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FOR IMMEDIATE RELEASE

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Gardenex plays host to International Buyers' Centre at Glee and PetQuip supports pet exhibitors at the show

Gardenex is excited by the return of international exhibition Glee at the NEC Birmingham on September 14-16, where it will have a strong presence.

The team from Gardenex will be hosting the International Buyers' Centre in Hall 20, Stand J50, and organising meetings between international buyers and potential UK suppliers.

These meetings include a Buyers Connect meeting with Green Project, a European group based in Romania that has been active in the gardening business for over 20 years. Two buyers will be visiting Glee on Tuesday and Wednesday of the show.

The company distributes around 15 leading garden brands as well as having its own production and private label brands which it sells to Germany, Italy, Spain, France, Bulgaria, Romania and Republic of Moldova. At Glee, the buyers will be looking for interesting new garden products to complement its existing range.

This year there will be online versions of Buyers' Connect for those international buyers unable to travel to the show, including a meeting with a leading Swedish online retailer and distributor. Wexthuset Sverige AB is a business which has grown substantially in recent years, and it has become a leading independent online store for gardening products on the Swedish market. Buyers from the company are looking for new and innovative gardening products that are not part of its standard range.

UK suppliers wishing to have a meeting with either company should email charlie@gardenex.com

During the past 18 months of the pandemic, Gardenex has helped a number of international garden and pet product buyers to connect with UK suppliers through its virtual Meet the Buyer events.

Here are some of the comments that the association has received from international companies:

- "Very interesting and beneficial meetings"
- "Always well organised and researched"
- "We found the meetings to be extremely beneficial"
- "All positive feedback from us"

The International Buyers' Centre at Glee will also be the perfect meeting place for international garden product buyers to find out more about Gardenex members and services. Facilities will include refreshments, cloakroom, free WiFi and charging points.

Visitors to the Buyers' Centre will be able to find out more details about the services provided by Gardenex, including the new edition of its exclusive A-Z Guide to Exporting, which provides member companies with a comprehensive resource of exporting information, advice and practical tips.

There will also be details of a series of invaluable trade bulletins, designed to give member companies information about how to deal with exporting outside the EU. The combination of bulletins, industry updates, webinars and the association's online helpline is providing companies with valuable insights and practical support to help them protect and expand their international sales in a profitable manner post-Brexit.

Gardenex will be joined at Glee by the PetQuip trade association, which has a stand (6B04) in the pet section of Glee. Pet product suppliers will be able to discover the many ways in which PetQuip helps its members secure valuable UK and international sales, as well as recognise excellence within the industry through the prestigious PetQuip Awards. Buyers are welcome to visit the stand to find out more about the many innovative companies which are members of the association and to collect their copy of the recently published PetQuip Buyers' Guide.

Amanda Sizer Barrett, Director General of Gardenex and PetQuip, said: "We're extending a warm invitation to Glee exhibitors and visitors to join Gardenex at the International Buyers' Centre, where our expert team will help them with their specific queries. Buyers will find information on innovative UK products and suppliers; and we'll demonstrate how our expert team helps suppliers navigate through exporting to the EU and beyond, as well as giving them access to sales leads, international market research and potential buyer contacts through our exclusive international buyer database and helping them to identify business opportunities for their products around the world."

Gardenex and PetQuip have got some exciting plans for future events, including co-hosting a conference on The Future for International Trade at Stratford Manor Hotel on 25th November 2021. The associations will also be organising the British group of exhibitors to international trade exhibitions during the next 12 months, including Zoomark (10th-12th November 2021), Interzoo (24th-27th May 2022) and spoga+gafa (19th-21st June 2022).

For more information about Gardenex and PetQuip and the benefits of membership visit www.gardenex.com, www.petquip.com or email info@gardenex.com, info@petquip.com

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