



The Future for International Trade CONFERENCE

Be inspired to export worldwide

Stratford Manor Hotel | 17 March 2022



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PRESS RELEASE

January 2022

AGENDA AND KEY SPEAKERS ANNOUNCED FOR GARDENEX, PETQUIP AND BHETA EXPORT CONFERENCE

The agenda for the Future for International Trade Conference on March 17th, 2022, at the Stratford Manor Hotel has been confirmed, together with its keynote speaker, Shelley Boyle, Head of Business Development at online retailer, ManoMano.

This popular event is sponsored by three of the leading trade associations in the garden and leisure, pet product and home enhancement sectors and this year special measures are being put in place to ensure the venue and the day's activities are Covid-safe.

The event opens with registration at 9.30 am and the details for the morning session are as follows:

Introductions

Opening Speaker

John Arnold - UK Government Lobbyist

Export Procedures and Compliance – Where are we now?

Tim Hiscock - Strong & Herd

Worldwide Economic Forecast

Olivia Merrick - Rathbones

There will then be a Q&A with speakers, chaired by the Director General of Gardenex and PetQuip, Amanda Sizer Barrett, followed by refreshments and a networking 'Ask the Experts' session before the morning concludes with two further speakers:

Legalities of International Trade for Businesses

Andy Hood - Fieldfisher

World Retail Trends

Miles Agbanrin – CP Euromonitor International

Lunch and further networking with 'Ask the Experts' will be followed in the afternoon by a series of six export case studies, together with a Q&A session with the speakers, chaired by Will Jones, BHETA's Chief Operating Officer.

The case studies will be presented by exporters from the houseware, gardening, DIY and pet product sectors:

- John Langford – Croydex
- Jonathan Collier – Monument Tools
- Steve Turner – Spear & Jackson
- Dan Robson – Grow Sow Simple
- Ben Braithwaite- ChickenGuard

The afternoon break will be followed by the keynote address from Shelley Boyle of ManoMano. The conference closes at 5.15 pm.

Director General of Gardenex and PetQuip, Amanda Sizer Barrett confirmed: "The Future for International Trade conference is always a lively and informative occasion focussing on retail trends in international markets, the practicalities of export logistics, compliance and the inspiring case studies by some of the UK's leading exporters. It's all about helping UK companies navigate their best routes to secure international sales, especially in a changed world post-Brexit and with the ongoing impact of the pandemic."

BHETA's Chief Operating Officer, Will Jones commented, "There is already significant industry interest in this top-level export conference thanks to the quality of the agenda and the insights, inspiration and practical advice that the speakers will give delegates. As joint organisers and sponsors, BHETA, Gardenex and Petquip are working with the venue to ensure that all necessary safeguards are put in place vis a vis Covid to ensure that the conference is secure and both speakers and delegates can enjoy it with confidence."

Places at the conference can be obtained by contacting any of the organisers. Contact Gardenex or PetQuip by emailing katie-mai@petquip.com; or visit

www.gardenex.com. Contact BHETA by emailing 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).

The Future for International Trade Conference will be operating as a Covid -secure event and all guests are required to provide a Covid vaccination certificate (downloadable from the NHS app <https://www.nhs.uk/nhs-app/>) prior to arrival. Anyone unable to provide a certificate in advance will need to provide evidence of a negative Lateral Flow Test (taken no more than 24 hours before the event) on arrival at the venue. This policy will be updated as necessary in line with any change to Government guidelines.

ENDS

For more media information, contact Neil Pope, Federation PR consultant, on 07595 442601 or email oskarmedia@btinternet.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 encourage 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 it 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 the UK's 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.