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UK firms to benefit from new Gardenex overseas market research services

UK garden and leisure suppliers wishing to carry out research into overseas markets can now take advantage of two new low-cost services introduced by the Gardenex export federation. The services have been tailored to suit exporting firms that may not have the time or the budget to arrange their own research visits or may not be able to exhibit at some of the international trade shows serving their sector.

The first of these services, 'The Gardenex Group Visit Service', offers firms the opportunity to travel to an international market as part of an accompanied group of like-minded exporters, led by one of Gardenex's experienced research team. The participants will benefit from a package of services that includes market overview information, important contact lists, and introductions to key distributors by the Gardenex research team who will be on hand during the visit. The potential for market briefings with local UKTI commercial officers and industry contacts will also be investigated and depending upon the size of the participating group, retail tours at cost will be added to the list of services. The first visit is arranged for the Independent Garden Centre Show that takes place in Chicago, USA from 21 to 23 August 2012.

The second of the new services, 'Gardenex Explore the Market', will benefit exporters that are unable to make a personal visit to a market or trade event. The Gardenex team will undertake the visit on behalf of the British company and make initial approaches to key buyers and influential contacts. As part of the service, Gardenex will present an individual company's sales material and brochures to key potential distributors visiting the selected trade show. The Federation will also assess the trade event and market and its potential for the UK company. It will then follow up by providing lists of distributors and other contacts and a post-show briefing on potential approaches to the market based on feedback. This service in 2012 will also apply to the Independent Garden Centre Show in Chicago and to the Journées des Collections in Apremont, France from 22 to 24 May.

Other 'Explore the Market' opportunities will be announced during the course of the current year.

The services are available to all exporters, although Gardenex member companies will be able to take part at a significantly reduced cost. Non-members using the service will benefit from the same cost if they subsequently join Gardenex within a month. More details and costs are available from Theresa Swann at Gardenex (The Federation of Garden and Leisure Manufacturers Ltd), the trade association that works on behalf of British companies to help its members increase sales worldwide.

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e-mail: theresa@gardenex.com. Details about these and other valuable services are available from Charlie Parker (charlie@gardenex.com) or visit the Gardenex website on www.gardenex.com

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