



Department for
Business & Trade

SECRETARY OF STATE FOR BUSINESS AND TRADE

and

UK INTERACTIVE ENTERTAINMENT LTD

**AGREEMENT RELATING TO THE GAMING DEVELOPERS CONFERENCE TRADE MISSION
2024-2025**



Agreement GDC 2025

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

UKIE (UK Interactive Entertainment) 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. They are a DBT approved Trade Challenge Partner and have worked with DBT for over ten years on both inbound and outbound trade missions for the games industry.

Additionally, UKIE has managed a UK pavilion at GDC (Game Developers Conference) in San Francisco for ten years, working in partnership with DBT in post and in London. Partners including UKIE will support in the delivery of the trade mission to enable us to provide high quality industry expertise.

GDC is the game industry's premier professional event, championing game developers and the advancement of their craft attracting around 28,000+ visitors and 1,000 speakers from across the globe.

The English regions and HQ collaborating on this mission would like to take a delegation to the Game Developers Conference (16-21st March 2025) of approximately 70- 80 companies from across the UK. Many games companies who attended the 2024 mission have expressed their interest in participating in the mission again plus we have a pipeline of new companies.

As part of the sector activity occurring via the mission programme, we are looking to take sectoral delegations of companies to undertake research in Overseas markets. We are therefore looking to procure UK Interactive Entertainment Ltd to support delivery of the trade mission.

The USA video game market size is estimated to be worth \$90 billion - one of the highest in the industry and GDC is the leading global video games conference. A one-stop-shop for the Gaming Industry. Attendees include developers, publishers, programmers, artists, producers, funders and major platforms and technology providers such as Amazon, Epic, Google, Intel, Nvidia, Oculus and Sony.

Many games companies across the regions have already expressed their interest in participating in the mission should this be a possibility – including XR Games, Huey Games, CGA Simulations. We are therefore confident of the recruitment from the region and export win successes which can be generated from this mission.

The business case for the mission has been approved by each of the 3 English Regions and has support from HQ.

PROJECT

The proposed activities are as follows –



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- 1 Support the organisation and delivery of a DBT delegation to the Game Developers Conference 2025 in San Francisco, USA, March 2025 for approx. 70+ companies.
- 2 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.
- 3 Provide a team member to provide support to companies within the Werqwise co-working space for an agreed amount of time.
- 4 Source approx. 70-80 individual passes (depending on volume of delegates joined) for the MeetToMatch meeting system and provide logistical support to get these passes allocated and distributed to UK companies on the trade mission. (Above 70 delegates requires DBT approval)
- 5 Manage and deliver a trade and investment dinner at GDC for 30 people. (15 people from the mission and 15 investors).
- 6 All attendees on the trade mission will be invited to join a UKIE organised networking event during the week of GDC.
- 7 The additional benefits of partnering with UKIE to deliver this mission will be:
 - a. Raising of the profile of the games industry across the regions and nations.
 - b. Increased DBT engagement with the games industry, local businesses, and universities/colleges.
 - c. Potential creation of new UK company jobs and services for international markets.
 - d. Potential identification of new games developers across the UK.
 - e. Potential media coverage of the DBT mission with industry media.
- 8 Provide Management Information data as is requested by DBT
- 9 Provide advice and guidance to DBT regarding delegate selection if requested

PAYMENT

The maximum value of this contract will be £31,200 (including VAT), this value represents the one year option period, if DBT does not want to extend the contract via the one year option period the maximum contract value will be £15,600 (including VAT) for the period of 2024-2025, all values are subject to Annex 1 (Payment Schedule), contingent on the volume of delegates which have signed for this trade mission (please note that volumes are not guaranteed).

The payment for this contract will be recouped from the delegation joining fee for this trade mission as outlined in Annex 1 (Payment Schedule). Any surplus of money resulting from the trade mission will be invested by UKIE into GDC trade mission 2026. UKIE's service fee for DBT will be capped at [REDACTED], any administrative fee will be contingent on the volume of delegates joining as outlined within Annex 1(Payment Schedule). Approval must be sought from DBT for delegation over 70 people.

CAPACITY



The expected registered volume of delegates is 70, however this is contingent on the fact of volume of received delegates registering. If the expected volume exceeds 70, DBT reserves the right to not pay further service fee to UKIE. Please refer to Annex 1 (Payment Schedule) for more details regarding volume and price.

KEY PERSONAL

The main departmental contact in connection to this contract is:

Department for Business and Trade	United Kingdom Interactive Entertainment Ltd
[REDACTED]	[REDACTED]

EFFECTIVE DATE

The effective date of this agreement is 01st November 2024.

END DATE

The end date of this agreement is 31 March 2025

There is an option to extend this agreement up to 31 March 2026 to cover the 2026 Game Developers Conference if requested by the Authority.

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



For and behalf of:

Department for Business and Trade

Name: [REDACTED]

Title: [REDACTED]

Signature:

[REDACTED]

Date: 4/11/2024

For and behalf of:

United Kingdom Interactive Entertainment Ltd

Name: [REDACTED]

Title: [REDACTED]

Signature:

[REDACTED]

Date 31/10/2024



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Annex 1: Payment Schedule

Contract Value	PAYMENT DESCRIPTION
<p>£ 15,600</p> <p>Total for year one £15,600</p> <p>[REDACTED] – Capped service fee to UKIE</p> <p>[REDACTED]– 20% VAT</p>	<p>The Payment will be recouped from the delegation joining fee for this trade mission. This is the maximum contract value and is contingent upon the volume of delegates joining this trade mission (an example of such has been provided below in the table). DBT reserves the right to not have a commitment to spend the maximum contract value. UKIE is entitled to [REDACTED] administrative fee which they can claim from a maximum of 80 DBT service fee from UKIE will be capped at [REDACTED], this mean DBT will not be liable to pay a service fee for volumes of delegates 70-80</p>

A breakdown is below – which allows for a range of 55-80 companies registering for the mission. Mission spends will be contingent on number of companies attending. All costs are in GBP.

[REDACTED]

Mission expenditure to be spent from delegate fees *mission spend will go towards these costs and will depend on the number of companies as illustrated above in “mission spend”:

1. DBT Reception
2. Catering costs for Werqwise venue
3. Rental of Werqwise space for additional activity