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PRESS RELEASE

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‘Ask the Expert’ zone at The Future for International Trade Conference attracting strong delegate interest

Delegates attending The Future for International Trade conference, organised by leading trade associations, Gardenex, PetQuip and BHETA, can seek personalised advice on every aspect of exporting in the conference’s ‘Ask The Expert’ zone, featuring specialist UK export service providers.

The ‘Ask the Expert’ zone takes the form of an informal meeting area at the conference for one-to-one meetings with experts in logistics and freight, intellectual property, international business law, key trade exhibitions, export procedures and Department for International Trade representatives. Leading trade associations will also be involved to provide individual advice on international trading and information on the support available for British businesses developing overseas trade.

As well as hearing a packed programme from expert speakers during the event, delegates will have plenty of networking opportunities with conference speakers who include some of the UK’s most experienced exporters in home, garden, leisure and pet, plus experts on international business law, trackers of

worldwide economic data, plus international market consultancies highlighting retail megatrends and digital sales worldwide.

The day-long conference will take place on March 12th, 2019 at the Stratford Manor Hotel in Stratford upon Avon, Warwickshire.

Director General of Gardenex and PetQuip, Amanda Sizer Barrett, commented “We are already receiving considerable interest in this very topical event on March 12th. It will be a very practical day, including top-level speakers and leading export experts to help UK companies secure international sales.”

BHETA Executive Director, Will Jones added, “This is a great joint initiative, which will be inspirational and informative for all. Overseas expansion is a key opportunity for many businesses and anyone looking to maximise their return from export should put March 12th in their diary.”

Places can be reserved at this important conference by contacting any of the organisers. Contact Gardenex or PetQuip on 01959 565995; email katie-mai@petquip.com or theresa@gardenex.com; or visit www.gardenex.com.

Contact BHETA on 0121 237 1130, email nab@bheta.co.uk or visit www.bheta.co.uk.

Members of Gardenex, PetQuip, CHA and BHETA can secure a preferential delegate rate of £69 per person at the conference. The event is also open to non-members at £149 per person (both plus VAT).

ENDS

For more information, contact Kate Newton at Brookes & Co, 01889 598600, kate@brookesandco.net

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Editor's Notes

- Internationally recognised Gardenex is the UK's Federation of Garden & Leisure Manufacturers. Its role is to help and support UK suppliers to export around the world, and to persuade international trade buyers to source British gardening, leisure and pet products plus commercial horticulture equipment and plants.

Founded in 1961 as a not-for-profit trade association, the Federation now delivers practical and successful international business services to members of its three associations: Gardenex, PetQuip and the Commercial Horticultural Association. The Federation has a packed calendar of events and activities annually and delivers exclusive sector-specific research and international sales leads to its members.

Its dedicated and experienced team works closely with the UK government's Department for International Trade and is a Trade Challenge Partner accredited by government to the highest standard to deliver practical, cost effective and successful initiatives and services to encourage and expand our country's exports.

- Formed in 1958, BHETA is the leading UK trade association for manufacturers, suppliers and distributors in the home enhancement market, including home improvement (DIY), garden, housewares and small electricals.

BHETA has over 320 members, representing £15.5 billion at retail sales and 15,000 employees. It too is a Trade Challenge Partner of the DIT to assist and develop the international and export aspirations of its members.