



Events Industry Alliance
119 High Street
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Hertfordshire
HP4 2DJ

Kemi Badenoch MP

Department for International Trade
Old Admiralty Building,
Admiralty Place,
Whitehall,
London,
SW1A 2DY

Congratulations and Introduction to Events Industry Alliance

Dear Kemi Badenoch MP,

We are writing to congratulate you, on behalf the Events Industry Alliance, on your appointment as Secretary of State for International Trade.

We are an alliance of trade associations representing the UK business events sector. Our members' events are the engine of the domestic and international economy. High profile trade and consumer exhibitions across key sectors already sustain 180,000 businesses, have £11bn of economic impact and drive £70bn of trade into UK businesses.

We have enjoyed excellent relationships with your predecessors and hope to be able to provide support to you in your new role too.

Our industry acts as a catalyst for growth by bringing together investors, innovators and customers from around the globe to do the deals that drive international trade. Our vision is that the UK should take a strategic approach to events that explicitly links them to our trading ambitions as a nation. This would ensure that we take advantage of our global position to make ourselves the world's meeting place and growing events in sectors we want to lead in.

Like all sectors, we are experiencing the adverse impact of rising costs generally, but of greatest concern is the exponential rise and lack of an energy price cap for businesses. While we welcome the announcement that the Government will limit the cap for six months, the period of protection is too

short. The harsh reality is that without further Government action, some of our members will be unable to survive amidst the rising costs and inevitably the sector and the wider supply chain will suffer.

We look forward to working collaboratively with you and your department to overcome these issues and ensure that in a competitive global economy, we are working together to deliver key events that put UK business and trade on the map.

If we adopt a strategic, collaborative and national approach to business events we can spread growth to all parts of the United Kingdom and drive international trade which will be key to delivering a Global Britain.

We would welcome the opportunity to meet with you over the coming weeks to discuss a national events strategy and how our sector can align with your Department's agenda.

Once again, many congratulations and we look forward to working with you.

Yours Sincerely,



Andrew Harrison
Director
Event Supplier and Services
Association



Rachel Parker
Director
Association of Event Venues



Chris Skeith OBE
CEO
Association of Event Organisers