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## Overseas buyers and UK suppliers herald latest PetQuip and Gardenex event as a great success

Overseas buyers of pet, garden and leisure products, invited by the PetQuip and Gardenex export federations to meet with British suppliers in the UK, have hailed the latest 'Meet the Buyer' event as a great success. The event involved buyers from Estonia, Germany, Latvia, Romania and Sweden who met with nearly 40 suppliers in one-to-one business-generating meetings.

Previous 'Meet the Buyer' events have resulted in export business for many UK suppliers, and comments received from the buyers at this latest meeting prove that they too give overwhelming support to the format of the day.

Well before the end of the event, Aldo Urm of Estonian importer H&T Haljastus described the event as 'fantastic' and that it would result in him placing samples of British products on display at the main Estonian garden show later this month.

Both Thomas Beckmann of German mail order company, Beckmann, and Bengt Larsson of L:a Fiskaregatans Trädgårdsbutik, a Swedish importer/distributor of garden accessories described it as a great event as there were no interruptions and distractions during the discussions which enabled them to learn about the main features of the companies and their products.

Florin Stanica of Romanian importer/distributor of garden products, Semperflorens, stated that he was sure that the meetings would result in long term cooperation between his company and the British suppliers. A similar comment came from Eva Dzerve of Eva Darzam, a leading Latvian wholesaler/distributor of garden products who said that she had seen a number of very interesting new products and hoped to do business with some of the companies she had seen.

Ingrid Talving of Bramham Trade AS, Estonia's largest distributor in the pet care sector left the meeting with a whole range of product samples and stated that much business would result from her visit.

Many of the delegates are now in follow-up discussions with the overseas buyers and further

information on sales successes will be released when known.

Following the positive comments from buyers and suppliers alike, Amanda Sizer Barrett, the director general of PetQuip and added: "The meetings are designed to bring together key overseas buyers that are interested in sourcing British products with potential suppliers from the UK. Our research prior to the meetings and the way in which they are planned results in both parties meeting in a convivial yet business-like atmosphere and in a very cost-effective way. The responses from buyers and suppliers and business that ensue highlights the success of these events. The next meeting is scheduled for November this year when we plan to attract other key buyers from leading European markets."

This latest event, held at Lea Marston Hotel, Sutton Coldfield on 31 March, included a series of informal round-table seminars featuring export service providers, UK Trade & Investment representatives and the PetQuip and Gardenex team.

Companies who wish to take part in future Meet the Buyer meetings or other events organised by PetQuip and Gardenex 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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#### **PICTURE CAPTIONS**

1. Pictured (left to right) at the 'Meet the Buyer' event are Charlie Parker, Gardenex commercial manager; Aldo Urm, H&T Haljastus Ltd, Estonia; Bengt Larsson, L:a Fiskaregatans Trädgårdsbutik AB, Sweden; Eva Dzerve, SIA Eva Darzam, Latvia; Ingrid Talving, Bramham Trade AS, Estonia; Thomas Beckmann, Ing G Beckmann KG, Germany; Zoltan Zsolt Kolcsar, Odu Garden, Romania; and Dr. Florin Stanica, Semperflorens, Romania.
2. British suppliers of pet, garden and lesiure products meet with the buyers from five European countries.

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