



Opportunity to attend Fieldays 2019, New Zealand's leading agricultural trade show

The British High Commission Wellington, with our colleagues at the Department for International Trade Auckland, are inviting applications to join a delegation of businesses and research institutions to attend New Zealand's National Agricultural Fieldays 2019.

The biggest event in the New Zealand agribusiness calendar, Fieldays 2019 will run from 12-15 June 2019 in Hamilton, New Zealand. The 2018 event attracted 133,000 visitors, 1,017 exhibitors, and generated nearly £260 million in sales – ideal for exploring export opportunities in the New Zealand market.

Our offer to delegates

The British High Commission Wellington will have a 'GREAT' branded presence at Fieldays 2019, for the third consecutive year.

Our thematic focus this year is UK solutions for sustainable agriculture. In particular, agritech solutions for challenges in the farming of ruminants; pasture, forage, water and soil quality maintenance; and innovations in sustainability monitoring and measuring.

Delegates would be represented on our stand, and as such we would provide:

- Onsite company branding (printed display and marketing collateral with company information)
- Accommodation for four nights' in Hamilton, New Zealand

- Entry to all four days' of Fieldays 2019
- A series of meetings and engagements during Fieldays with potential buyers or collaborators in the New Zealand market
- Dedicated space for delegates to meet with Fieldays contacts

Our expectations of selected applicants include:

- Providing a detailed briefing for staff attending Fieldays 2019 on your company profile and offer to the New Zealand market
- Full engagement with the arranged programme of meetings, and making yourself available for ad hoc meetings at the stand each day for an agreed period of time
- Quarterly updates on any outcomes from your Fieldays 2019 attendance, for up to two years after the event

For more detail please see the Terms and Conditions attached.

The application process

If you are interested in joining this delegation, please fill out the attached application form, and send to james.kayam@mobile.trade.gov.uk by **1700 GMT Friday 15 March 2019**.

Once the application window closes, a selection panel (including local market experts) will select the delegation representatives. Applicants will be notified of the outcome of the selection process by Friday 29 March 2019.

Selection criteria will include:

- Compatibility of a company's product/s with the New Zealand market and wider agricultural settings
- Compatibility of the company's offer with our thematic focus: UK solutions for sustainable agriculture
- A company's export-readiness

Questions?

Please contact:

James Kayam

Trade Development Officer
Department for International Trade Auckland
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GREAT

BRITAIN & NORTHERN IRELAND



Delegate Application New Zealand Agricultural Fielddays 2019

Please note, by filling out this application form you are agreeing to our terms and conditions outlined below.

Company Name:

Website:

Name of representative:

Role:

Contact details

Email:

Mobile number:

Address:

Please provide a description of your company, covering:

- description of your products and/or services, including unique selling points
- the size of your company (number of employees, UK base of operations, indicative turnover in the last FY – e.g. less than £500,000; £500,000 to £1 million; £1-5 million; more than £5 million)
- your target market
- your export experience, including the markets you supply
- your main competitors, in the UK and in international markets

Limit 500 words.

Do you currently, or have you previously, engaged with the New Zealand market?

If 'yes', please provide details.

What are your objectives for the New Zealand market? *(limit 300 words)*

Our thematic focus for Fielddays 2019 is UK solutions for sustainable agriculture. In particular, agritech solutions for challenges in the farming of ruminants; pasture, forage, water and soil quality maintenance; and innovations in sustainability monitoring and measuring.

Please outline how your company fits within this focus *(limit 300 words)*

Thank you for your interest in this event.
Once complete, please email this form to james.kayam@mobile.trade.gov.uk.
Applications close 1700 GMT Friday 15 March 2019.

Terms and Conditions

General

1. Completing the Application Form is deemed acceptance of these terms and conditions by both the company and their representative named in the Application Form.
2. This application process is only open to companies registered in the UK.
3. Failure to supply all requested information will result in an invalid application, and it will not be considered in the selection process.
4. The British High Commission Wellington, the Department for International Trade Auckland and their representatives (hereafter "the BHC/DIT Team") bear no responsibility for non-receipt of submissions
5. Only one application per company will be accepted.
6. Applications must be received by 1700 GMT Friday 15 March. Any submissions received after this time will not be considered.

Selection process and notification

7. Selection will be conducted by a panel of three individuals, at least one of whom will be a local agricultural market expert not employed by Her Majesty's Government.
8. The decision of the selection panel is final.
9. There are three key selection criteria:
 - a. compatibility of a company's product/s with the New Zealand market and wider agricultural settings;
 - b. the compatibility of the company's offer with our thematic focus (UK solutions for sustainable agriculture); and
 - c. a company's export-readiness
10. These selection criteria will be given equal weight.
11. Successful applicants will be notified by email on or before 1700 GMT Friday 29 March 2019.
12. Applicants who are offered a place in the delegation must notify the organisers via return email of their acceptance or refusal of the place by 1700 GMT Thursday 4 April 2019.
13. If notification of acceptance or refusal is not received by 1700 GMT Thursday 4 April 2019, the organisers reserve the right to retract the offer and reissue it to a different applicant.

The offer for successful applicants

14. Successful applicants will receive or be provided with:
 - a. Four nights' paid accommodation in Hamilton, New Zealand (from Tuesday 11 June to Saturday 15 June 2019)
 - b. Paid entry tickets to all four days of Fieldays 2019
 - c. Representation on the branded stand, including:
 - i. A brief description of the company's work and logo printed on the wall panels, of equal size to other delegates
 - ii. Inclusion of a fuller description in a printed brochure about the delegation, to be displayed on the stand and shared with interested collaborators/buyers/distributors and similar parties
 - d. Welcome dinner with the BHC/ DIT Team on Tuesday 11 June 2019
 - e. A programme of engagement over the first 2 days of Fieldays (12-13 June 2019) with potential collaborators, buyers, distributors and similar parties
 - f. There will be a dedicated space for delegates to meet with contacts made at Fieldays 2019 within the stand
15. Flights and meals during the delegates' stay in New Zealand will not be provided: it is the responsibility of the successful applicant to arrange and pay for their representatives' travel to and from Hamilton, New Zealand, and to cover the cost of any meals while in New Zealand.
16. The place on the delegation may only be transferred to another company representative with the BHC/DIT Team's agreement.

Obligations of a successful applicant

17. On submission of a registration form, applicants are agreeing to:
 - a. Arrange their own flights to and from New Zealand to attend Fieldays 2019 in New Zealand
 - b. Arrive in Hamilton, New Zealand before 1700 local time on Tuesday 11 June 2019
 - c. Provide a detailed written briefing about the work of their company and any products they wish to promote at Fieldays 2019 by 1700 GMT Thursday 18 April 2019
 - d. Provide, if requested by the BHC/DIT Team, further information about their company and/or products, as well as any required imagery or branding materials
 - e. The use of their information in association with GREAT branding
 - f. The use of their company and product info (including any copyrighted imagery or trademarks) by the BHC/DIT Team:
 - i. for both digital and printed display at Fieldays 2019
 - ii. in printed products to be shared with stakeholders in advance of, during and after Fieldays 2019
 - iii. on social media in advance of, during and after Fieldays 2019
 - g. Attend all meetings and events arranged by the BHC/DIT Team during the first two days of Fieldays 2019 (12-13 June 2019)
 - h. Make yourself available for ad hoc meetings at the stand on the stand for period of time to be agreed with the BHC/DIT Team
 - i. Provide confidential feedback within one month of returning to the UK on:
 - i. Potential leads arising from your attendance at Fieldays 2019
 - ii. How you found the arrangements made
 - iii. Whether you would recommend the experience to others
 - j. Provide quarterly updates on any outcomes from your Fieldays 2019 attendance for up to two years after the event, the first in September 2019 and the last in September 2021.