



# INTERNATIONAL TRADE DELIVERY CONTRACT

## Agreement with the Department for International Trade (DIT)

### A UK Country Focus in partnership with IPM Essen, Germany 24<sup>th</sup>-27<sup>th</sup> January 2023

#### 1) BACKGROUND

IPM Essen is an international event held in Essen, Germany. It is one of the world's leading trade shows for the ornamentals, pot plants and hardy nursery stock sector and an opportunity to meet the growers, middle men and retailers from across Europe in addition to the wide international market for the flowers, plants and tree market.

For 2023, the UK are invited to be the partnership country with a focus on the British horticultural trade that includes growers, wholesalers and horticultural suppliers. This includes :-

- The British Consul General taking part in the opening ceremony and giving a speech
- A British film played at the ceremony (DIT supplied)
- A British food/drink Reception with UK cultural displays of live music
- British plant displays at all three entrances
- A British organised horticultural forum and conference with invited British speakers including DEFRA and DIT

The 2020 edition of the show, before the pandemic, attracted over 1538 exhibitors from 45 nations and 54,079 visitors, 61% international. 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 connected with the above elements (excluding the film which already exists); attracting and liaising with exhibitors/speakers and participants;

running the entire UK presence for the duration; 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 with the aim of showcasing UK businesses to promote British goods and services.
- To provide staff for the duration of build-up, the show itself and breakdown.
- Marketing plans to promote the event, the showcased elements, DIT and the businesses taking part.
- Full report to be submitted following completion of work as described.

## 3) PAYMENT

DIT agrees to pay CHA the sum of Text Redacted plus vat (ten thousand pounds sterling plus VAT)

This to be paid in advance of the event as full payment has to be paid to the caterer, the musicians, the British Embassy who are working with the caterers to source British food and drink plus all other participants 4 months prior to the show.

## 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.

## 0) AMENDMENT

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

## 5) SIGNED:

On behalf of The Department for International Trade	Name	<span>Text Redacted</span>
	Position	<span>Text Redacted</span>
	Date	18/1/2023
On behalf of CHA	Name	<span>Text Redacted</span>
	Position	<span>Text Redacted</span>

Date 16/1/2023



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

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