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PetQuip to organise British exhibitor groups at major US and Italian pet trade shows in 2011

Two major pet product exhibitions that present excellent export opportunities for British firms are highlights of the PetQuip association's programme of initiatives for 2011. PetQuip has received UK government funding for the first of these exhibitions, Global Pet Expo which will take place in Orlando in March, and has applied for funding for the second show, Zoomark International to be held in Bologna in May 2011.

Global Pet Expo (16–18 March 2011) is the largest North American trade show for the pet care sector, and attracts independent retailers, distributors and mass-market buyers. The nine British companies that exhibited in last year's PetQuip-organised group reported extensive sales leads from North America and prospective new business with international buyers from over 30 other countries. Funding for eligible companies, via the UK Trade & Investment Trade Show Access Programme, has been set at £1,800 for this event. Added to this incentive are the organiser's attractive exhibitor package and the comprehensive support provided by the team at PetQuip. Exhibitor numbers are limited for the exhibition, so interested firms should apply for space to PetQuip immediately.

British firms that exhibited at the last Zoomark International in 2009 also reported positive results to open up new export markets and the expansion of business with existing overseas customers. Discussions were held with buyers from all continents and one British exhibitor estimated it received around 200 business leads. Zoomark is to be held in 2011 on 12 to 15 May, and PetQuip has secured a prime location within the exhibition halls for the British pavilion.

Announcing these two initiatives for the pet sector in 2011, the director general of PetQuip, Amanda Sizer Barrett said: "Our programme for next season will comprise a mix of exhibitions that have proved generated sound export business for the participating companies, together with events such as 'Meet the Buyer' days that have produced similar positive results. The firms that participated in previous trade shows or buyer days have since converted many of the enquiries received into valuable export orders. The full list of initiatives will be issued towards the end of the year, and will offer significant opportunities for British firms wishing to either enter new overseas markets or to expand existing ones".

Companies wishing to register interest in Global Pet Expo or Zoomark or reserve their stand spaces should contact: Emma Lewis or Theresa Swann at PetQuip (the International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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PetQuip (the International Trade Association of Pet Equipment Suppliers) assists and promotes the development of international trade in the pet equipment sector.

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