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**To the attention of The Rt Hon Edward Argar MP**  
Minister for the Cabinet Office and Paymaster General  
70 Whitehall,  
London SW1A 2AS  
E: [Edward.argar.mp@parliament.uk](mailto:Edward.argar.mp@parliament.uk)

**Dear Minister,**

I write on behalf of the Business Visits and Events Partnership (BVEP), representing the UK Events Industry, to warmly congratulate you on your appointment as Minister for the Cabinet Office and Paymaster General.

The UK Events Industry is of critical importance in supporting the delivery of the government's growth agenda and providing a highly competitive and productive platform for UK businesses to do business.

Business events held in the UK and abroad generate trade, exports, inward investment, regeneration, knowledge exchange and scientific and technological innovation, as well as providing a showcase for Britain on the global stage. This is the result of the UK having resilient, highly innovative, world-class conference, exhibition and trade fair sectors that are estimated to generate £165 billion of trade transactions annually from both UK and international businesses.

Additionally, events are key to driving the recovery of the tourism economy, in which attendance at events in the UK accounts for over half of all visitors' spend. This is currently estimated to be worth around £50 billion. However the Industry is targeting to build back to pre-pandemic levels in excess of £70 billion within the next eighteen months. The Industry's Recovery Plan sets out new initiatives that will improve the already strong offer of the UK as a world destination of choice for meetings, conferences and exhibitions, so that it can retain its unrivalled position as the world's meeting place. Current initiatives include measures that will prioritise events in the Government's target economic and business sectors.

The Industry strongly believes there are significant untapped opportunities which would support the Government's objectives for the growth of the economy, if the Events sector was given a more strategic role in the delivery and implementation of government policies. This does require more consolidation of resource across Government Departments, as several, including your own Department, DCMS, BEIS, DIT and several others, together with agencies such as the Arts Council, UK Sport and VisitBritain are key stakeholders in this process too. Such a review may well help the current process of securing further government efficiencies.

In your role leading cross-government and public sector transformation and efficiency, representatives of the BVEP hope, you would agree to discuss further how the opportunities from business events can be even more greatly leveraged to support the Government's agenda and meet your Department's policy objectives.

In the meantime, I wish you every success in your new role.

Kindest regards,

**Michael Hirst OBE**

*BVEP Lead – Advocacy & Government Relations*



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## About the BVEP

The Business Visits and Events Partnership's (BVEP) vision is to support sustainable growth for the UK's £70 billion UK Events Industry. BVEP's mission is to support growth across the entire sector via advocacy, networking, collaboration and a collective voice.

BVEP's objectives are to:

- Operate an umbrella organisation to represent, promote and further the interest of member organisations involved in the United Kingdom Events Industry
- Advance the interests, standing, quality, sustainability and growth of the United Kingdom Events' Industry
- Seek greater collaboration across the Events' Industry sectors on common issues
- Forge close links with Government departments, including devolved Governments where possible via representation that can influence favourable policies towards the Industry. In particular, maintain strong relationships with key sponsoring departments, DCMS, DIT and BEIS
- Seek a stronger link with the Creative Industries and other related sectors
- Encourage joint events
- Increase the focus on professionalism and skills development.

## BVEP PARTNERS

Association of British Professional Conference Organisers (ABPCO)  
Association for Events Management Education (AEME)  
beam (formerly HBAA)  
Business Travel Association (BTA)  
Core Cities  
Events Industry Alliance (EIA)  
Events Industry Forum (EIF)  
Event Marketing Association (EMA)  
Event & Visual Communication Association (EVCOM)  
International Congress & Convention Association (ICCA)  
London & Partners  
Meet in Ireland  
Meetings Industry Association (MIA)  
Meetings Professionals International UK & Ireland (MPI)  
National Outdoors Events Association (NOEA)  
Production Services Association (PSA)  
Professional Convention Management Association (PCMA)  
Professional Lighting and Sound Association (PLASA)  
Tourism Northern Ireland  
Unique Venues of London (UVL)  
VisitBritain/VisitEngland  
VisitScotland  
Visit Wales.

## Supporting Government Bodies

Department for Digital, Culture Media and Sport (DCMS)  
Department for International Trade (DIT).