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FOR IMMEDIATE RELEASE

19 June 2020

## Gardenex and PetQuip organise second e-commerce webinar

The second in a series of e-commerce webinars organised by Gardenex and PetQuip in conjunction with the Department for International Trade plus Salesupply and Infinity Blue is being held on Wednesday 1 July from 10.00am to 11.00am.

The title of the webinar is: **Set-up and sell successfully on marketplaces – an introduction for B2C and B2B.**

Online marketplaces offer great opportunities for brands and manufacturers to grow their global revenue. However, where exactly are these opportunities for you, what are the challenges, real and perceived, and how could you meet and overcome these?

This webinar is designed for companies that are considering launching on marketplaces, or have just started on this journey. In addressing some key questions, it will allow you to make better informed decisions on strategy and day-to-day operations, including where to go for help.

Topics covered include:

1. **Are marketplaces suitable for you and if so which one to choose?**
2. **What capabilities do you need?**
3. **Putting together your own strategy**
4. **What about channel conflict, 'race to the bottom' etc?**
5. **A few words on B2B marketplaces**

The webinar is a second in a series designed by Gardenex and PetQuip to provide valuable insights and practical support for members in expanding their international sales online in a profitable manner.

The presenters:

- **Frank van den Berg** is the CEO of InfinityBlue Marketplaces, a company that takes a highly practical and profit-focussed approach to supporting brands and manufacturers setting up and optimising their performance on Amazon, Tmall and 10 other platforms.
- **Jatin Bhurabhai** from the E-Exporting Programme Team within the Department of International Trade will be presenting an outline of the services available for UK exporters under the programme.
- **Charlie Parker** is the Commercial Manager of Gardenex and PetQuip, the trade associations whose comprehensive services and benefits help member companies increase their business success.

Amanda Sizer Barrett, Director General of Gardenex and PetQuip, says: “If you are a manufacturer or brand owner in the gardening, pet, outdoor and leisure industries, and considering selling directly to customers online, then this webinar is for you.”

Companies interesting in attending can contact [charlie@gardenex.com](mailto:charlie@gardenex.com) or [charlie@petquip.com](mailto:charlie@petquip.com) to ensure that you receive full details and the registration link. If you cannot make the event on 1 July, you will still be able to access the presentation at a later date – if you register in advance.

**Please contact Gardenex and PetQuip if you would like to benefit from membership of the association or require any further advice and assistance on:**

Email: [info@gardenex.com](mailto:info@gardenex.com); [info@petquip.com](mailto:info@petquip.com)

Websites: [www.gardenex.com](http://www.gardenex.com); [www.petquip.com](http://www.petquip.com)

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