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PetQuip to organise UK pavilion at Interzoo 2008 following export success at last event

Described as being truly global and acknowledged as the world's biggest trade fair for pet supplies, the next edition of Interzoo is to be staged in Nuremberg from 22 to 25 May 2008. Following the success of the British exhibitor group at the last edition of the show, PetQuip is organising another group presence at Interzoo next year. All 21 of the British companies participating in the PetQuip-organised group in 2006 attracted interest from buyers across the world, not only from throughout Europe but from places as diverse as China, Russia, the Middle East and the USA. A number of them also opened meaningful negotiations with overseas distributors.

PetQuip has secured a prime location for the British exhibitor group at the 2008 exhibition. Well situated for group members to take full advantage of the show's large attendance (Interzoo 2006 attracted 34,181 trade visitors from 108 countries), it is at the front of Hall 9, close to the Mitte entrance and train station. However, participants in the group are not obligated to exhibit in the PetQuip area in Hall 9. Should they wish to exhibit in a different part of the show, they are free to choose alternative space in any other hall. A cost-effective shell scheme can be provided for them if required.

British companies can take advantage of PetQuip's comprehensive package to help with their stand arrangements, show preparation and any problems encountered on site during the show itself. Key aspects of the association's package are support and guidance with logistics and technical matters, exhibition freight forwarding, travel and accommodation, together with the provision of interpreters, media promotion and advice to exhibitors on how to make the most of their presence at the fair.

PetQuip will be making a bid for government funding for the fair under the Tradeshow Access Programme. If successful, it will allow eligible members of the British group to obtain cash grants

towards the cost of exhibiting. The outcome of the bid will be announced in due course but would-be exhibitors are advised to contact the Federation as soon as possible, so that PetQuip can keep an option on sufficient stand space at this important exhibition, which sells out very quickly.

To register your interest in exhibiting as part of the British exhibitor group at Interzoo 2008, please contact Theresa Swann at T +44 (0) 1959 565 995 or email theresa@gardenex.com

For more information on Interzoo and the opportunities for British companies to exhibit, contact PetQuip (the International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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(PetQuip is a division of The Federation of Garden and Leisure Manufacturers Limited)

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