-up support from an Innovate UK EDGE Innovation and Growth Specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the region.

WHY SWITZERLAND?

Switzerland has recognised the importance of AMR and the Swiss Antibiotic Resistance Strategy (StAR) was created in close cooperation between the Federal Office of Public Health, the Federal Food Safety and Veterinary Office, the Federal Office for Agriculture, the Federal Office for the Environment, and the Swiss Conference of Cantonal Ministers of Public Health. StAR recognises the need to prevent the development of new resistant organisms and limit their transmission and spread and that this is an international issue. The strategy's implementation which began in early 2016 determined eight strategic fields of activity and objectives and also importantly recognises the cooperation between the different areas is extremely important to ensure each area's integrity, i.e., a One Health approach. As a consequence, there is a significant AMR Ecosystem within Switzerland.

Currently, the One Health Action Plan 2024-27 of the Strategy Antibiotic Resistance

Switzerland (StAR) is being developed with various partners and stakeholders from research, politics, and industry. This is coincidental with the UK developing its next National Plan. Thus, there are clear parallels between the UK and Switzerland.

The [8th AMR Conference](#) will be held in Basel, Switzerland on the 6th and 7th March 2024 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.

BENEFITS OF THE GBIP

- Explore innovation opportunities for AMR collaboration in Switzerland
- Get a better understanding of the challenges and opportunities of doing business in Switzerland
- 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 >>](#)

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 3rd March 2024	Outward flight from UK to Switzerland 'Get to know you' dinner
Monday 4th March 2024	TBA
Tuesday 5th March 2024	TBA
Wednesday 6th and 7th Thursday March 2024	Access to 8th AMR Conference , Basel
Friday 8th March 2024	Return travel from Switzerland to UK

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 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 17:00, 12th December 2023. Please note: expressing interest/making an application does not secure your place. Successful applicants will be informed by 20th December 2023.

FOR MORE INFORMATION

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