



**For Immediate Release
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NEW ENTERPRISE ZONE FOR THE KENT COUNTY SHOW

The Kent County Agricultural Society, organisers of the Kent County Show are delighted to announce a new Enterprise Zone for the 2018 Kent County Show. Held on 6, 7 & 8 July 2018, the Show will offer 10 Kent-based start-up businesses the opportunity to be a part of the annual event.

The initiative is part of the Kent County Agricultural Society's commitment to provide Kent businesses with a platform at their annual Show in July. The Kent County Show supports many local organisations, charities and agricultural companies in their attendance at the annual three day Show and are keen to further promote the diversity and talent of entrepreneurs within Kent.

Kevin Attwood, Kent County Agricultural Society Chairman said, "The new zone will be a fantastic addition to the annual Show and is an opportunity not to be missed for any new businesses in Kent. We want to showcase what Kent has to offer and encourage applications from all sectors."

This fantastic opportunity will showcase some of Kent's newest enterprises and will help boost their profile to 80,000 visitors. The Show, which in the past has attracted many well-known brands including John Lewis, Tesco, Jim Beam and Jeep UK, will offer the new businesses the chance to be seen alongside well-known companies.

The deadline for applications is Monday 9 April 2018 and interviews will be held in early May where the entrepreneurs will have the chance to sell their business to the Show Manager,

while also gaining valuable business experience. Successful applicants will receive a free 3m x 3m alu frame site for the three Show days.

Rosie Gouldsworthy, Tradestand Co-ordinator, is available to give advice to any start-ups who would like to apply. She said, "We believe this is a wonderful chance for new companies to be part of one of the county's largest three day Shows. We are excited about this opportunity and can't wait to see what new businesses are out there in Kent"

Tradestand bookings for the remainder of the Kent County Show are now open. Specialist trade areas include Country, Game and Canine, Agriculture and Equine as well as general shopping stands.

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Notes to Editors

About the Kent County Show

The Kent County Show is a showcase event for farming, countryside and rural life. The three day event brings together the very best of Kent with animals and food, fun and excitement and above all a sense of what 'The Garden of England' has to offer, for the whole family. The 2018 Kent County Show will be held on Friday 6, Saturday 7 and Sunday 8 July.

About the Kent County Agricultural Society:

The Society has been supporting education and improvement in agriculture, horticulture, forestry and related industries since its foundation in 1923. It provides grants to Kent Young Farmers Clubs and offers university scholarships to students wishing to study in related fields. The Society also provides free education on farming to young children through the 'Farming in the Classroom' initiative and the Living Land event. The Kent County Show is the Society's showcase event of the year.

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