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‘Book early for funded spaces at overseas pet care and garden trade exhibitions’, urges Federation’s director general

Suppliers to the pet care sector and the garden product market wishing to take advantage of export opportunities via key international trade shows should book early, urges The Federation of Garden and Leisure Manufacturers. Following the previous significant successes of UK companies taking part in exhibitor groups organised by its sister divisions, PetQuip and Gardenex, the Federation is seeing a surge in early bookings for forthcoming events. Both the Global Pet Expo in Florida and the National Hardware Show in Las Vegas in 2014 have experienced overwhelming demand for space and have now put up ‘sold out’ notices.

The Federation’s director general, Amanda Sizer Barrett said: “Firms that have not yet booked that are hoping to exhibit at the two US shows can still be placed on our waiting list. With the American economy continuing its steady recovery, these trade fairs offer valuable gateways to the world’s largest markets for pet care supplies and garden equipment, so their popularity is not surprising. British companies that are considering their future export marketing strategies, whether in the US or elsewhere, should book early to avoid disappointment.

“Most of the shows on the Federation’s calendar are supported by UKTI grant funding and this, combined with the Federation’s comprehensive promotional and exhibition support package, provides a cost-effective and easy way to present products to a worldwide audience. Following the National Hardware Show, the next major international exhibition for the garden and leisure sector will be spoga+gafa to be held in Cologne from 31 August to 2 September 2014, and we are expecting further heavy demand for stand spaces. Interested firms should contact the Gardenex federation immediately.”

Companies wishing to join the 2014 group at spoga+gafa or learn more about future overseas garden trade events should contact Gardenex and PetQuip without delay at:

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

email: info@gardenex.com or visit the Gardenex website on www.gardenex.com

Information on exporting pet care products and international pet trade events is available from PetQuip on:

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

email: info@petquip.com or visit the PetQuip website on www.petquip.com

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

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