

**Project title:** Support of Pomeranian Region innovative entrepreneurs' international activity through participation in trade fairs.  
Let's EXPO!

**Source of co-financing:** Regional Operational Programme for the Pomeranian Voivodship years 2007-2013.

Priority axis 1. Development and innovations in SME.  
Activity 1.6. Economic promotion of region.  
Sub-activity 1.6.2. Pomeranian Region entrepreneurs' international activity support.

**Realization period:** 01.09.2009 – 30.04.2011

**Total budget:** 1 012 825,56 PLN  
**Co-financing quota:** 634 236,00 PLN (75%)  
**Gdynia's contribution:** 211 412,00 PLN (25%)  
**VAT:** 167 177,56 PLN

**Project target and planned results:** The aim of the Let's EXPO! Project is to support worldwide activity of entrepreneurs from the Pomeranian Region through encouraging their participation in international branch trade fair events and dedicated trainings. Activities focused upon promotion of entrepreneurial economic activity and pro-export attitudes will contribute to an increase of competitiveness and innovativeness of Pomeranian entrepreneurs on global markets.

Economies of scale achieved through the arrangement of shared stands and presentation of PSTP companies' technologies under a common brand will be reinforced by a professional presentation of the Pomeranian Region complex offer addressed to overseas partners. PSTP representatives participating in trade fairs will also promote Pomeranian Region ventures conducting their activity outside of the PSTP, which will enable an indirect multiplication of the project's results.

The project outcome will include:

- organization of 8 trade fair business trips (CeBIT, Call Center World, Internet World Congress and GSMA Mobile World Congress) for entrepreneurs who will present their products within a shared stand,
- organization of 22 dedicated trainings for companies, including Business English conversations and image management workshops.

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