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## **Increased activities by PetQuip and Gardenex target bigger international attendance at Petindex and Glee 2010**

The International Buyers' Centre in Hall 5 of the NEC is again being organised and manned in 2010 by PetQuip and Gardenex, two divisions of The Federation of Garden and Leisure Manufacturers. The Centre serves both Petindex 2010 and Glee 2010, and during the show the Federation's personnel will be providing a wide range of business services, market information, product sourcing support and export advice to overseas buyers and British suppliers of pet, garden and leisure products. Business services include the use of interpreters, e-mail/internet access, meeting rooms and free refreshments.

During the past year, the Federation has worked with the organizers on a wide range of activities aimed at increasing the show's overseas attendance and at bringing international buyers and UK suppliers together while at Petindex and Glee. Among the activities implemented were:

- The inclusion of information on Petindex and Glee in the Directory of British Garden and Leisure suppliers, and its distribution to thousands of buyers worldwide. The mailing included a separate letter inviting international buyers to make use of the International Buyers' Centre at the show. This was followed by two additional international mailings to key buyers.
- Petindex and Glee were promoted on stand spaces at international trade shows including the National Hardware Show in Las Vegas, Interzoo in Nuremburg and spoga+gafa in Cologne as well as during a research visit to Green is Life in Poland.
- Meetings for international buyers and Federation member companies during Petindex 2010 and Glee 2010 have been planned, and information provided, on the international trade advisers visiting Petindex and Glee from British Embassies and Consulates in Denmark, Sweden, Finland and the Baltic States.

Overseas buyers can also gain details of the British government's international trade services from an UKTI information point in the International Buyers' Centre.

Providing help, advice and information to British suppliers on exporting does not end when Petindex and Glee close; the Federation's team helps to turn leads into new export business after the show by providing British companies with more detailed information about the buyers and companies from whom sales leads have been received as well as the markets in which they are operating. Help is also given to identify appropriate distributors and provide valuable information and details on product and retail trends in the prime markets for a company's product ranges. The Federation also signposts the availability of government grants that it has secured for UK businesses for overseas trade shows and export support.

For more information on both buyer and exporter services, please contact the International Trade Association of Pet Equipment Suppliers:

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