



5,6,7 JULY 2019



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## **INITIATIVE PROVIDING FREE TRADE SPACE TO NEW KENT BUSINESSES RETURNS TO 2019 KENT COUNTY SHOW**

The Enterprise Zone, which offered ten Kent based start ups free space at this year's Kent County Show, returns for the 2019 Show on 5, 6, 7 July.

Organisers, the Kent County Agricultural Society, introduced the initiative as part of their commitment to providing local businesses with a platform at their annual Show in July. This opportunity will provide some of Kent's newest businesses with the chance to showcase their products and services to over 77,000 visitors.

Sarah Evans, owner of Simply the Bees Knees and one of last year's Enterprise Zone businesses, said, "Taking part in the Enterprise Zone was an unmatched opportunity to showcase our business and share our vision and values. We were so encouraged by the positive reaction to our idea and our product, proven by the fact we sold out of all our stock. We came away totally staggered at the opportunity we were given and the success we had."

Successful applications will receive a free 3m x 3m tented stand at the Show to showcase their products and services, tickets for staff, and support in promoting their attendance at the Show.

Rosie Gouldsworthy, Trade Co-Ordinator for the Kent County Show, said, "The Enterprise Zone was a fantastic addition to the Kent County Show in 2018 and it was great to see such new businesses blossoming. The effort they all put in was remarkable and we look forward to seeing which new businesses apply in 2019."

The Kent County Agricultural Society is currently accepting applications for the 2019 Enterprise Zone and encourages any businesses who have been trading for less than a year and who are based in Kent to apply. Applications will be open until Monday 8 April and shortlisted candidates will be invited to meet with Rosie Gouldsworthy and Lucy Hegarty, Show Manager.

Rosie Gouldsworthy 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. As a charity, we work to support the local Kent community, so we are proud to be able to offer this opportunity to Kent's newest businesses."

To apply for the Enterprise Zone and find out more about the Kent County Show, visit [www.kentshowground.co.uk](http://www.kentshowground.co.uk) or follow the Show on social media using @kentcountyshow.

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**Notes to the Editors**

**About the Kent County Show:**

The Kent County Show is organised by the Kent County Agricultural Society. The Show is the region's showcase event for farming, countryside and rural life. The three day show brings together the best food, animals, and excitement that Kent has to offer and reveals the true spirit of "The Garden of England."

This year, the Kent County Show will be on the 5, 6, 7 July 2019 and will feature livestock and equine competitions, trade stands, food halls, the Heritage Vintage Vehicle Section, the Garden Life Marquee, and new for 2019 The International Dzhigitovka Show.

**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.