



Innovate  
UK



## GLOBAL BUSINESS INNOVATION PROGRAMME

### ANTIMICROBIAL RESISTANCE: SWEDEN

#### GBIP DATES

**Applicant briefing event (online)**

22nd July 2024

**Closing date for applications**

22nd July 2024

**For successful applicants –**

**Get ready workshop**

18th – 19th September 2024

**Visit the market**

17th – 22nd November 2024

**Exploit the opportunity workshop**

21st February 2025

**Innovate UK's Global Business Innovation Programme** aims to help UK businesses to grow and scale on a global stage through building R&D and innovation collaborations and partnerships.

This GBIP consists of a Get ready preparation stage in the UK, a six-day innovation visit to Sweden, an Exploit the opportunity workshop and follow-up support from an Innovate UK innovation and growth specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the region.

**WHY SWEDEN?** The Swedish Government has adopted an updated strategy to combat Antimicrobial Resistance (AMR) comprising seven "One Health" objectives which closely reflect UK strategic ambitions, demonstrating that Sweden is an ideal collaborator for UK businesses along with their progress to date in tackling AMR.

**FOCUS AREAS:** This GBIP is particularly relevant for businesses with a focus on Diagnostics, Antimicrobials, Preventatives, Stewardship and Phage Therapy at the core of their value proposition.

#### BENEFITS OF THE GBIP

- Explore opportunities for AMR collaboration in Sweden
- Visit major tech clusters to gain a better understanding of the challenges and opportunities of doing business in these markets
- Meet key AMR 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

[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 stages and each business will have a designated Innovate UK innovation and growth specialist to support them for the duration of the GBIP, including developing a work plan to capitalise on the opportunities identified. The three main stages of the GBIP are -

- **Get ready** A two-day 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 better articulate your value proposition.
- **Visit 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.
- **Exploit the opportunity** An exploitation workshop and one-to-one support from an Innovate UK innovation and growth specialist to follow up and take advantage of the opportunities identified.

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

| Date                         | Activity                                                            |
|------------------------------|---------------------------------------------------------------------|
| Sunday 17th November 2024    | Outward flight from UK to Stockholm                                 |
| Monday 18th November 2024    | Innovation visit in Stockholm                                       |
| Tuesday 19th November 2024   | Innovation visit in Uppsala                                         |
| Wednesday 20th November 2024 | Innovation visit in Gothenburg                                      |
| Thursday 21st November 2024  | Innovation visit in Stockholm                                       |
| Friday 22nd November 2024    | Innovation visit in Stockholm<br>Return flight from Stockholm to UK |

**ELIGIBILITY** - To participate in this GBIP your business must be an SME and established in the UK. The CEO, founder, or a senior decision maker from the business will be expected to participate in all aspects of the GBIP.

**THE COST** - Innovate UK will organise and fund flights, accommodation, and in-country logistics for participants on the innovation visit to the country. On acceptance to the GBIP, a commitment fee of £1,000 (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, 22nd July 2024. Please note: expressing interest/making an application does not secure your place. Successful applicants will be informed by 8th August 2024.

**FOR MORE INFORMATION** - Please contact Bita Najafi, Project Manager, Innovate UK Business Growth: [enquiries2@innovateukedge.ukri.org](mailto:enquiries2@innovateukedge.ukri.org) or 07729 116379.