



The Future for International Trade CONFERENCE

Be inspired to export worldwide

Stratford Manor Hotel | 12 March 2019



Gardenex

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www.bheta.co.uk



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PRESS RELEASE

February 2019

Top-level speakers will provide topical advice and trends plus valuable export insights to delegates at The Future for International Trade conference

Delegates at the one-day The Future for International Trade conference on 12th March will benefit from hearing top level presentations covering every aspect of exporting, from mega trends in retailing worldwide to finding new and developing export markets and how to ease the path of exporting in the post-Brexit era.

In addition, experts in all aspects of exporting will be on hand throughout the day to answer the questions your company has on international trading and how you can benefit from increased sales internationally.

The event, which is being organised by leading trade associations, Gardenex, BHETA and PetQuip, and is being sponsored by Glee, is aimed at companies in the home enhancement, garden and leisure and pet product sectors. Senior personnel from UK brand names including Smart Garden, Burgon & Ball, Ames Companies UK, Fothergills Seeds, Burgess Pet Care, Interpet, Charles Bentley, Dexam, Rollins, Creative Tops, Trend Machinery, Rosewood Pet Products, Nutriment and Concept Research, will be attending the day conference at the

Stratford Manor Hotel in Stratford upon Avon, Warwickshire, which is easily accessed by road and rail.

In addition to inspirational case studies on how they are developing and expanding international sales from successful exporters WHAM (What More UK), Spear & Jackson, VegTrug and Group 55, the packed line-up of speakers will be giving delegates an intriguing behind-the-scenes insight into all the current Westminster manoeuvres, valuable practical information on export procedures and compliance and a worldwide economic forecast including predictions on potential currency fluctuations.

An expert on international business law will provide pointers on how best to prepare for trading globally and delegates will gain an insight into how British businesses can harness digital channels to expand international sales. There will also be plentiful opportunities for companies to ask Q&As, network with industry colleagues and participate in 'ask the expert' meetings.

The speakers taking part are:

- John Arnold, Northern Universal; **UK Government Lobbying**
- Tim Hiscock, Strong & Herd - **Export Procedures and Compliance**
- Lord Ivo Darnley, Rathbones - **Worldwide Economic Forecast**
- Dechert Solicitors - **Legalities of International Trade for Businesses**
- Stefano Botter, Euromonitor International - **Retail Megatrends**
- Sarah Carroll - **Drive International Growth via Digital Channels**
- Stephen Turner, **Group 55**
- Brett Russell, **Spear & Jackson**
- Joe Denham, **Veg Trug**
- Tony Grimshaw OBE, **Whatmore UK Ltd**

Among the international trade service providers taking part in the Ask the Expert Zone are Velta Freight, The Translation People, Strong & Herd, Infinity Blue Marketplaces consumer trend consultancy, GovGrant, plus representatives from the Department for International Trade; exhibition organisers Ambiente and Glee, the conference's industry sponsor, will also be represented.

BHETA Executive Director, Will Jones says "We have a varied and stimulating agenda comprising an array of top-level speakers and export experts which will help UK companies to develop and expand international sales in the future."

Director General of Gardenex and PetQuip, Amanda Sizer Barrett, commented "Gathering all these top-level experts and industry representatives at a single day event offers delegates a great industry networking opportunity and invaluable insights, inspiration and practical advice on securing, developing and expanding international trade."

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, BHETA and CHA 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).

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For more information, contact Kate Newton at Brookes & Co, 01889 598600, kate@brookesandco.net or Peter Evers, Gardenex and PetQuip press consultant, on 07779 617965, news@internationalgardening.com

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.