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The Future for International Trade CONFERENCE

Be inspired to export worldwide

Stratford Manor Hotel | 25 November 2021

PRESS RELEASE

September 2021

GARDENEX, PETQUIP AND BHETA TO HOST EXPORT CONFERENCE

Every aspect of overseas trade to be covered by International Trade Conference

Three of the leading trade associations in the garden and leisure, pet product and home enhancement sectors are joining forces to host a joint conference on The Future for International Trade.

Speakers on trends, logistics, compliance and international markets, alongside case studies by some of the UK's leading exporters, will all pool their experience to deliver the latest facts, opinion and advice about UK export at The Future for International Trade conference on November 25th at the Stratford Manor Hotel.

The event is being organised by leading trade associations – Gardenex, PetQuip and BHETA – and is aimed at companies in the garden and leisure, pet product and home enhancement sectors.

In addition to inspirational case studies from successful exporters such as Spear & Jackson, topics covered in the packed programme include new international sales opportunities, economic forecasts, worldwide retail trends, export logistics and digital opportunities. During the course of the day, there will also be plentiful chances for Q&A, networking and to spend time discussing your firm's particular export challenges in the 'Ask the Export Experts Zone' manned by a range of export service providers, plus hear a keynote speech from a leading retailer.

Among the speakers will be:

- Tim Hiscock, Strong & Herd - **Export Procedures and Compliance**
- Rathbones Investment Management - **Worldwide Economic Forecast**
- Miles Agbanrin, Euromonitor International – **Retail trends and opportunities worldwide**

Director General of Gardenex, Amanda Sizer Barrett, confirmed: “We have a lively and informative agenda comprising an array of top-level speakers and export experts to help UK companies navigate their best routes to secure international sales post-Brexit and following the additional challenges created by the Covid pandemic.”

BHETA’s Chief Operating Officer, Will Jones, added: “The industry has already expressed a significant amount of interest in this top-level export conference. The insights, inspiration and practical advice delegates can expect are relevant and ultimately useful and we are expecting it to be a very well attended event.”

Places can be reserved at this important conference by contacting any of the organisers. Contact Gardenex or PetQuip on 01959 565995, email katie-mai@gardenex.com or visit www.gardenex.com. Contact BHETA on 0121 237 1130, email zm@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 media information, contact Neil Pope on 07595 442601 or email press@gardenex.com

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 300 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.