



The White House  
High Street, Brasted  
Near Westerham  
Kent TN16 1JE  
United Kingdom

T: +44 (0) 1959 565 995  
F: +44 (0) 1959 565 885  
E: [info@petquip.com](mailto:info@petquip.com)  
[www.petquip.com](http://www.petquip.com)

16 August 2012

## Opportunities for British pet product suppliers in growing Chinese market

### Government support for PetQuip group visit

British suppliers of pet products have a golden opportunity of reaching the rapidly growing Chinese market following the announcement that the PetQuip association is to organise a cost-effective group programme visit to Shanghai in October 2012.

The planned visit is to receive funding from the UK Trade & Investment's Tradeshow Access Programme, and is timed to coincide with Pet Fair Asia 2012 that includes among its exhibitors many of the leading distributors from China and Hong Kong. The fair is staged at the same time as the International Pet Industry Summit and Petfood Forum of China, where British participants in the visit will have the opportunity to display their company and product brochures and to be involved in distributor matchmaking meetings. Part of the PetQuip programme will comprise a networking reception.

During the 7-day visit, commencing on 9 October, the British suppliers will have the opportunity of taking part in an organised retail tour plus the option of additional business meetings or sightseeing. The retail tour will include visits to China's largest pet retail outlet that features numerous Western brands, a chain of pet stores in Shanghai, two leading vet clinics and a typical wholesale market.

PetQuip's programme will comprise all of the following: a market overview information in advance of the visit; a table top presence and display aids for company brochures; advance promotion of the visit to key trade media and product distributors; translated brochure inserts and business cards; and one-way air freight of brochures and product samples.

The cost of the subsidised package is £650 plus VAT for PetQuip members or £750 plus VAT for non-members. PetQuip will also provide assistance with flights and accommodation.

PetQuip (the International Trade Association of Pet Equipment Suppliers) assists and promotes the

development of international trade in the pet equipment sector.

**For further press information contact: Peter Evers:**

**PetQuip and Gardenex international PR consultant**

**tel: +44 (0)1543 491496    mobile: +44 (0) 7779 617965    e-mail: [news@internationalgardening.com](mailto:news@internationalgardening.com)**

This announcement has been issued by Peter Evers PR Consultant on behalf of the International Trade Association of Pet Equipment Suppliers from information provided by the Association or from organisations associated with the Association's initiatives. Reasonable steps have been taken to ensure that the information provided is accurate. However, Peter Evers PR Consultant assumes no responsibility for information contained within the document and disclaims all liability in respect of such information. Peter Evers PR Consultant shall not be held liable for any losses suffered as a result of issuing this information to the press or its use within the media.