



Press Information

22 September 2009

**IMA - International Trade Fair for Amusement and Vending Machines
19 to 22 January 2010, Düsseldorf Exhibition Centre**

Federal Ministry of Economics undertakes to support young innovative companies at IMA

Düsseldorf. Reason for the entire industry to be proud: for IMA 2010, the Federal Ministry of Economics and Technology has once again granted specific funding for young, innovative companies who will exhibit at IMA 2010. Ten companies already presented themselves with support from the Federal government for the first time at this year's IMA. Their success at the fair has now prompted the government to grant funding for 2010 as well.

Through the Federal funding programme, young small and medium-sized companies receive financial assistance towards their trade fair presentation. The Federal Ministry of Economics supports trade fair participation at a joint stand where only companies receiving such funding present themselves. Up to 80 percent of the costs for stand rent and stand construction are borne by the Federal Ministry of Economics. The companies themselves contribute only 20 percent. The maximum funding limit is 7,500 euros.

Eligible for funding are small companies that have not been active in the market for more than ten years, have fewer than 50 employees and a maximum annual turnover of 10 million euros. With the funding programme, the Federal Ministry of Economics and Technology wants to assist the marketing of innovative products. The idea for the programme comes from the Association of the German Trade Fair Industry (Ausstellungs- und Messe-Ausschuss der Deutschen Wirtschaft - AUUMA). Application for funding must be made to the Federal Office of Economics and Export Control (Bundesamt für Wirtschaft und Ausfuhrkontrolle - BAFA).

For more information or photos please visit www.ima-messe.com or contact the Press Department of Reed Exhibitions Deutschland GmbH.

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