



The White House
High Street, Brasted
Near Westerham
Kent TN16 1JE
United Kingdom

T: +44 (0) 1959 565 995
F: +44 (0) 1959 565 885
E: info@petquip.com

www.petquip.com

21 November 2013⁴

Gardenex and PetQuip events secure valuable export business for UK garden and pet product suppliers

Latest event packed with export ideas and support services

The overriding message received by delegates from the UK garden and petcare sectors who attended the 'Global Workshop' organised by the Gardenex and PetQuip export associations was that there is an abundance of help and support for those companies seeking to expand their overseas sales.

The Prepare to Export on 14 November was staged alongside one of the Federation of Garden & Leisure Manufacturers' popular 'Meet the Buyer' events. The programme and meet the buyer opportunities it contained brought high praise from the UK suppliers and overseas buyers in attendance. According to early feedback, all of the buyers will be dealing ultimately with some of the contacts made during the one-to-one business meetings.

The event, held in the Midlands was supported and funded by UK Trade & Investment as part of its Export Week and in support of its ongoing joint export programme specifically for the gardening and leisure and pet product sectors in conjunction with Gardenex and PetQuip. In addition to workshop presentations by UKTI, the Gardenex and PetQuip associations and leading US garden distributor/wholesaler Arett Sales Corporation, market research company Euromonitor provided valuable information on latest figures and trends in both the garden and pet sectors.

The garden presentation by M. Cruz del Barrio, Euromonitor's head of home and garden research, stated that global retail sales in 2012 amounted to US\$88bn with an annual growth of 1.7% over the past five years. A pet sector presentation was delivered by Paula Flores, Euromonitor's head of pet care research, in which she stated that global pet sales were worth \$96 billion and had seen a growth of \$8.9 billion in the past five years.

Commenting on the presentations, Amanda Sizer Barrett, director general of Gardenex and PetQuip said; "The illuminating presentations made by Euromonitor highlighted the need for suppliers to extend their markets and to know their customers. This, coupled with the different

shopping habits of European countries compared with other territories makes it imperative for companies to seek expert export advice before attempting to expand overseas sales. The presentations also provided details that will aid exporters looking to exhibit at spoga+gafa and Interzoo next year, where Gardenex and PetQuip will be organising cash grant-funded groups at both of these major international trade shows.”

The news from the latest Federation-organised event follows hard on the heels of successes reported by companies that attended a previous ‘meet the buyer’ event earlier this year, including wild bird feeder manufacturer The Nuttery. As a direct result of the event, The Nuttery has just received a £100,000 order from a nationwide retail chain in Sweden. Another regular ‘meet the buyer’ attendee, container planting specialist Plantworks, stated that the company had gained at least one new overseas customer from every Gardenex-organised event the company had attended.

Other Gardenex initiatives this autumn have also met with similar successes. Home2Garden, one of the group of exhibitors within the Gardenex pavilion at the spoga+gafa international fair in Cologne in September has announced orders worth £100,000 as a result of exhibiting. The orders, mainly from Germany and France were for a variety of the company’s garden ornaments, wind chimes, solar lights and glass and mosaic garden items, including several recently introduced models. The new customers comprised a mix of leading retailers, mail order and internet companies and a TV shopping channel. Other British companies exhibiting in the Gardenex-organised group have announced major export orders in recent weeks.

The buyers at the recent ‘meet the buyer’ event were from Allox – a Swedish importer/distributor of garden products; Arett Sales Corporation – the leading US garden distributor/wholesaler; Dubai Garden Centre – the premier garden retailer in Dubai; Solfang – a Norwegian garden internet sales company; TiendAnimal – Spain’s leading internet sales company for pet food and accessories; and Warmako – an importer/distributor of pet products based in the Netherlands.

The next ‘meet the buyer’ event will be on 27 March 2014. To register early interest contact email: emma@gardenex.com or emma@petquip.com

Gardenex and PetQuip associations are divisions 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.

tel: +44 (0) 44 1959 565995 or fax: +44 (0) 1959 565885

www.gardenex.com

**This release is approved by Gardenex and issued on behalf of the Federation of Garden & Leisure Manufacturers Limited by:
Peter Evers (International PR consultant)
Tel: + 44 (0) 7779 617965 email: news@internationalgardening.com**

This announcement has been issued by Peter Evers PR Consultant on behalf of The Federation of Garden & Leisure Manufacturers Limited from information provided by the Federation or from organisations associated with the Federation's initiatives. Reasonable steps have been taken to ensure that the information it contains provided is accurate. However, Peter Evers PR Consultant assumes no responsibility for information contained within the document and disclaims all liability in respect of such information. Peter Evers PR Consultant shall not be held liable for any losses suffered as a result of issuing this information to the press or its use within the media.

