



EVENT PLANNING CONTRACT

This agreement is made effective as of 1 August 2024. In this Agreement the Agriculture and Horticulture Development Board (referred as AHDB) is contracted to provide goods and services to the Department for Business and Trade (referred as DBT).

BACKGROUND

Programme of export promotion activities delivered through the Agriculture and Horticulture Development Board (AHDB) between August 2024 and April 2025.

The Department for Business and Trade (DBT) wishes to contribute funding to enhance a programme of activities to generate export business for UK meat and dairy producers. DBT requires AHDB's expertise, industry relationships, contacts, and staff resource to deliver these activities. In some cases, AHDB will need to use the budget to pay for costs such as event / stand space. More detail is provided per activity below.

Therefore, the parties agree as follows:-

1) DESCRIPTION OF GOODS AND SERVICES:

AHDB will provide the following:-

1.1 4 September 2024, Reception at Restaurant & Bar tradeshow, Hong Kong [REDACTED]

R&BHK is key show targeting the foodservice supply chain in the strategically important Hong Kong market. As the market continues to grow in the post-pandemic world and the tourist trade continues to grow, timing would work to enhance exposure of meat and dairy exporters attending the show to key decision-making buyers from Hong Kong and Southern China.

AHDB ran a campaign in Hong Kong at end of 23/24 so a follow up for these sectors in collaboration with DBT with a consular event would add value with the UK brand recognised for quality. [REDACTED]

1.2 16 September 2024, Reception at Americas Food & Beverage Show Miami, USA [REDACTED]

This is a B2B tradeshow targeting decision makers from industry. [REDACTED]

[REDACTED] AHDB will showcase beef, lamb and pork to the market on the AHDB meat pavilion. Strategically located in Miami, the show is also well placed to for visitors from the Caribbean markets.

The additional DBT funding would provide further opportunity to attract buyers, specifically targeting the Caribbean, through a showcase event. This event would extend the reach of the overall activity, including the AHDB-funded stand at the tradeshow. To maximise the effect of the activity, DBT will support coordination from Posts around the Caribbean, to recruit and support local buyers to attend such an event. [REDACTED]

1.3 8 November 2024, Cooking demonstrations at Food Hotel China tradeshow [REDACTED] FHC

is a key show for dairy in China and a priority target market for DBT and the GREAT food and drink team (DEFRA). This funding would cover a 9sqm demonstration kitchen on the front aisle of the stand with use of the AHDB storeroom/kitchen for prep work etc. The funding would include the stand space, equipment and chef's time and would add value to the AHDB stand and for the exhibiting businesses.

Pre-Covid DBT and AHDB collaborated on a demo kitchen on the dairy stand at FHC. This worked extremely well to generate footfall to the stand as well as educating the Chinese buyers on the merits and versatility of dairy, therefore, increasing purchase intent and generate export wins.

1.4 March 2025, UK reception Foodex tradeshow, Japan [REDACTED]

Foodex is key event in Japan, which is a priority target market for DBT and the GREAT food and drink team (DEFRA). It is also a strategically important market for AHDB since the opening of market access for meat in 2019. As a leading tradeshow for these subsectors, it is an important platform to showcase UK beef, lamb and pork to the wider Japanese meat supply chain.

A dedicated, meat-focused B2B networking event targeting buyers, importers and distributors for Japan retail and foodservice will add significant value to the AHDB-funded stands. A more intimate event for the meat and dairy sectors has worked well in the Japanese market previously, as a targeted events have proven to successfully attract senior decision-makers. Showcasing product, combined with dedicated matchmaking session, will enhance both the UK's position as a supplier of high-quality meat. However the key aim is to strengthen the business relationships between UK exporters and Japanese customers. [REDACTED]

2) PAYMENT FOR GOODS AND SERVICES:

DBT agrees to pay AHDB up to £43,333.33 plus VAT for delivery of the goods and services outlined above. DBT will only pay for goods and services fully delivered. AHDB will submit an invoice after the event activity has been delivered, with the final invoice submitted prior to end of 2024/25 financial year. [REDACTED]

3) CANCELLATIONS:

If the event is cancelled, or the goods and services are terminated by DBT, all payments incurred by AHDB are non-refundable, all outstanding payments due to date will be due immediately, and any payments due in the future are cancelled. Should any monies that AHDB have paid for items can recovered for DBT it will be done so and repaid accordingly.

4) 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.

5) AMENDMENT:

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

6) SIGNED:

[REDACTED]

