



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

The White House
High Street, Brasted, Kent
TN16 1JE United Kingdom
T: +44 (0) 1959 565 995
F: +44 (0) 1959 565 885
E: info@petquip.com
www.petquip.com

22 May 2007

Zoomark and Expozoo events organised by PetQuip bring new export sales for British firms

UK pet product companies who exhibited in the British pavilion at Zoomark last week have returned from Bologna with reports of export sales successes on a truly international scale. The British group was organised by PetQuip, the International Trade Association of Pet Equipment Suppliers. The Italian event followed another Petquip initiative, a British information stand at Expozoo in Paris in March, which also helped UK companies expand their export sales.

International buyers were attracted to the stands of 13 companies exhibiting in the British group at Zoomark, and were helped further by the services offered by PetQuip on a British pet industry information stand which offered a free-of-charge UK product sourcing service.

The following are a few of the comments made by the exhibitors:

Tabitha & Angus

“It has been a real eye-opener exhibiting at Zoomark. We were surprised by how many international contacts we made and at the variety of the visitors. We have secured a sizeable order from a pet boutique in Austria, and have potential buyers for our trendy pet clothing from countries as far away as Mexico and Russia.”

Diamond Dogs (UK)

“We secured numerous new clients from Italy and Germany for our Swarovski© collars and leads, as well as others from the Czech Republic, Slovenia and Cyprus. We also strengthened our overseas agency network with the addition of Greece, Poland and Switzerland.”

The Canny Company

“We secured our largest single order via a new major distributor from Israel. Distribution was also achieved in Italy and orders and enquiries were received from Saudi Arabia, Greece, Italy and Scandinavia. Translating our promotional material into five languages proved to be very successful.”

The Bramton Company

“We won orders from Portugal, Saudi Arabia and Italy, and opened discussions with several potential partners to distribute our range in Italy.”

Doggy Things

“Our pet clothing, collars and leads were loved by Italian and other European buyers, as the colours and styles are not generally available in those countries. While at Zoomark we also opened negotiations with Belgian and Spanish distributors.”

Patch and Scott

“We received orders from existing buyers from Germany and Denmark, and our full range of dog accessories attracted interest from buyers from Tokyo and Croatia. The Croatian company plans to visit us in London to move the business forward.”

Oomaloo

“Enquiries were received from at least seven European countries as well as the US. Zoomark also enabled us to commence discussions with potential distributors from Italy and Germany.”

James Marketing

“Orders were placed with us at the show for our grooming accessories, toys and leads by customers from Holland, Italy, France, Spain and Israel. Negotiations with many other potential customers also resulted from this international show.”

Happy Pet Products

“Our ‘YAP’ brand of clothing and accessories created interest from buyers from many European countries, and from Russia and Japan.”

Fish 4 Dogs

“As a result of the show, we have planned to meet with several potential customers later this month. These include Switzerland, Romania, Italy, Spain, Croatia and Poland, all of which are new markets for Fish 4 Dogs.”

Pet Bakery

“We received enquiries from distributors across Europe and Hong Kong for our range of new pet natural biscuit treats.”

Croft

“Significant interest was shown by Italian distributors and other European companies for our puppy pens, grooming tables and soft cloth kennels.”

Expozoo successes too!

The success experienced by the British exhibitors at Zoomark followed hard on the heels of another overseas pet trade exhibition involvement, also planned by PetQuip on behalf of UK companies. The PetQuip information stand at Expozoo in Paris in March attracted 177 enquiries about the products on display, and several of the 14 participating companies have already reported a success in their follow-up discussions.

Feedback since the show indicates that the companies represented on the stand are now following up vigorously on the export sales leads generated, and as one company, Blond Dog, pointed out “without stepping foot in the exhibition”. Other comments included; “It was a great way for a small company to test the market interest in mainland Europe. I have had such positive response from the enquiry list you sent me and I would like to participate in similar schemes run by PetQuip in the future” (Fabulous Creatures Ltd); “The range we displayed also went well with Belgian buyers at the recent PetQuip International Trade Forum, and we have already sent samples” (Dogmatic); “We have received an order already from Paris” (Fish4Dogs Ltd); “Joining PetQuip was one of the best things we have done as a business” (The Canny Company Ltd).

PetQuip comment

The director general of PetQuip, Amanda Sizer Barrett, commenting on the British successes, said “When we formed the PetQuip association in 2006, we did it based on the experience of many years assisting British garden and leisure product companies to achieve greater export sales. A very successful part of our annual initiative programme is the organising of British groups at major international trade exhibitions. On the evidence of Zoomark and Expozoo, we are looking forward to helping increased numbers of pet product companies to expand their export territories.”

For more information contact PetQuip (the International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK. Telephone: +44 (0) 44 1959 565995 or fax: +44 (0) 1959 565885

Email: info@petquip.com or visit the PetQuip website on: www.petquip.com

Press information contact: Peter Evers – PetQuip PR international consultant
Tel/Fax: + 44 (0) 1543 491496 e-mail: news@petproductpr.com