



INTERNATIONAL TRADE DELIVERY CONTRACT

Agreement with the Department for International Trade (DIT)

A British Group Pavilion at Fruit Attraction Tuesday 4 to Thursday 6 October 2022

1) BACKGROUND

Fruit Attraction is an international event held in the heart of Spain. It is one of the world's leading trade shows for the fruit, vegetable and salad sector and an opportunity to meet the growers, middle men and retailers from the Iberian peninsula in addition to other countries and in particular, the South American market.

For 2022, the Invited Importing Countries Programme features the United Arab Emirates, Saudi Arabia and Canada. Buyers will be invited to participate in a full programme of round tables, guided tours of the fair and B2B sessions.

The 2019 edition of the show, before the pandemic, attracted over 1770 exhibitors and 89,360 visitors from 127 countries. The show provides a platform for the UK horticultural industry in general to interact with Europe and the world at large.

The Department for International Trade, hereafter DIT, is expecting the Commercial Horticultural Association, hereafter the CHA, to carry out the work of booking space, building a pavilion, attracting and liaising with exhibitors, running the pavilion for the duration of the show, creating all the marketing and running a continuous PR campaign before, during and after.

2) DESCRIPTION OF GOODS AND SERVICES

- Concept, design and source of partners to work with CHA on the horticultural pavilion with the aim of creating a base for UK businesses to promote British goods and services.
- Staffing of the pavilion for the duration of build-up, the show itself and breakdown.
- Marketing plans to promote the event, the pavilion, DIT and the businesses taking part.
- Full report to be submitted following completion of work as described.

0) PAYMENT

DIT agrees to pay CHA the sum of £25,000 plus vat (twenty five thousand pounds sterling plus VAT)
This to be paid in advance of the event as full payment has to be paid to both the event organiser and the stand builder 4 months prior to the show.

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.

0) AMENDMENT

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

2) SIGNED:

<div></div>	<div></div>
<div></div>	<div>Positi</div>
<div></div>	<div></div>
<div></div>	<div>Name</div>
<div></div>	<div></div>
<div></div>	<div>Date</div>



Commercial Horticultural Association: The trade association for manufacturers and suppliers of plants, products and services to commercial horticulture worldwide

Head Office/Secretariat provided by:

The Federation of Garden & Leisure Manufacturers Ltd,
The White House, High Street, BRASTED, Kent TN16 1JE
T: +44 (0)1959 565995 E: info@cha-hort.com

Website address:

www.cha-hort.com

VAT Registration No 395138525