

INTERNATIONAL TRADE FAIR DELIVERY CONTRACT

Agreement with the Department for International Trade



February 19-22, 2023
Milan, Italy

1) BACKGROUND

MICAM is a B2B wholesale show for all types of footwear. Visitors are retailers and specialty buyers seeking a range of quality international branded footwear, for the forthcoming season. The show is held twice a year in, Milan.

Those exhibiting fall into two categories: businesses selling branded or licensed footwear from sliders and wellies to goodyear welted shoes and sneakers; and businesses who sell unbranded goods which can be easily enhanced to be sold under the retailer's own name.

This is the primary selling show for branded companies and wholesalers and performs an important role as one of the two key footwear events in Europe and outside the USA. BFA has many years of experience at MICAM.

The purpose of the showcase will be to encourage new business into new markets and support those new to export or who have pulled away from export in recent years to "Try before they buy" by giving them access to this key export opportunity and ensuring they receive market interest so that they can invest in their own stand at future events.

The Department for International trade is expecting the British Footwear Association (BFA) to deliver a small UK Showcase at the event & associated marketing.

2) DESCRIPTION OF GOODS AND SERVICES

Marketing

- A Great Branded UK Showcase Stand
- Enhanced exhibitor brochure, featuring all UK exhibitors present at the show, to be distributed from UK pavilion stand.

- Advertisement carried out at the show grounds, promoting all British exhibitors linking to the group brochure via a QR code.
- Pre-show there would be significant engagement with exhibitors to make them aware of the initiative and ensure full compliance with requirements for exhibitor brochure.

0) PAYMENT

DIT agrees to pay the BFA the sum of £Text Redacted

No payment schedule has been agreed but the payment will be made post event when delivery is complete

1) ENTIRE AGREEMENT

This Agreement contains the entire agreement of the parties and there are no other promises or conditions in any other agreement whether oral or written. This Agreement supersedes any prior written or oral agreements between the parties.

2) AMENDMENT

This Agreement may be modified or amended only if the amendment is made in writing and is signed by both parties.

3) SIGNED:

On behalf of The Department for International Trade Text Redacted	Name	Text Redacted
	Position	Text Redacted
	Date	9/1/2023
On behalf of British Footwear Association Text Redacted	Name :	Text Redacted
	Position	