



A Webinar on the Pet Products Industry in ... Czech Republic, Germany, Italy, and the United Kingdom

An evolving and growing industry ...

The pet market has evolved enormously as there seems to be no end to the ever-growing pet humanization trend. Growing consumer concerns about pet health and wellbeing are leading to a rise in demand for pet care products. As a result, people are willing to spend time and money to ensure their pets have a good life. From sophisticated toys and high tech products, to environmentally friendly products, the choice is wide, reflecting consumer's preferences and behaviors.

If you're seeking to expand sales in Europe or, if you're wondering how to best showcase your products to a larger audience in Europe, then join the U.S. Commercial Service for a COMPLIMENTARY webinar on the pet product market, trends and opportunities in Europe with specific focus on the Czech Republic, Germany, Italy, and the United Kingdom.

Speakers include:

- American Pet Products Association (APPA)
- U.S. Commercial Service Industry Specialists
- B-For International
- Testimonials

Webinar Objectives:

- Insights from industry professionals
- Latest trends and trade data
- Best prospects
- Trade show information
- Market access

Why the Czech Republic, Germany, Italy and the United Kingdom?

Growth in the sector is derived both from increasing pet ownership as well as from increased spending per pet. Caring for a pet is the most powerful trend in the industry and pet pampering is becoming the norm as pet owner spending has moved far beyond simple food and grooming expenses to include innovative and specialized premium products. The bottom line: people increasingly view their pets as part of the family and are willing to spend on the best for them.

Register now for this Complimentary Webinar!

<http://go.usa.gov/cv5yG>

*You'll receive call-in and log-in
information upon registration*

PROGRAM DETAILS

When: Thursday, April 14, 2016

9:00am PDT / 11:00am CDT / 12:00pm EDT
(webinar - 1hour & 20min with Q&A)

Guest Speakers:

Anne Ferrante
American Pet Products Association (APPA)

Anna Shaw
B-For International

Commercial Specialists:

Veronika Novakova
Commercial Service Czech Republic

Doris Groot
Commercial Service Germany

Valentina Massari
Francesca Spagnoletti
Commercial Service Italy

Sara Jones
Commercial Service United Kingdom

Questions, contact:

Sally Pacheco, 816-421-0541
Sally.Pacheco@trade.gov



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