



INTERNATIONAL TRADE DELIVERY CONTRACT

Agreement with the Department for Business & Trade (DBT)

A British Pavilion at AgriTechnica

Sunday 12 to Saturday 18 November 2023

1) BACKGROUND

AgriTechnica held in Hannover Germany, biennially, 12-18 November 2023 The most influential livestock and agri tech expo arguably in the world, this year's guiding theme is "Green Productivity".

The world's leading companies in the sector present their products and innovations at this trade fair for agricultural machinery.

As a result, AGRITECHNICA is the showcase for the global agricultural technology industry and a forum for future questions on agricultural land use and the utilisation of natural capital resources (ie environmental and sustainable farming).

AGRITECHNICA is the ideal platform for presenting products and concepts for the future of arable crop production.

The last event in 2019 attracted 2,803 exhibitors, 62 percent of which were from abroad. With more than 446,000 trade visitors from 127 countries.

The expo includes an international technical and global innovations programme, where exhibitors from around the world can showcase their solutions and visions for the future alongside live demonstrations. Green Productivity on farm will be an all-important theme of the event this year.

The Department for Business and Trade, hereafter DBT, is expecting The British Pig Association (BPA) trading as UK Technology for Agriculture and Technology Ltd (UKTAG), working with the Agricultural Engineers Association (AEA) to carry out the work of booking space, organising 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 UKTAG on the British 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, DBT and the businesses taking part.
- Networking reception
- Full report to be submitted following completion of work as described.



3) PAYMENT

DIT agrees to pay BPA the sum of **Text Redacted**

This to be paid within one calendar month of contract.

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:

On behalf of The Department for Business	Name Text Redacted
	Position Head of Commerical
	1/8/2023
On behalf of BPA	Name Text Redacted
	Position Director
	Date 15th May 2023

BPA trading as UKTAG
40b High Street
Trumpington
Cambridge
CB2 9LS

Tel office 01223 845100
Mobile **Text Redacted**
Email **Text Redacted**
www.agritech-uk.org