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Zoomark brings export successes for British companies

- "PetQuip did a fantastic job of organising group" say exhibitors

First reports from many of the British exhibitors returning from the Zoomark pet trade exhibition in Bologna (7 to 10 May) tell of positive inroads being made into new export markets and of the expansion of business with existing overseas customers.

"It seems that against the background of the current economic uncertainty the positive business activity at Zoomark brought a breath of fresh air to the UK companies exhibiting a wide variety of pet items in the British pavilion. The outcome for the exhibitors proves yet again that there are significant opportunities for the sector to achieve business in export markets", said Amanda Sizer Barrett, the director general of PetQuip, the export federation that organised the British pavilion for the second time. "Apart from the high level of orders and enquiries received by so many of the exhibitors, it is encouraging for the federation to receive glowing comments on the services provided by our team in the lead up to the show and on site. The remarks add impetus to our efforts to encourage even more companies to exhibit at Interzoo 2010, where we will be organising a British pavilion."

Typical of the immediate reactions from British exhibitors are:

Scruffs – Dubby Kline: "A total of between 150 and 200 sales leads were received at Zoomark from Italian and other European countries as well as from Israel, Saudi Arabia, Canada and the USA. The show gave us exposure to new and unexpected markets, such as Saudi Arabia. We will definitely be returning with the PetQuip group next time."

Armitage Pet Care – Severine Monnier: "Our stand attracted buyers from 17 countries including Europe, Scandinavia, Israel, Cyprus and India. We expect business will be achieved with a number of new customers and believe that Zoomark was the first step in strengthening our presence in Europe. Much interest was shown in our Christmas products, latex dog toys and the Rotastak small animal housing."

Dog Rocks UK – Carina Evans: “Dog Rocks first launch into the European market was given a warm reception and we predict encouraging sales judging by the wholehearted acceptance of our products by pet retail chains, wholesalers and distributors as well as independent retailers. Without PetQuip we would not have had the relevant know-how or initial assurance that Zoomark was the way forward for us but we are now glad that we participated.”

Doggy Things – Henry O’Donnell: “We achieved direct sales with a few retailers and are hopeful of achieving two new distributorships. In total we met 15 wholesalers/distributors and about 25 retailers. Although footfall was moderate the quality of visitors was good and the Italians appeared less concerned about the economic situation than other countries. We met with buyers from many European countries as well as Egypt and Israel and all showed strong interest in our new range of collars.”

Poopod – Sue Bell: “We expect to achieve business with some of the very good international contacts we made with wholesalers, distributors and independents from across Europe. As a small company, being part of the British pavilion and having the support and organisation of PetQuip made the visit to Zoomark possible.”

Loc8tor – Anthony Richards: “Although the value of new business is difficult to quantify, we met with potential new customers representing all outlets of the pet sector from East and West Europe, Israel, Norway and Sweden. The PetQuip team made the organising of our participation so easy.”

Outhwaites – Andy Monk: “We saw distributors, chain stores and independents from Finland, Switzerland, Italy, Cyprus and Brazil and, although the number of leads was small, significant interest was shown in our dog coats and natural products.”

Prestige Pet Products – Natalie Ellis: “Although the volume of visitors was low, the quality was high. I would rather have 10 high quality leads than 100 smaller ones. The buyers that we saw were mainly from Europe and our non-spill bowl continues to attract wide attention and has been named as the fastest selling bowl on Amazon USA.”

James Marketing – Luke James: “While the retailers that visited our stand were mainly from Italy, the distributors represented most parts of Europe, Israel and The UAE. Attendance seemed to be down but the buyers that did attend were keen to spend. We expect to achieve sales for our new products, particularly the comfy cone soft collar, but the value cannot be quantified for three to four months.”

Fish 4 Dogs - Jill Angell: "We met with wholesalers, pet shops, veterinary clinics and web sale outlets from many countries, notably Slovenia, Slovakia, Israel, Jordan, Croatia, Italy and France and we predict potential sales of £300k per annum. PetQuip did a fantastic job for us, resulting in us introducing Fish4Dogs into 8 new countries taking our total overseas markets to 40."

R & R Products – David Wright: "The first day was the best day I have ever experienced at a trade show. In all we received about 50 potentially serious sales leads and anticipate achieving around £100k business in the next twelve months. Also, the appointment of a new distributor in Finland was a direct result of the pre-show preview produced by PetQuip, and being part of the British pavilion greatly increased our exhibitor effectiveness."

Mason Cash – Steve Samosa: "Buyers ranged from small Italian boutiques to major multiples across Europe and in all we met with buyers from over 20 countries including Japan, Brazil, Canada, the UAE and the USA. We picked up a number of new accounts and I'm sure that we can secure new regular customers from the 80 leads taken at the show. Attendance at Zoomark as part of the PetQuip group has encouraged us to exhibit at Interzoo in 2010."

Companies in the pet care sector that would like to join the association, learn more about the business support and services PetQuip offers and find out more about exhibiting at Interzoo 2010 and the cash grants available to SMEs are welcome to contact one of the PetQuip team for further information.

Further information on PetQuip(the International Trade Association of Pet Equipment Suppliers) is available from the association manager, Neale Hutchinson, The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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