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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): ocds-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

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## **Procedure**

### **Procedure type**

Below threshold - without competition

### **Special regime**

Light touch

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## **Supplier**

### **WILLIAM REED LTD**

- Public Procurement Organisation Number: PBDX-2522-LVNP

Broadfield Park,

West Sussex,

RH11 9RT

United Kingdom

Email: [Mat.rose@wrbm.com](mailto:Mat.rose@wrbm.com)

Region: UKJ28 - West Sussex (North East)

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

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## 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](mailto: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