

SUMMARY OF KEY BENEFITS OF MEMBERSHIP

The CHA is the UK trade association for manufacturers and suppliers of plants, products and services to commercial horticulture worldwide. Our role is to represent the interest of the British horticultural supplies sector in both UK and international markets. The following are just some of the services we offer our members:

- **Mark of export professionalism.** The CHA logo is recognised by international horticultural professionals as a mark of export professionalism, so by being a member of CHA you are viewed as a company worth doing business with by international organisations worldwide.
- **Hands-on guidance and practical support when participating at international trade shows.** The CHA organises the British exhibitor groups at a number of key international trade shows and exhibitions, including IPM in Essen, Fruit Logistica in Berlin, GreenTech in Amsterdam and Fruit Attraction in Madrid. Our team of exhibition experts simplify the whole process of organising your participation and deliver a comprehensive package of organisational support, pre-show promotion to international buyers, plus expert help and advice in the run-up to and during the exhibition, and support and advice after the event to help you convert leads into sales.
- **Free editorial showcase – CHA website.** Member companies benefit from their own editorial entry on the CHA website with company profile, product photo, logo branding and a click through to their own site.
- **Free advice and signposting by phone, email or via face-to-face consultation.** Our team is always available to assist members with advice and business signposting. For those more challenging technical or legal exporting enquiries, beyond the scope of our services, we have set up a free email helpline for members with export training and consultancy company, Strong & Herd LLP.
- **CHA Bulletins.** Receive information bulletins via email, including international news, profiles of members, product and service launches and latest industry innovations. The bulletins are distributed directly to commercial growers, nurseries, trade professionals, trade press, associations and trade bodies. Send in any news you would like us to consider publishing.
- **Publicity of your company and products to buyers via the annual CHA Buyers' Guide, a printed publication and an online version.** The CHA directory of members' products and services is distributed directly to growers and horticultural professionals and also at key industry events in the UK and overseas.
- **Direct UK and export sales leads.** CHA receives enquiries from trade buyers from within the UK and across the world, which we pass on to our member companies.
- **Lobbying Government directly and lobbying with other sector bodies on behalf of the commercial horticulture industry.** As an Accredited Trade Organisation (ATO) and Trade Challenge Partner with the British Government's Department for Business & Trade (DBT), we work closely with the Department for Business & Trade to support our industry sector and lobby on your behalf. The CHA is also a member of national trade body Export Promoters UK and works alongside other leading professional bodies, trade federations and associations to lobby Government on behalf of industry.

- **Discounts at international trade shows.** CHA members receive discounted administration fees when exhibiting on UK Pavilions at all international trade shows where we organise British exhibitor groups.
- **12.5% Discount for exhibiting at the HTA National Plant Show.** Suppliers are able to claim their CHA discount when booking a stand/space in the Nursery Supplies hall at the annual Stoneleigh show.
- **Design deposit scheme.** Administered by CHA, this provides a straightforward way for members to produce evidence of when a product design was created.

- **New Membership Benefit: Exclusive credit control and debt management member benefit, worth over £359 per annum, for all members!**

Working in partnership with ICSM, we are pleased to offer you complimentary credit checking and legal letter facilities, and heavily discounted specialist payment data to support your business in this critical area. ICSM will assist your credit control department, offering industry-specific expertise and valuable debtor information, to protect your bottom line. This benefit is designed to act as an extension of your credit control department, helping you to make informed decisions.

www.icsmcredit.com/index.htm

The FREE service entitles members to:

- Individual login to the ICSM website
 - Online UK credit reports and free 'datascan' credit community information for new customers checked on the ICSM database
 - Free ICSM online overdue payment and legal letters: final demand, breach of contract and account overdue
 - Confidential Members-Only Credit Community, which provides you with the opportunity to share in complete confidence information from your debtor's database about abuse of your credit terms and alerts you to changes of circumstances for companies which you have credit checked online via the ICSM website.
 - Access to ICSM expert credit consultants for help and advice on credit control and debt recovery.
 - Additional services are also available to you at discounted prices.
- **Intellectual property protection service.** Designed by chartered patent attorneys Murgitroyd specifically to meet the needs of our membership. This service offers members a 30-45 minutes free Intellectual Property (IP) advice per issue and a 20% discount on their fees for preparing and filing design and trade mark applications at the UK IP Office (with the exception of official fees).
 - **Discount on Strong & Herd Virtual Learning Exporting Courses and Public Training Courses.** The firm provides a wide variety of training courses and guides on exporting and importing. CHA members receive a discount of £70 off all export training courses and £20 off clinics.
 - **20% Discount on Burleigh Dodds publications.** Burleigh Dodds Science Publishing is an award-winning UK company, producing high quality scientific horticultural and agricultural publications, written and compiled by industry experts. They are available in printed or e-book format – see: www.bdspublishing.com. The CHA has negotiated a 20% discount for member companies, which can be used when purchasing any Burleigh Dodds publications.
 - **20% Discount for The Exporter magazine on printed or digital subscriptions.** The magazine looks at the business of international trade and includes lots of practical exporting advice, articles on sectors, international markets and discusses current exporting themes. It also features useful information on customs, finance, export training courses and more. Further details can be found at www.the-exporter.com. Members can get a 20% discount on the annual subscription to the magazine.

- **50% Discounted Social Media Service by Elda Digital Creatives.** This multi-disciplinary digital firm with an emphasis on engagement through social media can provide members with a variety of essential digital services. Elda provides members with a 50% discount on their social media management, digital marketing & web design services and can create an active presence for you on Twitter, Facebook, Instagram and much more, with analytics to understand how it's working for you.
- **Discounted computer data recovery by Lazarus.** This UK-based data recovery company offers a simple and affordable service discounted for CHA members for business and personal computers, laptops, mobile phones with 'a no fix, no fee' guarantee.
- **An international web portal produced in conjunction with the Department for Business & Trade (DBT).** All member companies can have a free of charge entry on this international information source, a web portal for overseas embassies and 45 DBT offices worldwide but also accessed by growers internationally and in the UK. This central information source for enquiries is supported by the British Government and operated by the CHA and trade partners UK Tag and the AEA.
Website: www.agritech-uk.org

Above all, we are here for our member companies. Direct your enquiries to us and we will work on your behalf to provide a successful solution to your requirements.

For full details on these and other benefits contact the CHA team on info@cha-hort.com.

Secretariat provided by The Federation of Garden and Leisure Manufacturers Ltd