



International Trade Association of Pet Equipment Suppliers

A division of The Federation of Garden and Leisure Manufacturers Limited

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PetQuip targets the £40 billion US pet market with British group at the Backer's Christmas Trade Show

- Government grants available for eligible companies -

A cost effective way of reaching the huge US market for pet products has been announced by PetQuip, the International Trade Association of Pet Equipment Suppliers. In October this year the Association is organising a British group presence at the Backer's Christmas Trade Show in Chicago, and eligible UK companies can claim a £1,800 cash grant towards the cost of exhibiting.

Backer's Christmas Trade Show is one of the largest pet industry dealer shows in the United States. The 2006 show featured 1,009 manufacturers and wholesalers exhibiting in 1,552 booths and drew more than 9,500 retail buyers from around the world.

The director general of PetQuip, Amanda Sizer Barrett, commented: "Visitors to the Backer's Show are dedicated buyers of pet related products, so exhibiting there provides a valuable opportunity to reach the US pet market, estimated to be worth a staggering \$40.8 billion in 2007. According to a survey carried out by the American Pet Product Manufacturers Association, 63 per cent of households in the USA own a pet, and that equates to 71.1 million homes. The design flair and product innovation demonstrated by many British companies is bound to appeal to US buyers and consumers. Any UK company wishing to exhibit in Chicago will be afforded the full support of the experienced PetQuip team both during the build-up to the show and while on site."

Backer's 41st Annual Pet Industry Christmas Trade Show and Educational Conference takes place at the Donald E. Stephens Convention Center, Rosemont (Chicago), Illinois, on 12-14 October 2007.

For more information on the show, the cash grants available through UK Trade & Investment's Tradeshow Access Programme or to book space contact Theresa Swann, head of events and administration, at PetQuip (the International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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