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## **Low cost opportunities for British exhibitors at Interzoo and Global Pet Expo in 2014**

### **PetQuip association secures valuable Government funding**

As a result of successful bids by the PetQuip association, which works to help UK firms gain new international business, significant government funding has been secured for two major international pet care trade shows in 2014.

British pet care suppliers can obtain valuable cash grants towards the cost of exhibiting at Interzoo and Global Pet Expo. PetQuip is the non-for-profit UK body in the pet care sector which is recognised by UK Trade and Investment as one of only 99 Trade Challenge Partners for its work in partnership with government to open up new export opportunities for the UK pet product trade.

Global Pet Expo is to be held in Florida in March 2014 and Interzoo in Nuremberg in June 2014. The strong performances recorded by British firms exhibiting in previous PetQuip-organised groups at these two major international trade shows has resulted in immediate export sales and significant follow-up business.

The funding made available for the 2014 trade shows will provide grants of £2,000 for eligible Global Pet Expo exhibitors and £1,500 for eligible Interzoo exhibitors. Global Pet Expo targets key distributors and retailers of pet supplies from the \$55 billion North American pet care market and from around the world. Interzoo is the world's biggest trade fair for pet supplies that is held every two years and attracts visitors from 115 countries.

More details on the these shows and the comprehensive stand package and the comprehensive organisational and promotional support services being offered to exhibitors by PetQuip can be obtained by emailing either [theresa@petquip.com](mailto:theresa@petquip.com) or [emma@petquip.com](mailto:emma@petquip.com)

PetQuip is a division of the Federation of Garden and Leisure Manufacturers Ltd, the trade association that works on behalf of British companies to help its members increase sales worldwide.

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