



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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## **PetQuip association to organise the British Pavilion at Zoomark International 2007**

**- comprehensive stand package among the attractions for exhibitors-**

One of the main projects for the newly formed PetQuip international trade association in 2007 will be the organisation of the British pavilion at the Zoomark International trade fair in Bologna in May. This incentive follows the success of PetQuip's managing company, The Federation of Garden & Leisure Manufacturers, in organising the British pavilion at Interzoo in May 2006. This resulted in many of the 21 British exhibitors winning valuable export orders and enquiries, and appointing of a number of overseas distributors.

"Exhibiting at Zoomark will provide British companies with a cost-effective opportunity to reach one of the most dynamic pet supplies markets in Europe" said PetQuip's director general, Amanda Sizer Barrett. "The pet supplies market in Italy has experienced a growth of over 30% in the last five years, and retail sales are now estimated at between €3.8 billion and €4 billion a year. The market continues to expand at a faster rate than those of France, Germany and the UK, with supplies for dogs and cats predominating. However, Zoomark is not just about reaching Italian buyers, as nearly 20,000 buyers from 74 countries attended the last fair. The Federation's experience in organising similar British groups at overseas trade shows over the past 45 years has provided us with proof that most participating exhibitors increase their export sales as a result of fairs such as Zoomark."

An added incentive for British suppliers to exhibit at Zoomark International is that Bologna is in close proximity to Central and Eastern Europe and, as a result, draws trade buyers from those rapidly developing markets.

PetQuip has negotiated with the show organisers to ensure that the British pavilion has a prime location within the fair. An attractive exhibitors' package includes all of the following:

- A comprehensive stand package which is designed to provide a ready-made stand on which exhibiting companies can display their products. The package includes everything from floor space, carpet, wall construction, lighting, furniture, electricity connection and consumption, stand cleaning and local taxes, all for just €220 per square metre.
- Assistance with freight and other logistics.
- Advice and information from PetQuip's experienced team in the lead up to the show and from the association's industry information stand during the show, including access to interpreters.
- Trade media press coverage on the goods and services of the British group, prior to, during and following the show.
- Inclusion in a special preview to be sent to named international buyers in advance of the show.
- A 28-page report on the Italian pet supplies market on payment of the management fee.

The support services outlined above are available to PetQuip member companies for a management fee of £350 plus VAT, or for non-members for a fee of £465 plus VAT.

The PetQuip trade association has been formed to assist and promote the development of international trade in the pet equipment sector. Companies wishing to make provisional stand bookings, to register interest in Zoomark International (10-13 May 2007) or to obtain details of PetQuip membership should contact: Trade association manager, Neale Hutchinson at PetQuip (the International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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