



For Immediate Release
Maidstone, 11 November

NEW KENT BUSINESSES OFFERED FREE TRADING OPPORTUNITY AT KENT COUNTY SHOW

The Kent County Agricultural Society are offering ten free trade pitches at the annual Kent County Show on 10, 11, 12 July 2020 to new Kent based businesses.

The Enterprise Zone is an area reserved for ten of Kent's newest businesses and applications to exhibit in the area have now opened. The Kent County Show is the region's showcase event for the best of the county and each year attracts up to 80,000 visitors. The Show's Enterprise Zone provides an opportunity for new businesses to showcase their products and services to a broad audience.

Maria Herriott from Queenie's Dog Grooming & Spa Ltd, one of the 2019 recipients, said: "We had the most amazing time and met many great people at the Show. The radio interview the week prior was a fantastic advertising opportunity too."

Applicants must be based in Kent and have been trading for less than a year to be eligible for the Enterprise Zone. Rosie Gouldsworthy, trade co-ordinator for the Show, said: "This is a fantastic opportunity for any new businesses in Kent. It not only provides a platform from which to promote and sell to a wide audience but also gives experience of trading at a large event and the opportunity to gain real-time feedback from the public. All of which are so valuable for new businesses."

Eddie Bryant and Matt Rooney from Hydro Beard Graphics exhibited in the Enterprise Zone last year and said: "We had a great first trade show. We made several sales and have a number of leads to follow up. The opportunity to network with other local businesses also proved invaluable. As a new business we could not have afforded the opportunity to appear at such a huge platform - we are incredibly grateful. It also boosted our confidence in terms of the quality of service we offer being able to showcase our products to such a wide audience."

The Enterprise Zone is entering its third year and has become a staple feature at the Kent County Show. Applications for the 2020 Enterprise Zone have now opened and the Kent County Agricultural Society are looking for new Kent businesses to apply.

<https://kentshowground.co.uk/exhibit/enterprise-zone/>

Press Contact:

Becky Parrock
01622 633058
becky@kentshowground.co.uk

-ENDS-

Notes to the Editors:

About the Kent County Agricultural Society (Registered Charity Number: 1001191)

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

Alongside its work in supporting education in agriculture for young children and students, the Society also supports the county's agricultural and land-based industries and workers through recognition awards and its trade show, Farm Expo in March.