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PetQuip event combines Interzoo exhibition briefing, European market information and Swiss pet care buyer meetings

Interzoo is one of the main international pet trade exhibitions to be held during 2014, and British exhibitors will have the opportunity of learning more about the show and the export opportunities within the European pet care market at a special briefing on 26th February, which is being organised by the PetQuip trade association. The briefing is open to members of the PetQuip-organised group and to PetQuip members exhibiting independently at the Nuremberg based show (29May to 1 June 2014).

If firms are still considering exhibiting at this prestigious international exhibition for the world's petcare market, then they should contact PetQuip as the association can release a limited amount of reserve stand space.

Firms attending the briefing, being held at PetQuip's headquarters in Brasted, Kent will also have the opportunity of holding one-to-one meetings with an important buyer of pet care products from Switzerland. Swiss pet retailer Meiko is the latest buyer to be invited by PetQuip to take part in the association's highly successful 'Meet the Buyer' programme. Meiko operates six stores, three competence centres which combine retail store, veterinary practice and grooming salon under one roof, and a web shop. They offer a range of 6000 items for dogs, cats and their owners. The company is now seeking to source a range of British-made products, including supplement foods, quality dog/cat bedding, dog and cat toys, professional grooming items, scratching trees for cats and items for small dogs.

Potential members of the association can also (subject to availability) book a meeting on 26th February with the Swiss pet product buyer; while visiting the PetQuip offices they will also have the opportunity to meet the association team and learn more about the business services on offer and the export opportunities in the petcare sector.

Commenting on the content of the day, the director general of PetQuip, Amanda Sizer Barrett said: "The Interzoo briefing will enable companies to prepare for and make the most of this prestigious fair and it will be particularly helpful to first time exhibitors at the show. The briefing is part of the comprehensive package of services offered by the association to UK exhibitors. The opportunity to meet with the Meiko buyer will be an added bonus for both existing and potential exporting companies. Attendees at previous 'Meet the Buyer' events have secured important export business as a direct result of the relaxed atmosphere in which the individual meetings are held."

The briefing meeting is free of charge to all members of the British exhibitor group and PetQuip members exhibiting independently. There will be a small charge for attending the 'Meet the Buyer' sessions, which are open to members and non-members of PetQuip. PetQuip members will benefit from a discounted rate and full details are available from Theresa Swann at PetQuip (the International Trade Association of Pet Equipment Suppliers), The White House, High Street, Brasted, Kent, TN16 1JE, UK.

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Companies wishing to learn more about the advantages of PetQuip membership should contact the association's manager, Pat Flynn on email: pat@petquip.com

This release is approved by PetQuip and issued on behalf of the Federation of Garden & Leisure Manufacturers Limited by:

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