



EUROTIER 2021

NEW DATE – Tues 9 – Fri 12 February, Hanover, Germany



Following the successful events held in 2016 & 2018, the Agriculture & Horticulture Development Board (AHDB), British Livestock Genetics Consortium (BLG) and UKTAG will again be supporting and organising a *'British Livestock'* stand at EuroTier, Hannover, Germany, 17-20 November 2020.

This important international event will act as the major re-launch of the UK's livestock capability in the wake of Covid-19. Its timing is also crucial with the Brexit transition period due to end on 31st December 2020 as Great Britain leaves the customs union and single market.

Held biennially, this is the world's largest indoor livestock exhibition boasting 150,000+ visitors and over 2,300 exhibitors – half of whom are international companies. As such, a strong UK presence at EuroTier allows British farming and breeding organisations to promote themselves on the global stage.



A pavilion has been reserved in the Livestock & Animal Breeding Hall (Hall 11) to provide a platform for promoting our sector 'under one roof'. A limited number of Trade Access Programme (TAP) grants of £1,500 are available to qualifying companies and will be administered by UKTAG.



Participating companies will be part of a joint 'British Livestock' stand and benefit from shared resources including display graphics, British Livestock brochure, meeting area, interpreter, stand manager, light refreshments together with one entry ticket for the four days. The cost per company is £1,000. Please note, places are limited therefore allocation to the pavilion will be on a 'first come – first served' basis.



For full information regarding participation please contact Richard Saunders on 07901768904 or richardsaunders1965@yahoo.co.uk. If you require information on TAP grants, please contact Chris Jackson on 07801826069 or exports@uktag.co.uk.

Expressions of interest, please, by 31/10/2020