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Overseas buyers attracted to wide range of British products at latest Gardenex and PetQuip event

More than twenty UK suppliers of garden, leisure and pet products held one-to-one meetings with selected buyers from Dubai, Pakistan, Saudi Arabia and Switzerland in the latest Gardenex and PetQuip export federation's event held at its headquarters in Kent. The products presented to the buyers ranged from seeds and garden care items to barbecues, watering equipment, pet products and garden centre retail displays. Following the meetings there are high expectations for further increases of British products to export markets. Immediate reactions from the buyers included potential purchases from at least three new suppliers by the Dubai Garden Centre as well as ongoing business with existing suppliers. Erwin Meier is very interested in products from some of the UK companies seen for his new garden centre in Switzerland, and Horti Group Asia will be placing trial orders for his distributor and retail businesses in Saudi Arabia and Pakistan. Pictured outside the Gardenex and PetQuip headquarters are (left to right) Mustafa Kamal of Horti Group Asia, Eleanor Wigram of Gardenex, Nereid Boyce of Wood Fired Ovens, Charlie Parker of Gardenex, Danny Powell of Dubai Garden Centre and Erwin Meier-Honegger of Ernst Meier AG.

The next Gardenex and PetQuip 'Meet the Buyer' event will be held on 23 February 2012. Companies who wish to participate should contact 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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