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Latest 'meet the international buyer' event follows British successes in Dubai

British suppliers of garden, leisure and pet products booked to attend the next Gardenex/PetQuip 'Meet the Buyer' day on 20 June 2012 are aiming to match the results of firms that took part in a previous event in the meet-the-buyer annual programme. The event resulted in orders for at least five of the attendees from one buyer alone. The successful companies to receive orders from the Dubai Garden Centre were Hampshire-Gardencraft, Haws, James & Steel, Wildlife World and Wood Fired Ovens by Jamie Oliver. The items now being supplied by these companies to Dubai include ornamental garden stoneware, watering cans, vases, jugs, cat and dog accessories, wildlife nesters and feeders and portable wood fired ovens.

The next event on 20 June is being held at the Gardenex/PetQuip head offices in Brasted, Kent. This cost-effective business opportunity will give interested British firms specific meetings on a one-to-one basis with five buyers from four countries, all of whom have expressed interest in adding further products to their portfolios. The buyers invited by Gardenex/PetQuip are from a leading Swiss importer, a Swedish import and distribution company, two large mail-order companies from Germany and a Dutch chain of large garden and pet centres.

Explaining the popularity of the 'meet the buyer' events with both British suppliers and international buyers, Amanda Sizer Barrett, director general of Gardenex and PetQuip said: "The main attraction for British suppliers is that it provides a cost-effective platform to meet with carefully selected buyers without the expense of travelling to an overseas market. The international buyers are equally impressed as they have the benefit of identifying the type of products they wish to source prior to the visit, and they know that they will be meeting with reputable suppliers of those products.

The meeting on 20 June is open to members and non-members of Gardenex or PetQuip. There are still some appointments available but they are booking up fast so interested companies should telephone either Charlie Parker or Eleanor Wigram on +44 (0)1959 565995.

Gardenex and PetQuip are divisions of The Federation of Garden and Leisure Manufacturers Ltd, the trade association that works on behalf of British companies to help its members increase sales worldwide.

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