



# **INTERNATIONAL TRADE DELIVERY CONTRACT**

## **Agreement with the Department for Business & Trade (DBT)**

### **A British Group Pavilion at Fruit Attraction 3 to 5 October 2023**

#### **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 featured the United Arab Emirates, Saudi Arabia and Canada. This year again, 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 Business & Trade, hereafter DBT, 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, DBT and the businesses taking part.
- Full report to be submitted following completion of work as described.

0) PA / EN T

DBT agrees to pay CHA the sum of **Text Redacted** inclusive of vat **Text Redacted**  
**Text Redacted**

This to be paid in advance of the event as a matter of extreme priority as full payment has to be paid to both the event organiser and the stand builder by 1st September 2023 prior to the show.

0) 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.

**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 & Trade <b>Text Redacted</b>	Name <b>Text Redacted</b>
	Position Commercial Lead
	Date 30/8/2023
On behalf of CHA <b>Text Redacted</b>	Name <b>Text Redacted</b>
	Position Director General of Secretariat
	Date 20/08/23
<small>Commercial Horticultural Association. The trade association for manufacturers and suppliers of plants, products and services to commercial horticulture worldwide</small>	
	