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PRESS RELEASE

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The Future for International Trade CONFERENCE

Be inspired to export worldwide

Stratford Manor Hotel | 17 March 2022

Gardenex, PetQuip and BHETA Export Conference will take place on new Spring date of 17 March 2022

The second edition of the popular Future for International Conference, sponsored by three of the leading trade associations in the garden and leisure, pet product and home enhancement sectors, will now take place on 17th March, 2022.

The new date is in response to industry requests to host the conference when international travel restrictions ease further, as several international show organisers wish to participate, as well as recently announced organisational changes at the Department of International Trade, both of which restricted the availability of the leading international experts and export speakers who were scheduled to appear.

The event will focus on challenges and opportunities for UK exporters, advice on international logistics, routes to open up export markets with significant potential and includes insightful business case studies by some of the UK's leading exporters.

In addition, experts in many aspects of international sales will be available throughout the conference to provide specific advice and support to delegates on a one-to-one basis in the Export Expert Zone and there'll be plenty of networking opportunities between delegates too.

Organised by leading trade associations – Gardenex, BHETA and PetQuip – the conference is aimed at companies in the home enhancement, garden and leisure and pet product sectors. Topics covered in what will be a packed programme include an international economic forecast, worldwide retail trends, solutions to export logistics and digital sales opportunities. There are also plentiful chances for Q&A, networking, discussing individual export challenges and hearing keynote speeches from leading international retailers.

Director General of Gardenex and PetQuip, Amanda Sizer Barrett confirmed: “The Future for International Trade conference is a lively and informative occasion comprising the UK’s exporters, top-level speakers and export experts. The conference will help UK companies navigate their best routes to secure international sales, especially in the changed world post-Brexit and following the impact of the pandemic.”

BHETA’s Chief Operating Officer, Will Jones added: “The industry had already expressed significant interest in this top-level export conference, but by taking the decision to hold the event in the Spring, we feel that we can guarantee the quality of the agenda, the insights, inspiration and practical advice that delegates have enjoyed experienced at past conferences.”

The conference will be opened by John Arnold, a government lobbyist whose behind the scenes insights on Government strategy and performance gave proved a real winner with the conference delegates.

Places reserved for November can be rolled over to 17th March and additional places can be obtained by contacting any of the organisers. For full details of the new arrangements, contact Gardenex or PetQuip on 01959 565995; email katie-mai@petquip.com; or visit www.gardenex.com.

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).

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 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.