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## **Excellent export sales opportunities for British suppliers in PetQuip 2011 programme**

### **- Director general welcomes latest Government support for exporters -**

In announcing the PetQuip programme of initiatives for 2011 the Association's director general, Amanda Sizer Barrett has welcomed the UK government's support for British exporters. She said; "Despite the current spending climate, the fact that the government has announced that it is committed to helping businesses succeed overseas is encouraging and the funding received from UKTI for many of our events makes the initiatives in the PetQuip 2011 programme even more attractive to SMEs making early ventures into world markets."

The Association's latest programme of well-researched initiatives features a number of important and popular pet product trade exhibitions that attract key buyers from around the world. The shows are Global Pet Expo (Orlando – 16 to 18 March 2011), Zoomark (Bologna - 12 to 15 May 2011) and PetEx (Dublin – 25 to 26 September 2011). Government cash grants are available to eligible companies participating in any of these important trade exhibitions. This includes PetEx for which PetQuip has secured Government funding for the first time. To support exhibitors at UKTI funded fairs, PetQuip will be providing a comprehensive package for companies exhibiting in its organised groups.

Other areas of the 2011 programme include the Association's continued support for Glee Petindex (Birmingham – 19 to 21 September 2011) where PetQuip will be encouraging international buyers to attend the show and organising and manning the International Buyers' Centre.

During the year, three Meet the Buyer events will be held in the UK to bring together UK pet product suppliers and important overseas buyers in one-to-one meetings. In the past, the formula for these events has resulted in valuable export business for a wide range of UK companies, and has proved popular with both suppliers and overseas buyers. This year's Meet the Buyer events are to be held in March, June and December.

The Meet the Buyer days in particular are also targeting the garden product sector. In addition to these, the Association's Gardenex division is organising group exhibitor participation at several international garden and hardware events in 2011. The shows are Christmasworld (Frankfurt – 28 January to 1 February 2011), National Hardware Show with Lawn & Garden World (Las Vegas – 10 to 12 May 2011), Journées des Collections (Abbaye de Châalis, France – 17 to 19 May 2011), Independent Garden Centre

Show (Chicago – 16 to 18 August 2011), Spoga+Gafa (Cologne – 4 to 6 September 2011) and Gardex/Ifex/Extepo (Tokyo – 13 to 15 October 2011).

Amanda Sizer Barrett added: "During the past year UK companies taking part in our initiatives have reported that as a direct result of their participation in our events, they have secured valuable export business. Our balanced programme of initiatives for 2011 has been carefully researched and we are confident that it will result in a continuation of export sales expansion for the participants, especially when backed up by the many other export related services and benefits our experienced team can provide to firms."

Other export support in the 2011 programme includes the publication of the 'Gardenex Directory of British Garden & Leisure Products 2011-12' and a 'Gardenex A-Z Guide to Exporting 2011'. The A-Z Guide provides valuable exporting information that is equally applicable to the pet product sector.

Full details on these initiatives will be issued throughout the year but in the meantime companies are invited to contact The Federation of Garden and Leisure Manufacturers Ltd trade federation's two divisions, PetQuip and Gardenex, who work on behalf of British companies to help their members increase sales worldwide:  
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e-mail: [info@petquip.com](mailto:info@petquip.com) or visit the Gardenex website on [www.petquip.com](http://www.petquip.com)

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