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29 August 2012

Cost-effective package provided by PetQuip to British exhibitors at Zoomark International 2013

The PetQuip association has announced that it is to organise the British pavilion at the Zoomark International pet product exhibition in Bologna in 2013. Buoyed by its success at the previous show in 2011, where all 12 UK participating companies in the Association's group secured unprecedented levels of enquiries from around the world, a cost-effective package has been produced to help British firms achieve even more success in 2013. In addition, PetQuip has bid for government grants for eligible exhibitors in order to reduce space costs by up to £1,000.

The Italian market for pet supplies is one of the most dynamic in Europe, with retail sales estimated to be €3.8 - €4 billion a year. The market continues to expand at a faster rate than those of France, Germany and the UK, with dog and cat foods and care products predominating. As Amanda Sizer Barrett, PetQuip's director general stated: "In view of the size and diversity of the Italian pet market, British suppliers should give serious consideration to presenting their goods and services at this expanding trade fair that attracts buyers from around the world. In particular, the close proximity of Bologna to Central and Eastern Europe draws trade fair visitors from those rapidly developing markets for consumer goods."

In addition to the potential of Government exhibitor grants, PetQuip has secured a prime position for the British pavilion and has put together a comprehensive package of pre-show and on site help, promotional support and export advice that will be beneficial to both seasoned and first time exhibitors. Details of the package are available from either Emma Lewis or Theresa Swann on tel: + 44 (0)1959 565 99 fax: +44 (0)1959 565 885
email: emma@petquip.com or theresa@petquip.com

General information on Zoomark International:

Celebrating its fifteenth anniversary, Zoomark International is the biennial trade fair for pet products and accessories that is held in alternate years to Interzoo. At the previous Zoomark International, 636 firms from 36 countries exhibited and the show attracted over 21,000 trade buyers from around the world. In 2013 (9 to 12 May), Zoomark will comprise an exhibition area of 52,000 square metres, an increase of 8,000 square metres from 2011.

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

For further press information contact:

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