



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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International Trade Forum organised by PetQuip and Gardenex targets development of worldwide export markets

Belgian and German buyers to meet British pet product suppliers

An International Trade Forum for pet product and garden and leisure suppliers, organised by PetQuip's managing company, The Federation of Garden and Leisure Manufacturers Ltd, will bring together the best ingredients of two popular events to provide delegates with a comprehensive programme of export related topics and opportunities. The day will provide the latest business information to the exporters and potential exporters who attend, and give them the opportunity of meeting with key buyers representing the Belgian and German pet, garden and leisure sectors.

The International Trade Forum and 'Meet the Buyers' Day is to be held at Mallory Court Hotel, near Leamington Spa on Wednesday 14 March 2007, and is open to both members and non-members of the Association.

The presentations will include guidance on developing worldwide export markets by using the wide range of export advice on hand, and how to access grants from the British government to exhibit at overseas trade shows. Delegates will also learn how to raise their international profile via the Federation's PR service, and discover how the latest wooden packaging legislation will affect their business. The latest Glee & Petindex plans aimed at increasing the number of international visitors at the Birmingham-based exhibition this year will also be revealed. A Federation member company representative will also provide first hand knowledge of how it has utilised the association's comprehensive range of services and events to expand sales in export markets. The Federation and UKTI teams will be supported at the event by a number of other experts who will offer advice and practical solutions to help export development.

A highlight of the programme will be a series of pre-booked 'Meet the Buyer' sessions, a formula which in the past has resulted in British suppliers of garden and leisure products opening up business in many new export markets. On this occasion the buyers will include key pet product buyers from the Belgium and German markets, and they will meet with PetQuip member companies on a one-to-one basis in order to ascertain the potential for the products in their country. The Belgian pet product buyers attending the forum are from Laroy Duvo, a leading distributor to the pet sector, Delhaize, Tom & Co, the pet retail store chain, and the Aveve garden centre chain's pet section. Aveve will also be represented by its garden product buyer, and the other Belgian garden company represented is Gamma, a leading DIY retailer.

There will also be informative presentations from two industry experts, Ralf Majer-Abele, editor of PET in Europe, and Mike Wyatt, editor of Garden Trade News, who will highlight retail and product trends in the international pet and gardening products sectors.

The International Trade Forum will be supported by UK Trade & Investment and sponsored by Glee and Petindex. The cost is just £49.50 plus VAT for members of the Association or £79.50 plus VAT for non-members. As there are a limited number of 'Meet the Buyer' sessions, interested companies should register their interest immediately.

The PetQuip trade association has been formed to assist and promote the development of international trade in the pet equipment sector. For more details of the International Trade Forum and how to register contact Theresa Swann on telephone: +44 (0) 44 1959 565995 or fax: +44 (0) 1959 565885
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