



# Global Business Innovation Programme Agri-Tech - New Zealand

**The Global Business Innovation Programme**, organised by Innovate UK, is a comprehensive initiative to help ambitious businesses to collaborate and explore new markets, accelerating business growth. The programme encompasses three phases- a Get ready preparation phase, a 10-day in country visit focused on relevant Agri-Tech innovation, an Exploit the opportunity workshop, and support throughout from an Innovate UK Business Growth innovation and growth Specialist. Expect a combination of physical and virtual activities to ensure maximum engagement.

At Innovate UK, we are dedicated to providing equal opportunities for success to individuals from all backgrounds.

### Focus Areas:

We invite applications from innovative companies actively developing new technologies for:

- **Emissions reduction for grass-based livestock systems**
  - Animal health, nutrition and genetics to manage the rumen and cut enteric methane production
  - Remote sensing technologies

and decision-making tools to drive efficient resource use and management

- **Land and Soil Management**
  - Farm management and practices
  - Regenerative agricultural systems
  - Crop and cultivation strategies
  - Carbon capture and storage technologies

### Why New Zealand?

New Zealand boasts a rich heritage of agricultural excellence and a profound commitment to Agri-Tech development, harnessing the synergy of agriculture and technology to pioneer innovative solutions. Supported by a thriving start-up ecosystem and government policies conducive to growth, New Zealand prioritises collaboration with international partners, expanding reach and leveraging global expertise. This GBIP will build on strong relationships already established by Innovate UK's previous Agri-Tech GBIPs completed in 2022 and 2023.

In June 2024 the NZ Government and the Bank of NZ (BNZ) together committed a further \$8 million, taking investments

in AgriZeroNZ (NZ partnership organisation between government and major agribusiness) to \$191 million towards reducing agricultural emissions.

The Prime Ministers of the United Kingdom and New Zealand signed an agreement in 2022 aimed at enhancing R&D and innovation collaborations between the two markets. Furthermore, the free trade agreement between New Zealand and the United Kingdom is one of the most comprehensive agreements New Zealand has ever concluded.

2023 marked the formal signing of New Zealand's Association Agreement to Horizon Europe and also the UK's Association into the programme. Industry, innovators and researchers in the UK and NZ can now come together to be part of collaborations for agriculture funding calls through Horizon.

### Benefits:

- Explore joint opportunities to do business with New Zealand
- Find potential innovation collaborators and partners
- Improve company value proposition to global partners and investors
- Understand potential funding collaboration through Horizon Europe

### KEY DATES:

Applicant Briefing:  
22nd August  
2024

Applications Close:  
01 September  
2024

Get Ready Workshop:  
15 October -  
16 October 2024

Visit The Market:  
21 November -  
04 December  
2024

Exploit The Opportunity Workshop:  
27 February  
2025

## WHAT TO EXPECT:

The Global Business Innovation Programme is structured around three main phases and each business will have a designated Innovate UK 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:-

- **Get ready:** A two-day 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 support on how to improve and better articulate your value proposition. (2 day workshop)
- **Visit the market:** Explore the innovation opportunities first-hand through meeting with key companies, research organisations, and potential collaborators and partners through pre-arranged meetings and organised matchmaking. (10 days of market related activity)
- **Exploit the opportunity:** A one-day exploitation workshop and one-to-one support from a Innovate UK 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 innovation and growth specialist)

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

Date	Activity	Date	Activity
15 & 16 October 2024	Get Ready Workshop (physical)	27 February 2025	Exploitation Workshop
21 November - 04 December 2024	Market visit to New Zealand including state visits and meetings	October 2024 - February 2025	Work with an Innovate UK innovation and growth specialist

## TO APPLY FOR THIS PROGRAMME, YOU MUST:

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

Be a company with fewer than 250 employees

Be CEO, Founder or senior decision maker and able to attend and complete all activities

## WHAT IS THE COST?

Innovate UK 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 £1000 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 Business Growth website and received no later than **11:59pm on 1st September 2024**. To support potential applicants, a briefing will take place **on 22nd August 2024**.

Please note: successful applicants will be expected to fully comply with any conditions of travel to New Zealand. 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 sector.

## ADDITIONAL INFORMATION & ASSISTANCE

To complete the online application form or to register for the [briefing event](#), please visit the [Innovate UK Business Growth website](#). For more information, assistance with your application or to discuss accessibility needs, please contact the global team at [global1@innovateukedge.ukri.org](mailto:global1@innovateukedge.ukri.org).