



Agreement GDC 2024

This agreement is made by and between:

- (1) **Department for Business and Trade (DBT)**, 3rd Floor Piccadilly Gate, Store St, Manchester, M1 2WD; and
- (2) **United Kingdom Interactive Entertainment Ltd (Ukie)**, Black Bull Yard, 24-28 Hatton Wall, London, EC1N 8JH

BACKGROUND

DBT and Ukie wish to work together to deliver a trade mission to GDC in March 2024. DBT are providing funding to Ukie, the sector expert, to deliver bespoke activities to support this mission.

Ukie is the UK trade body for games with an extensive membership that accounts for over 92% of all revenue generated from games in the UK. Ukie is a DBT approved Trade Challenge Partner and has worked with DBT (formerly DIT) for over ten years on inbound and outbound trade missions for the games industry.

PROJECT

The proposed activities are as follows –

- Ukie will promote the packages for the trade mission to GDC, and where appropriate, Ukie will proactively approach UK games businesses to sign up as potential attendees. Ukie will also provide a team member to provide support to companies within the Werqwise co-working space for an agreed amount of time (cost to DBT of £2,500)
- Ukie will source 70 individual passes for the MeetToMatch meeting system and provide logistical support to get these passes allocated and distributed to UK companies on the trade mission (cost £3,500)
- Ukie will manage and deliver a trade and investment dinner at GDC for 30 people. (15 people from the mission and 15 investors) (cost £7,000)
- All attendees on the trade mission will be invited to join a Ukie-run drinks networking event during the week of GDC (cost £0)
- Total agreed cost of £13,000 + VAT

EFFECTIVE DATE

The effective date of this agreement is 15 August 2023.

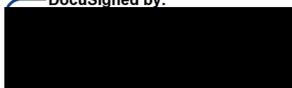
LAW AND JURISDICTION

This Agreement shall be governed by English Law. The parties hereby submit to the exclusive jurisdiction of the English courts.

By executing this agreement below DBT and Ukie mutually agree to the specified terms above.

Hereby executed and signed

DocuSigned by:



DBT
Signed on 17/02/2024

Sam Collins
Chief Commercial Officer, Ukie
Signed on 15 August 2023