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Contract

Food and Drink Expo 13 – 15 April 2026

Llywodraeth Cymru / Welsh Government

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-066982

Procurement identifier (OCID): ocids-h6vhtk-05d072

Published 21 October 2025, 10:12am

Scope

Reference

C203/2025/2026

Description

Welsh Government Food Division to purchase stand space at the Food and Drink Expo. The event is being held at the NEC in Birmingham from 13 – 15 April 2026. Welsh Government, under the Food and Drink Wales brand, has a long association with the event. It is proposed that our exhibition space will be within the Farm Shop and Deli show in April 2026.

William Reed Ltd manages all the space allocated to UK businesses and is the sole provider of exhibition space for the event.

Contract 1. Food and Drink Expo 13 – 15 April 2026

Supplier

- WILLIAM REED LTD

Contract value

- £101,342.40 excluding VAT
- £121,610.88 including VAT

Below the relevant threshold

Date signed

20 October 2025

Contract dates

- 1 November 2025 to 30 April 2026
- 6 months

Main procurement category

Services

CPV classifications

- 79900000 - Miscellaneous business and business-related services

Contract locations

- UKL - Wales

Procedure

Procedure type

Below threshold - without competition

Special regime

Light touch

Supplier

WILLIAM REED LTD

- Public Procurement Organisation Number: PBDX-2522-LVNP

Broadfield Park,

West Sussex,

RH11 9RT

United Kingdom

Email: Mat.rose@wrbm.com

Region: UKJ28 - West Sussex (North East)

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. Food and Drink Expo 13 - 15 April 2026

Contracting authority

Llywodraeth Cymru / Welsh Government

- Public Procurement Organisation Number: PQYQ-3841-BHTP

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services

Cardiff

CF10 3NQ

United Kingdom

Email: CPSProcurementAdvice@gov.wales

Website: <http://gov.wales>

Region: UKL22 - Cardiff and Vale of Glamorgan

Organisation type: Public authority - central government

Devolved regulations that apply: Wales