GARDENEX & PETQUIP NEWS

THE MAGAZINE OF THE FEDERATION OF GARDEN & LEISURE MANUFACTURERS LTD

Export advice forum and meet-the-buyers event

Wednesday 3 March 2010 | Lea Marston Hotel | near Sutton Coldfield

A day packed with seminars and lots of practical advice and information for exporters

You will have an opportunity to:

- discover how to deal with leading buyers in the French and German DIY and garden centre sectors
- learn how to protect your intellectual property (IP)
- receive a free copy of the latest edition of our A to Z Guide to Exporting
- better understand the financial aspects of exporting
- find out how UK Trade & Investment can help you develop your overseas sales
- hear the latest news and forthcoming initiatives from Gardenex and PetQuip
- make new contacts with garden buyers (PetQuip members are reminded that our pet care meet-the-buyer days are on 22-23 March at PATS Sandown Park)

The format of the day

The event starts at 9.45.am. A series of seminars focusing on topical exporting issues will run alongside a meet-the-buyer programme which will conclude at about 4.30pm. Among our speakers are:

Xavier Faure, For'Team. M Faure will offer practical advice about dealing with the big players in the DIY and garden centre markets in France and Germany. That advice ranges from how to get an initial meeting through to securing that vital order and covers the buying terms, logistical and marketing requirements you might expect to encounter. M Faure will also identify the key differences between the two largest European markets.

Dr Anna Molony, Chapman Molony. A director of Chartered Patent Attorneys, Chapman Molony, Dr Molony believes that IP should be viewed as a business tool that can add value to our businesses, giving them an advantage over our competitors. She will advise on all aspects of establishing and defending patent, trade mark, copyright and design rights. Dr Molony will also explain the services and discounts her firm offers to members of Gardenex and PetQuip.

HSBC will talk about the financial aspects of exporting: getting paid, controlling credit, raising finance for export, avoiding bad debts, managing currency exchange and more.

UK Trade & Investment, which has commercial teams at posts around the world, will present an update on its services to help you access international markets and develop your export trade potential.

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Gardenex has secured the following benefits for British group participants:

NATIONAL HARDWARE SHOW® featuring LAWN, GARDEN & OUTDOOR LIVING
Las Vegas, USA, 4-6 May 2010

- Good central location for British pavilion in main lawn, garden and outdoor living hall
- 15 per cent discount on space costs
- 50 per cent discount on New Product World entries
- £1,400 UK Trade & Investment grants for eligible exhibitors
- Special email blast promoting group to pre registered attendees
- See page 5 for further details

DO NOT MISS OUT .... The USA is a huge market for garden products and is estimated to be worth anywhere between $35 and $118 billion!

Export advice forum and meet-the-buyers event *continued*

The following buyers have confirmed their attendance

Denmark - Walther & Co
Walther & Co is a Danish importer and distributor of upmarket, practical gardening accessories, along with home furnishings and gifts. The company's customer base is split 50 per cent garden centres and gift shops and 50 per cent quality home furnishing and decoration stores. Based in Vedbaek near Copenhagen, it is already working with a number of British suppliers.

Walther & Co is seeking further suppliers of high quality garden and gift products.

www.walther-co.dk

Lithuania - JSC Ermitazas
JSC Ermitazas is a Lithuanian DIY store and home centre retailer with three outlets: Vilnius (14,900sq m), Klaipeda (12,000sq m) and Šiauliai (8,500sq m). It also has rented warehousing in Vilnius. The company belongs to the Maxima group which also owns the biggest food supermarket chain in the Baltic States. JSC Ermitazas already sells a wide range of garden related goods, from plants, fertilisers, pots, tools, gloves and watering systems through to decoration, furniture and barbecues. It is not yet importing from the UK.

JSC Ermitazas is looking for all types of garden merchandise to refresh its range, specifically mentioning ponds, fountains, decoration, greenhouses, practical accessories, bird protection netting, watering cans, hand sprayers and flowerpots.

www.ermitazas.lt

Norway - Grønt Fokus AS
Established 20 years ago, Grønt Fokus AS is a specialist garden mail order company serving the whole of Norway. The product focus is on greenhouses, conservatories and swimming-pools. The company already imports from the UK. The buyer is looking for additional greenhouses, conservatories and products that can be used in a greenhouse, along with swimming pools and accessories.

www.grontfokus.no

Norway - Solfang
Solfang is a specialist internet sales company with a focus on quality gardening products. Founded in 2001, the company started as a mail order catalogue but now has a focus on internet sales. Customers are also targeted through a regular newsletter and advertising in leading garden magazines. Solfang has a small showroom and has exhibited at both garden and gift shows in Norway. Solfang already sources some British products as a result of visits to Glee.

The buyer is looking for both practical and decorative English garden items with an emphasis on quality. Also garden gifts. Generally, Solfang does not handle larger, bulky items such as growing media and garden furniture.

www.solfang.no

Portugal - iZi/Mestre Maco
Established in 1992 as part of the A Silva & Silva Group, Mestre Maco (recently rebranded iZi) is one of Portugal's leading DIY, home centre and garden chains. Today it comprises 29 wholly owned stores in Portugal and a central warehouse in Palmela (30km from Lisbon). The average size of an iZi store is 2,500sq m. In 2007, the chain expanded into Spain, where it has a store in Ponferrada. Its garden departments stock a wide range of items from plants and practical gardening equipment to barbecues, furniture and garden buildings. The company sources some products locally and imports others direct. Sales turnover last year was €68 m.

Two buyers from iZi are attending the meet-the-buyer event; one is hoping to source practical gardening products and plants from the UK; the other is seeking seasonal goods such as furniture, barbecues and outdoor leisure items.

www.izi.pt

USA - Hammacher Schlemmer
Hammacher Schlemmer can trace its origins back to 1848. It published its first catalogue in 1881 and today is a huge mail order and internet sales operation, with a flagship store in New York's Manhattan district. Hammacher Schlemmer sells a wide range of products from sports, leisure and outdoor living through to housewares, clothing, electronics, toys and games. The company's motto is 'Offering the best, the only and the unexpected for 162 years'.

The buyer from Hammacher Schlemmer is looking for high quality, functional garden and leisure products that are innovative and solve everyday problems. Of particular interest are products that are best in category, or truly have a unique or interesting function about them that is not available elsewhere.

Hammacher Schlemmer's buyer will be accompanied by a representative from the company's European sourcing agents, Optimum Buying.

www.hammacher.com

How to register

Places at the Export Advice Forum, including refreshments and buffet lunch, cost £29 + VAT. Participation in the Meet-the-Buyers event will be charged at £59 + VAT per meeting for members of the federation and £159 + VAT for non members. The Federation makes every effort to ensure that at least one meeting is allocated per request. However, due to the complexity of the process, we regret that this cannot be guaranteed.

To reserve your place, please contact Theresa Swann by email at theresa@gardenex.com or Kate Smith at kate@gardenex.com or telephone +44 (0)1959 565 995

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For helpful information and assistance contact Jeff Moore, Business Development Director:

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