



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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4 July 2006

## Worldwide interest in the new PetQuip trade association

Since its formation just a few weeks ago, PetQuip, the International Trade Association of Pet Equipment Suppliers, has created interest from a worldwide audience. Approaches have been made to the UK-based association from as far afield as Australia, China, Brazil, Korea, Mexico, Panama, Taiwan and the USA, in addition to countries throughout Europe.

"The creation of an association dedicated to assist and promote the development of international trade in the pet equipment sector has captured the imagination of a wide cross section of the industry", said PetQuip's director general, Amanda Sizer Barrett. "Enquiries have been received already from manufacturers, retailers, wholesalers and various service providers, and the information being obtained from these approaches, together with other dedicated research, is helping us to build up our knowledge resource for the industry. As we canvas the views of members and potential members it will be used to ensure that we provide a service that is tailored to their needs."

Early moves by the association have included discussions with Germany's leading pet care trade association, Zentralverband Zoologischer Fachbetriebe e.V. (ZZF), in order to explore ways in which PetQuip and the German association might co-operate to the mutual benefit of all members. In addition to being the main sponsor of the Interzoo pet trade exhibition, ZZF is also the sponsor of the DeZooFa exhibition, held every two years in Wiesbaden.

PetQuip's research department has also been active in developing its data base which contains valuable information on the global pet supplies market. This information is available to member companies, and includes details on pet ownership, trends in the sales of pet equipment and the varying channels of distribution. To date, details have been collated for the main Western European countries and for the major Russian and American markets. Similar information is now being researched for several Central and Eastern European countries.

The aim of PetQuip is to provide a catalyst for contact between manufacturers, suppliers and international buyers, and membership is open to manufacturers and suppliers of pet equipment anywhere in the world. The association is managed by The Federation of Garden and Leisure Manufacturers Ltd, which has been providing a comprehensive range of services to British companies and overseas buyers in the garden and leisure sector for over 40 years.

Companies interested in developing their international business can contact PetQuip for further information on membership at:

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