

## Gardenex secures funding for major trade exhibitions



The Gardenex export federation has been successful in securing cash grant funding for four major international garden trade exhibitions in the Government's latest bidding round.

The funding is available to eligible SMEs under the DIT's Tradeshow Access programme and will enable British companies to exhibit their products to international markets in a cost-effective way, while also benefiting from the wide range of practical research, logistical and promotional support offered by the Federation.

In addition to the shows in the US, Germany and Japan - where Gardenex has extensive experience of organising exhibitor-groups - the federation has secured funding for Myplant & Garden which is held in Milan, Italy (in Spring 2019). It is the first time that TAP funding has been offered for a British group at an Italian garden trade show. The decision to include Myplant & Garden on the April 2018 - March 2019 schedule follows a scoping visit by Gardenex earlier this year, when it was recognised that the show offers considerable opportunities for suppliers of both plants and hard goods.

At the National Hardware Show (NHS) in Las Vegas (8-10 May 2018), the Federation will be organising the British pavilion for the 24th time. The NHS attracts over 30,000 industry professionals, including 2,600 exhibitors from the lawn and garden, hardware and DIY industries. Exhibiting in the Gardenex-organised group at the NHS offers a significant opportunity for British suppliers to reach the largest garden market in the world. Firms that have participated in the group at previous editions of the show have signed significant export orders, and the fact that the federation has secured a prime location for the British pavilion in 2018 should ensure a continuation of those successes.



The Federation's experience in the Japan market also dates back for many years, and in 2018 British firms have the opportunity of exhibiting in the Gardenex group at Gardex/lfex in Tokyo (10-12 October 2018).

Gardex/lfex is Japan's leading garden industry trade show and is regarded as the best sourcing venue for the following spring gardening seasons among Japanese buyers. The show now serves as the gateway to the Japanese market for overseas garden products exporters. Almost all the Japan's leading home center buyers visit the show every year and these are joined by other retail outlets such as garden centres and garden shops, as well as wholesalers, importers, growers, landscapers and many more.

The schedule to March 2019 will culminate in the exhibitor pavilion at Myplant & Garden, which is held in Milan in Spring (2019 show dates to be confirmed).

Commenting on the programme of TAP-supported export initiatives planned for April 2018 to March 2019, Amanda Sizer Barrett, director general of Gardenex said: "I am delighted that all of the bids made by the Federation in support of the UK industry have been successful. The cash grants available to eligible British suppliers will help pave the way for further expansion of exports to markets around the world. In addition to major international exhibition involvement, the Federation's 2018 schedule will encompass several of our highly successful 'Meet the International Buyers' events, export support at both Glee and the Spring Fair and a comprehensive range of other export services that are available on a day-to-day basis to our member companies. 2018 -19 promises to be an exciting time for British exporters of garden and leisure goods."