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International trade exhibitions in the USA and Italy feature within PetQuip 2013 export programme

Major international garden and leisure trade exhibitions in the USA and Italy will be two of the highlights of the PetQuip association's export programme for 2013. The Association has been successful in its bid for government funding to enable British companies to exhibit their products in a cost-effective way at Global Pet Expo in Orlando in February 2013, and it has also applied for exhibitor grants for Zoomark in Bologna in May 2013. PetQuip is also planning a series of its highly successful 'Meet the Buyer' days, the first of which takes place on 28th February, and details of these and other initiatives will be outlined in the Association's full programme, due to be announced early in 2013.

Global Pet Expo is the largest pet trade show in North America and draws buyers from the USA, Canada and other parts of the world. British exhibitors in the PetQuip-organised groups at previous Global Pet Expo shows have reported that the level of export orders achieved has exceeded all expectations. PetQuip's director general, Amanda Sizer Barrett believes that next year's show could be equally rewarding: "With the housing market now stabilised, employment situation improving, and growth in the region of two per cent, America appears to be on the mend. While the eurozone remains in the doldrums, America's revival suggests that our members should be looking across the Atlantic to increase overseas sales. Without question there are markets displaying much higher growth rates, but few can match the opportunities in the USA for suppliers in the pet care sectors".

One European market that is seeing remarkable growth in the pet care sector is Italy. To meet this exciting sales opportunity for British firms, PetQuip is to organise a British exhibitor group at Zoomark in Bologna in May. The Italian market for pet products is one of the most dynamic in Europe and continues to expand at a faster rate than those of France, Germany and the UK, and an added bonus for exhibitors is that the show attracts buyers from all over the world.

Full details on these initiatives will be issued throughout the year but in the meantime interested companies should contact PetQuip to register their interest and to obtain full information on the comprehensive range of export advice, market research, sales leads and practical advice available to member companies.

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**This release is approved by PetQuip and issued on behalf of the Federation of Garden & Leisure Manufacturers Limited by:
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