

# Global Business Innovation Programme

## Agri-Tech - New Zealand

**The Global Business Innovation Programme**, organised by Innovate UK and delivered by Innovate UK EDGE, consists of a preparation phase, a 5-day innovation visit focused on Agri-Tech, a post-visit exploitation workshop and follow-up support of approximately 12 months from an Innovate UK EDGE Innovation and Growth Specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the territory. This initiative will be delivered physically and include virtual activities.

Innovate UK is committed to ensure that anyone, from any background, has an equal opportunity to be successful.

### Focus Areas:

We would welcome applications from innovative companies who are involved in driving resource use efficiency and productivity through the development of innovative solutions and new production systems in (but not limited) to the following areas:

Sustainable Food Production Systems, Alternative Proteins, Climate Smart Agri-Tech Solutions, Robotics Automation and AI, Application of Satellite Technology, Controlled Environment Agriculture, Carbon Measuring and Reporting Technology, Advanced Breeding Technology, Regenerative Agriculture, Integrated Pest Management, Livestock Management Technology, Grassland Management and Utilisation, Data Interoperability, and Food Traceability and Provenance.

### Why New Zealand?

Investment in R&D by New Zealand's top 22 Agri-Tech companies is up 6.5% year on year, outlining a focus on innovation for the sector. Larger Agri-Tech and primary industry companies are increasingly working with start-ups to collaborate and solve problems together, which is producing a growing number of new commercial entities.

The New Zealand Government launched its Industry Transformation Plan (ITP). The ITP sets out an approach to the long-term transformation of the Agri-Tech sector to make it more productive and sustainable as part of a zero-carbon economy through support to accelerate growth, attract investment, increase commercialisation and global opportunities, and address data interoperability.

Additional investment of \$339 million to support the Agriculture sector to develop and disseminate new technologies in accelerating greenhouse gas mitigations was announced in May 2022.

On 1st July 2022, the UK and New Zealand Prime Ministers signed an agreement around enhanced R&D and innovation collaborations between both markets.

*Nāku te rourou nāu te rourou ka ora ai te iwi - With your basket and my basket the people will thrive.*

### Benefits:

- Explore joint opportunities with doing business with New Zealand.
- Find potential innovation collaborators and partners.
- Improve company value proposition to global partners and investors.

### KEY DATES:

Programme Briefing:  
27 July  
2022

Applications Close:  
31 August 2022

Pre-Visit Workshop:  
18-19 October  
2022

Market Visit:  
26 November -  
7 December  
2022

Post Visit Workshop:  
28 March  
2023

## WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK EDGE Innovation and Growth Specialist to support them for the duration of the offering, including developing an action plan to capitalise on the opportunities identified. The three main phases of the Global Business Innovation Programme are:-

- **Getting ready for the market:** Pre-activity briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition. (1 day workshop)
- **Market activities:** Explore the innovation opportunities first-hand through meeting with key companies and research organisations and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (5 days of market related activity)
- **Exploiting the opportunity:** An exploitation workshop and one-to-one support from an Innovate UK EDGE Innovation and Growth Specialist to follow up and take advantage of the opportunities identified. (1 day workshop and, as a guide, around 5 days working with an Innovate UK EDGE Adviser over a 12-month period)

## INNOVATION ACTIVITIES - EXAMPLE (subject to change):

Date	Activity	Date	Activity
18-19 October 2022	GBIP Workshop (physical)	30 November - 03 December 2022	Participation at Fieldays
26 November - 07 December 2022	Market visit to New Zealand including site visits and meetings	28 March 2023	Post-visit GBIP Workshop
		December 2022 – June 2023	Work with an Innovate UK EDGE specialist

## TO APPLY FOR THIS PROGRAMME, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a business with fewer than 500 employees

Be able to attend and complete all activities

## WHAT IS THE COST?

Innovate UK and Innovate UK EDGE will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

## HOW TO APPLY:

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online through the Innovate UK EDGE website and received no later than 12pm on 31 August 2022. To support potential applicants, a briefing will take place between 08:00 - 09:00 on 27 July 2022.

Please note: successful applicants will be expected to fully comply with any conditions of travel to New Zealand. You might be required to provide proof of vaccination, valid travel medical insurance, and self-administer COVID-19 tests during the visit. The safety of our delegation is a priority.

Innovate UK recognises that the innovation sector is not as diverse as the UK demographic and is committed to improving the diversity of who we support. As such, we welcome applications from those under-represented across the Agri-Tech sector.

## ADDITIONAL INFORMATION & ASSISTANCE

To fill in the online application form or to register for the briefing event, please visit the [Innovate UK EDGE website](#). For more information, assistance with your application or to discuss accessibility needs, please contact Bradley Rowley at [bradley.rowley@innovateukedge.ukri.org](mailto:bradley.rowley@innovateukedge.ukri.org) or call +44 (0)7810 561490.