



# PRESS RELEASE

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## BAGMA focus on 'stronger partnerships for stronger businesses' at BTME 2026

**The British Agricultural and Garden Machinery Association (BAGMA) are returning to BTME in 2026, setting the tone for a year of growth, strength and increased value for its membership. Re-engaging with the dealer community and Industry Partners on stand 642, this year's presence underscores BAGMA's renewed commitment to partnerships – including the introduction of new Service Providers Brown & Brown and VIN Chip.**



After the challenges of 2025 posed by the climate, geopolitical uncertainty and wavering economy, BAGMA's focus has been on expanding and developing the support available to members during these difficult times. Going into 2026, BAGMA are pleased to have strengthened their line-up of approved partners to more than 15 – all offering exclusive support, discounts and services to BAGMA members.



The newest names on the growing list are Brown & Brown – specialists in providing benefits programmes and insurances which prioritise employee health, wellbeing and overall workplace satisfaction. BAGMA are also pleased to have partnered with VIN Chip Asset Security, offering sophisticated theft deterrent and forensic asset identification services in an attempt to tackle the ever-increasing issue of equipment theft.

Besides outlining member benefits and the comprehensive range of industry training courses available, visitors to the stand can also find out the details for the BAGMA Connect meeting programme for 2026.

Designed to enhance collaboration, promote best practice and drive business development, BAGMA will be delivering three Connect events throughout the year hosted by TORO UK Limited on 25<sup>th</sup> March, KUHN Farm Machinery on 2<sup>nd</sup> July and Kverneland Group (UK) Ltd on 21<sup>st</sup> October 2026. Open to members and non-members, Connect meetings serve as critical touchpoints to network and convene with industry experts and peers with the aim of exchanging ideas and building stronger businesses and relationships.

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More details on BAGMA events and the full range of member benefits are available on the BAGMA website,  
[www.bagma.com](http://www.bagma.com)

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