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Gardenex and PetQuip 2012 programmes designed to provide maximum export sales for participants

Opportunities for British garden, leisure and pet product firms to achieve sales in two of the UK's top export markets are the key features in the 2012 programme of initiatives announced by The Federation of Garden & Leisure Manufacturers. Member companies of the Federation's two main divisions, Gardenex and PetQuip, will have the opportunity of displaying their products and services at five leading international trade exhibitions in Germany and the US. In addition, the Federation is organising three 'Meet the Buyer' events in the UK where British companies can present their products in one-to-one meetings with influential buyers from around the world.

The main international garden trade exhibitions in the programme are the National Hardware Show in Las Vegas in May and spoga+gafa in Cologne in September. The Federation has negotiated grants under UKTI's TAP scheme for eligible British exhibitors at both of these shows. Gardenex will also be arranging a visit to the Independent Garden Centre Show in Chicago in August, and has negotiated a special 10 per cent exhibition space discount for its member companies.

New to the Federation's PetQuip calendar for 2012 will be a scheduled visit to Pet Fair Asia in Shanghai. The fair is one of the leading pet sector events in China, a country that is experiencing a 25 per cent annual growth in pet related products.

Commenting on their choice of supported shows for the year, the director general of the Federation, Amanda Sizer Barrett said: "All of the overseas exhibitions and the 'meet the buyer' events feature prominently on our programme as they have a proven track record in achieving positive and long-term sales for the British participants. The Federation is fully aware that in the current spending cut climate, companies need assurance that their marketing budgets are carefully targeted to achieve maximum returns. We know from many years' experience that these well researched exhibitions and events really do bring positive results in terms of genuine export business."

During the year, the Federation is also planning to expand and update its extensive knowledge of overseas markets by planning specific 'explore the market' visits to Belgium, France and Sweden.

At home, the Federation will be supporting Glee Petindex 2012 in Birmingham again by working alongside the organisers to attract international buyers to attend the show. The Federation's role will include liaising

with international buyers attending the exhibition and organising and manning the International Buyers' Centre at the show.

Other export support will be provided during 2012 programme with the publication of the 'Gardenex Directory of British Garden & Leisure Products 2012-13', which contains contact and product information from the Gardenex membership and which is circulated to thousands of influential international buyers worldwide to promote members' ranges and attract new sales leads throughout the year.

Full details on these initiatives will be issued with applications to participate during the year but in the meantime interested companies are invited to contact Gardenex or PetQuip for full information on the comprehensive range of export advice, market research, sales leads and practical advice available to members of the federation's two divisions.

For further information on The Federation of Garden and Leisure Manufacturers Ltd trade association's two divisions, Gardenex and PetQuip, who work on behalf of British companies to help their members increase sales worldwide, contact:

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