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Twelve satisfied exhibitors report back from British pavilion at Zoomark 2011

- export sales leads at unprecedented level -

Reporting from Bologna, Italy, at the close of the 2011 Zoomark pet trade fair, the association manager of PetQuip, Neale Hutchinson said "All 12 exhibitors in the PetQuip organised group of exhibitors expressed delight at the outcome, which produced an unprecedented level of enquiries from around the world".

The British group, which included seven companies exhibiting at the show for the first time, displayed a range of new products including premium foods for dogs and cats, dog shampoos, collars and fruit flavoured toys.

Some of the immediate reactions of the British exhibitors were:

Animology : "Magnificent. Zoomark has been superb for us. In terms of the quality of enquiries for our award winning dog shampoos and sprays, it has been by far the best show we have attended. Being part of the British pavilion added a great deal of credibility to our presence at the show because of the association with other leading British suppliers. I cannot imagine exhibiting at a future overseas show without the support of PetQuip."

Byotrol Pet Care: "It has been an excellent show and we have taken a number of valuable orders for our grooming, hand and surface cleaning products. Making contact with potential buyers in advance of the show has really paid dividends. We have also detected that British goods are sought after just now, which is possibly a reflection of the royal wedding and next year's London Olympic Games. Both have put an international focus on the UK and raised the perception of British quality."

Litter Kwitter: "A good show with possibly around 100 sales leads, mostly from the EU but also from South America, Mexico, the Middle East, Malaysia and Russia. Thanks to the exemplary service provided by PetQuip, exhibiting our toilet training system for cats at Zoomark has been a completely painless exercise."

My Pet (James and Steel): "We had a good spread of trade buyers and were struck particularly by the number from Central and Eastern Europe, particularly from Poland, Slovakia, Slovenia, Serbia, Ukraine and Russia. As a result, we have a box file crammed with leads especially for our recently introduced pet stain and odour remover and for the new range of cat flaps and dog doors."

Fish4Dogs: "We came here with three or four target markets in mind for our natural dog treats and it looks as though we will get them all covered. We have signed one distribution contract and cemented business elsewhere. Zoomark is a convenient way to meet existing customers from around the world."

Get Off: “Zoomark has exceeded our expectations without a doubt. It has produced exactly the type of people we want to meet. If we convert ten per cent of our leads we will have recouped the cost of taking part in the show and we are expecting to do much better than that.”

Barking Heads & Meowing Heads: “We had a superb four days and are very pleased with the buyers’ reaction to our premium cat and dog lifestage dietary products.”

The Canny Company: “The show was definitely worthwhile for us, and the fact that we translated our dog training collar brochures, packaging, instructions and promotional material into Italian has proved invaluable.”

Dog Rocks Distribution: “We had very positive feedback and some strong leads for our natural solution to urine burned lawns.”

PATS: “It is always useful to take part in a key show such as Zoomark and be seen to be seen. We have promoted the 2012 PATS show and Aqua in Telford later this year, and it has been a worthwhile four days.”

Waifs & Strays: “Our participation in Zoomark has been very worthwhile and the response to our animal care products from European buyers has been particularly good. If we manage to translate a tenth of our enquiries into orders, we will be happy.”

Wicked or What: “The show has been much better than expected and we are confident that we will secure new business for our pet hair removers as a result of taking part. We have met loads of distributors from most of Europe, and could not believe how many Italian distributors there are. I would definitely do Zoomark again.”

Companies in the pet care sector that would like to join PetQuip to obtain the business support and services members already enjoy or find out more about exhibiting at the association’s other events, should contact PetQuip (the International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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e-mail: info@petquip.com or visit the PetQuip website on: www.petquip.com

PICTURE CAPTIONS

- 1. The British pet product information stand at Zoomark 2011.**
- 2. British exhibitors were kept busy at Zoomark 2011.**

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