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## Conference to provide practical advice and inspiration to new and seasoned exporters

Some of the leading exporters in the home enhancement, garden and leisure and pet product sectors are lining up to share their experiences with delegates at The Future for International Trade conference, being organised by leading trade associations, Gardenex, PetQuip and BHETA.

Aiming to inspire current and future exporters, four successful businesses will share their experiences and outline their routes to export success.

Tony Grimshaw OBE, Director of the WHAM group, will explain how BHETA member, What More UK embarked on its ten-year journey into international trade, from first exhibiting at Ambiente in 2009 to its present commitment to increase its export total to 80 countries during 2019, picking up a Queen's Award for International Trade along the way. He will also be discussing the importance of the Made In Britain icon to the company's success.

VegTrug has been a member of Gardenex and BHETA from the very early days of the business and Chief Executive Officer, Joe Denham will share the story of the company's growth and success and how it has used the association's events and services to boost sales leads worldwide. It now exports its wide range of iconic V-shaped planters and other innovative grow-your-own products around the world.

Also speaking will be Steve Turner, Export Director of Spear & Jackson. The iconic British garden and hand tools brand that traces its origins back to 1760, now manufactures and distributes garden tools, metrology equipment, woodworking tools and magnetic equipment. It has divisions across England, France, China and Australia and Spear & Jackson products are now available literally throughout the world.

Stephen Turner is Managing Director at Group55, a long-standing member of PetQuip. Group55 is a UK-based manufacturer of pet care hygiene products and a world leading private-label

manufacturer. Established in 1999, millions of Group55 products have been sold through all channels in over 50 countries.

The day-long conference will take place on March 12th, 2019 at the Stratford Manor Hotel in Stratford upon Avon, Warwickshire. Speakers will deliver presentations on the changes anticipated following Britain's departure from the European Union, mega trends in global retailing plus the trade association and government export support available to current and future exporters.

Also invited to participate to provide further guidance and in-depth export information and advice will be a wide range of experienced export service providers specialising in transport, logistics, IP, international business law, exhibition organisers, government advisors and many more.

Director General of Gardenex and PetQuip, Amanda Sizer Barrett, says "We expect a strong take-up for this practical and timely event on March 12th, which will deliver the latest intelligence from an array of top-level speakers and export experts to help UK companies in navigating their best routes to secure international sales in the future."

BHETA Executive Director, Will Jones commented "BHETA is delighted to be working with Gardenex and PetQuip on this joint initiative, which is designed to provide insights, inspiration and practical advice for companies looking to expand overseas. We anticipate a packed house, given the immense topicality of the subject."

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](mailto:katie-mai@petquip.com) or [theresa@gardenex.com](mailto:theresa@gardenex.com); or visit [www.gardenex.com](http://www.gardenex.com). Contact BHETA on 0121 237 1130, email [nab@bheta.co.uk](mailto:nab@bheta.co.uk) or visit [www.bheta.co.uk](http://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**

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## Editor 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.

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