



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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Petindex exhibitor wins export orders following PetQuip association's help

The attendance of overseas buyers at Glee Petindex 2006, allowed the pet industry's export association, PetQuip, to demonstrate some of its key services to member companies. Launched in May this year, PetQuip is dedicated to assisting and promoting the development of international trade in the pet equipment sector.

Prior to the show, members were made aware of PetQuip's expanding database of overseas buyers, and companies such as The Canny Company soon experienced the benefits of the service. Sean McElherron, managing director of The Canny Company, said "Our pre-show mailshot, using the PetQuip database, was very effective and resulted in an approach from a company wishing to distribute throughout the Benelux countries, France, Germany, Switzerland and Portugal. We also took good-sized orders from new customers in the Netherlands, Belgium and Iceland. Demonstrating the international flavour of the show, we also secured an order from a new customer in New Zealand which we will fulfil through our Australian distributor."

PetQuip's close association with UK Trade and Investment also provided the opportunity for the association's members to meet with key overseas buyers who participated in the inward mission to Glee Petindex. This year 45 buyers of pet, garden and leisure products visited the show at the invitation of UKTI. They, and over a thousand other overseas buyers, made use of the International Buyers' Centre, which is organised and manned each year by The Federation of Garden & Leisure Manufacturers, of which PetQuip is now a division. The Federation's experienced export team were able to help the overseas buyers source British products which particularly interest them.

Amanda Sizer Barrett, the director general of PetQuip said, "Since the association was formed in May 2006, we have already received enquiries from 142 companies. Understandably, around 75% have been from UK companies, but PetQuip has also

attracted enquiries from throughout mainland Europe, Australasia, the Far East and North and South America. Most of our initial approaches for membership have been as a result of the successful British group of exhibitors which we organised at Interzoo in Nuremberg, but Petindex has now provided us with the opportunity of explaining the range of services we offer to a much wider audience. We expect to convert the interest shown to date into further firm memberships in the coming months. We look forward to helping pet product firms to follow up international enquiries received at the show and develop their export business effectively."

One of the benefits of membership is a 12.5% discount off stand space at next year's Glee Petindex.

Another advantage of PetQuip membership is the opportunity of arranging one-to-one meetings with key overseas buyers at a UK location. Plans are already in hand to organise the first of these 'meet the buyer' events with Belgian buyers and distributors in January, followed by a meeting with French buyers. Similar events organised by The Federation of Garden & Leisure have resulted in scores of long-term export orders for delegates. A UK group participation at Zoomark in Bologna is also on the programme for May 2007.

Other benefits of membership include access to a database of 6,000 international buyers, the supply of new sales leads via the association, export information and international market research, participation in exhibitor groups at international shows, group visits to overseas markets, representation at international events on PetQuip information stands, free use of the association's research library, free international press coverage of members' products in PetQuip releases/articles, and regular support from a professional management, marketing, event planning and research team.

Detailed information on PetQuip membership is available from:

PetQuip (the International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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