



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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5 March 2008

## UK pet equipment suppliers confident of new export orders following PetQuip 'Meet the Buyers' event

About 50 individual business generating meetings were held between 18 British suppliers of pet products and leading buyers from Finland and Italy and The Netherlands during a one-day 'Meet the Buyer' event organised by PetQuip in Birmingham on 21 February.

The one-to-one meetings were heralded a success by the suppliers and buyers, and as with previous 'Meet the Buyer' events held by the federation, the event created significant export business opportunities for the British firms.

The format for the day was given a 'thumbs-up' by the suppliers who were appreciative of the opportunity of spending uninterrupted time with key buyers, and a number of them departed the meetings with high hopes of resultant export sales. Their expectations have been confirmed by buyers from each country who have stated that they will be either placing direct orders with the UK companies they met or following up with further negotiations. All of the buyers commented on the value of seeing so many new products and packaging under one roof and having the opportunity of discussing potential new business opportunities.

The following comments summed-up the positive reaction which came from the UK suppliers:

**Ray Carthy, Gardman:** "These meetings provide excellent opportunities to spend quality time with people, in a very cost-effective way. The 20 minute slots can be very valuable, as the buyers are totally focused on the exporters in front of them."

**Gordon Chesworth, Mark & Chappell:** "I had four very productive meetings. I was asked to provide quotations on our range of functional pet treats by two major Italian distributors. This will hopefully result in significant new business. We are also now expecting Faunatar Finland to list additional products through our Finnish distributor, Tujoma."

**Severine Monnier, Armitages Pet Products:** "It was certainly worth it. Both of the buyers I met seemed very interested in doing business with us."

**Rosi England, Formula K:** "I thought this unique event was extremely well organised and provided a valuable opportunity to meet with senior buyers from our industry. It was my first attendance, but I'll be there next time."

**Mark Richardson, Cranswick Pet Products:** "We met four sets of buyers from three countries: Italy, Germany and Finland. It was a very useful exercise in developing our routes to market. The agenda was well thought out and the organisation impeccable; a great way to meet buyers in a relaxed, informal manner."

**Dubby Klyne, Scruffs:** "The combination of wholesale and retail buyers from Finland was perfect. We had the right products at the right price for them, so we're doing business. Six hours away from the office to get a deal like that was very worthwhile."

**Jill Angell, Fish4Dogs:** "PetQuip organised an excellent event, having selected three ideal potential customers for us. We took lots of samples to the event, and left with none. We are now in detailed negotiations with all three companies, and hope to finalise agreements shortly."

**Jen Sansom, Weanafeeda:** "I wasn't sure whether to attend or not. However, the meetings were not at all like Dragon's Den (as I feared) but were very relaxed. I would certainly go to another Meet the Buyers day."

**John Barker, Ecological Cleaning Options:** "Today's event saved a great deal of expense visiting potential buyers in Europe, and at the same time gave the buyers the chance to see a range of different British products. It was a brilliant opportunity at a very reasonable cost to create exposure to lucrative European markets for British companies."

Amanda Sizer Barrett, PetQuip's director general, commented "We are pleased that these Meet the Buyer events are consistently contributing to our aim of introducing new export opportunities to our member companies. The next Meet the Buyer event is planned for November this year, and we will be announcing the countries to be represented soon".

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