

Unique opportunities for BHETA members to meet buyers of key retail chains

A variety of events are organised by BHETA to give members a chance to interact with DIY housewares and home enhancement retailers, outside of the usual buying channels.

BHETA™

Retail Engagement



MEET THE BUYER DAYS

This initiative is exclusively open to BHETA members on application and is dedicated to finding mutually beneficial trading opportunities which might not otherwise have been recognised so quickly.

RECENT EVENTS

Homebase 'Driving for Growth' day

Over 60 potential suppliers met with 31 Homebase buyers across 16 categories. 158 appointments took place at the event

Robert Dyas "Meet the Buyer" day

47 BHETA member companies attended. 160 appointments made with Robert Dyas buyers

FORUMS

Regular DIY & Housewares forums are hosted by BHETA at Federation House, Birmingham. These events offer members the unique opportunity to interact with major retailers and other member companies. Recent guest speakers have included: Homebase, Amazon, John Lewis and Stax, with dates booked for Leekes and Debenhams.

FORUM MEMBER BENEFITS

- Guest speakers from key retailers attend regular BHETA forums & networking events
- Keynote speakers provide useful insight to members on doing business with them
- Case studies & business growth presentations shared

WORKSHOPS

Federation House is also the venue for BHETA workshops focusing on specific subjects of common interest. A good example of this would be the "Swimming with Sharks" workshop run by a former B&Q Category Trading Manager looking at the challenges of supplying the Retail Multiples.

For further information

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BHETA™

Your Voice in the Industry

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