

## British buyers seek European products

Despite its relatively small size, the United Kingdom is one of the richest countries in the world and has a higher percentage of families with three or more dependent children than three quarters of European Union countries. Therefore, the UK's only nursery trade show – Harrogate International Nursery Fair – provides the ideal platform for European companies to tap into lucrative new markets.

Adrian Sneyd, Harrogate International Nursery Fair show organiser, comments: “When compared to international trade shows such as those in the USA and China, our show seems small in comparison simply because of the size of our country. However, the retailers and buyers attending are looking for top quality products and particularly those from countries such as Italy, Spain and Poland.”



At a recent meeting with some of the UK's most influential nursery retailers, buyers expressed specific interest in sourcing quality baby clothes, bedding and wheeled goods.

Ian Davidson of Liverpool-based baby shop Babylicious said: “My customers are always looking for exciting new products and I would love to be able to offer them something a little bit different from suppliers around the world. I never miss Harrogate International Nursery Fair and would welcome the opportunity to visit international pavilions with new products from other countries at the show.”



Harrogate International Nursery Fair, which takes place from 20<sup>th</sup> to 22<sup>nd</sup> March 2016 at the Harrogate International Centre in North Yorkshire, has been running for more than 45 years and is the key event attended by almost every UK nursery buyer and many from around Europe too.

To find out more about the show, for exhibition stand rates and booking forms, visit [www.nurseryfair.com](http://www.nurseryfair.com)

Ends

**Notes to editors: for more information about Harrogate International Nursery Fair and high resolution images, contact Christine Scippo at [info@k-communications.co.uk](mailto:info@k-communications.co.uk) or call +44 (0) 1525 374020.**