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Large export orders and numerous new business leads reported by British exhibitors following Interzoo 2010

The organisers of Interzoo have announced that a record number of 38,000 visitors attended the show this year. The pet product association PetQuip, which was responsible for organising the British pavilion, also claimed its own record by taking 51 UK exhibitors to the show and those companies have reported on many successes as a result of their attendance.

After day one of the four-day trade exhibition, British firms had reported on seeing buyers from throughout Europe and as far afield as Korea. By the end of the show, numerous reports had been received regarding other successes that were expected to result in a big boost for Britain's pet product exports. Both Best Friends Pet Products and Wicked or What reckoned to have received over 400 new business leads each. Best Friends also reported on a large order from Hong Kong for its Tastybone treats and biscuits and estimated that the total of resulting orders received at Interzoo could top £1 million. Wicked or What commented, "We have had overwhelming interest from all corners of the world for our pet hair remover products".

Other comments received include:

Barking Heads - "We are tremendously excited by the great number of enquiries generated from throughout Europe and Thailand and especially the superb quality of those leads."

Beco Things - "Interzoo has been a great opportunity to meet distributors and good retail chains from a large number of countries. We have been overwhelmed by the reaction to our eco friendly feeding bowls. If only a small percentage of our leads turn out to be successful, we will be happy".

Burns Pet Nutrition - "The resulting value of orders for our Penlan Farm range of complete moist food could be substantial."

GWF Nutrition - "This was our first time at Interzoo. If we can develop four or five of the leads from the 40 or so we received it will be good, and two of them have confirmed business with us."

Leashpod - "We have had a marvellous show. The quality of the visitors was of a very high standard. We did not really know what to expect from Interzoo but it has exceeded everything we imagined. Being in the British pavilion has also given us an opportunity to forge new relationships with other firms from the UK, which is important to us. It's been a very good launch for Leashpod."

Lintbells - "If the leads we have received translate into business, we will have filled just about all the gaps in our EU distribution. We also have new opportunities in Asia and other parts of the world that we had not targeted previously, so that could be interesting for us."

Loc8tor – “We met wholesalers, distributors, chain stores, independents and mail order companies from most countries.”

NTL Laboratories - “Interzoo is very much a place for meeting with existing and potential customers, which saves us time as a business.”

PATS and AQUA 2010 – “It has been good to promote PATS on an international stage. We have had more international interest in PATS than we could have possibly imagined before we came to Interzoo. In addition to valuable leads from Europe and South Africa, we have received a stand booking from Australia.”

Petlife International – “Our Vetbed and paper-bed attracted much interest from buyers and we are following up on around 100 new business leads.”

Petproject – “We generated about 200 leads, including many from the Far East”.

Vitalin Petfood - “We have been very impressed with Interzoo and the group’s organisation. We have received many encouraging, positive enquiries and are keeping our fingers crossed that they will lead to new business. We are looking forward to going back to Interzoo in 2012.”

Waterlife – “Our marine products attracted interest from Iran, and our medications were appealing to buyers from Poland. We received one new customer order and if some of the other strong leads we have received come to fruition they will create a substantial amount of new overseas sales for our pharmaceutical products.”

PetQuip (the International Trade Association of Pet Equipment Suppliers) assists and promotes the development of international trade in the pet equipment sector.

PICTURE CAPTIONS

- 1. British stands at Interzoo.**
- 2. British stands at Interzoo.**

To obtain further product images contact:

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