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Export orders, distributorships agreed and positive enquiries make Zoomark best ever for British exhibitors

British exhibitors returning from the Zoomark international pet trade exhibition in Bologna, Italy, have returned to the UK with glowing reports of the successes achieved. Firm export orders, numerous positive business leads and overseas distribution agreements sealed made it the best Zoomark show for suppliers in the PetQuip-organised group.

Exhibiting its natural and organic foods for dogs and cats for the first time at Zoomark, Lily's Kitchen described the show as "awesome." Enquiries from around 30 countries plus positive responses from international retailers and distributors brought the reaction "we think we will have to recruit and international team very quickly!" It was the first ever show for Crate Ideas but the high level of enquiries for its dog crate covers, crate bumpers, and crate beds generated the comment "from the first day we knew that we had made the right decision to exhibit". Numerous enquiries from all over Europe, including Russia, Finland and Hungary convinced the company that Zoomark had provided it with comprehensive coverage of the European market. James & Steel also claimed that it was the best overseas show for the company for some years, returning home with an order for 30 stores for the company's CornCat cat litter, in addition to other strong business leads.

Not be outdone, TastyBone won an order from Dubai and took 66 positive enquiries, 28 of which were from important distributors. Another company to receive a valuable order was Pet Rebellion. The order was for 6,000 bespoke rugs from a chain of veterinary clinics. TastyBone also appointed distributors in eight countries while at the show. Hing Designs is also discussing distributorship agreements with Italian and Finnish companies. The company exhibited its feeding devices for cats and dogs, which attracted attention from leading chains and wholesalers.

Animology reported that it expects to do considerable new business as a direct result of Zoomark, and highlighted Sweden, Cyprus and Denmark as countries showing considerable interest in its dog shampoos and sprays. Get Off stated that if just two of the enquiries for its cat and dog repellents were converted into orders they would be "worth a small fortune for the company." Fisherman's Daughter introduced a new brand of dog feeds and treats that use a cell-regenerator to the companion animal industry for the first time, and described the show as "fantastically successful".

Other pet product suppliers to comment were: Long Paws which received some potentially great opportunities from "amazing international contacts" for its new range of Hennessy accessories and its water

bottle range; and ROK Straps Europe took “loads of enquiries from Italian pet shops”;

From the service sector, the UK-staged PATS and Aqua exhibitions were successfully promoted to the European market.

Final comments from two of the pet food exhibitors, Barking Heads & Meowing Heads: “Zoomark was the best show for us yet”; and from Symply Pet Foods “We have never had a show like Zoomark”.

Reacting to the success of Zoomark, the director general of PetQuip, Amanda Sizer Barrett said; “Zoomark is the latest in a series of overseas exhibitions where companies in the UK group have recorded significant successes that have led to an expanding export base for the British pet industry. There is no doubt that for those firms that make the effort to show their wares at these carefully selected trade fairs there are rich pickings to be made. This latest show has proved that the practical support provided by PetQuip, supported by Government funding, makes exhibiting overseas much easier and certainly more lucrative. The British information stand at the show received 73 export enquiry contacts from throughout Europe and from Brazil and Israel. Appropriate leads will be relayed to our member companies”.

Companies in the pet care sector that would like to join PetQuip in order to obtain a valuable export service or find out more about exhibiting at the association’s other events, should 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 e-mail: info@petquip.com or visit the PetQuip website on: www.petquip.com or Pat Flynn, PetQuip trade association manager on +44 (0) 7778 313623

PICTURE CAPTIONS

- 1. Katy Taylor of Lily’s Kitchen received orders from around 30 countries.**
- 2. Miranda Hall with the CornCat litter on the James & Steel stand.**

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