



POST SHOW REPORT

Pet Fair Asia 2011

September 24-27, 2011

Shanghai Everbright Exhibition Center

www.petfairasia.com

宠物业不容错过的年度聚会
Asia's Leading Pet Fair

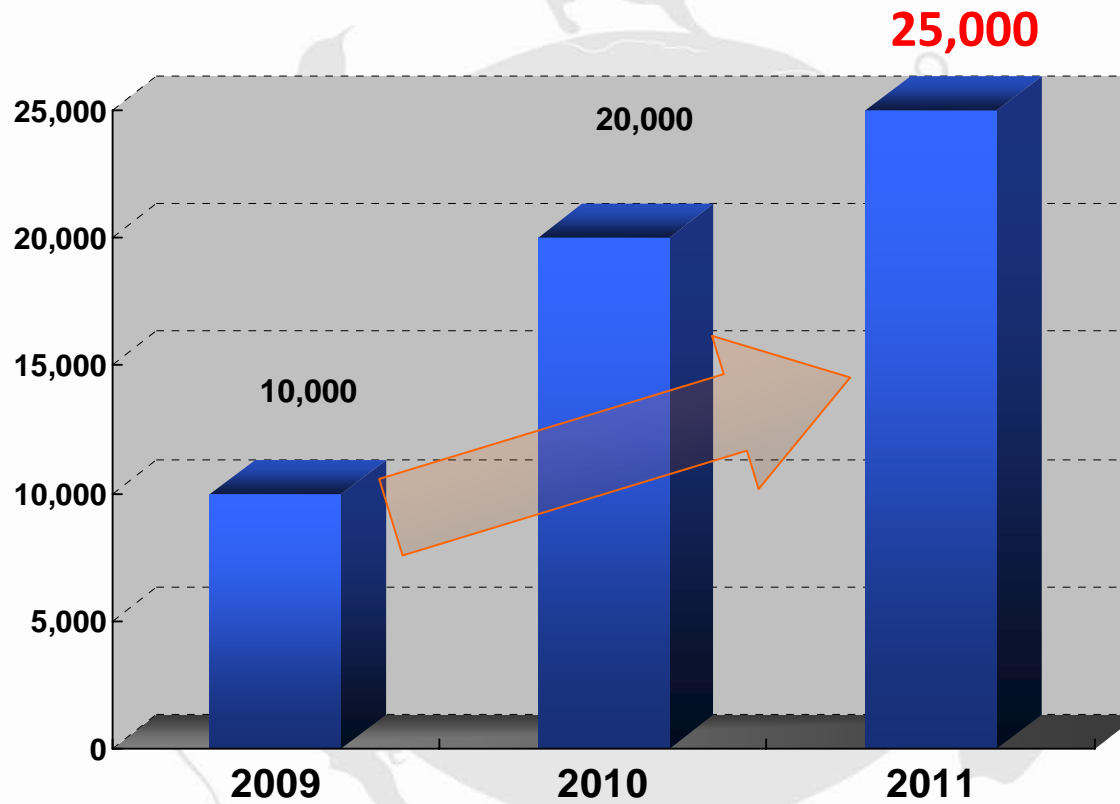
The Leading Pet Fair in China

The 14th Pet Fair Asia, held at Shanghai Everbright Exhibition Center, was officially brought to a close on September 27, 2011. The event attracted almost **500** exhibitors, who showcased their products in the **25,000m²** exhibition. A record-breaking number of visitors (**40,000**) attended the 2011 event from **32** countries, including Northern Europe, Japan, Korea and India. Of these, 11,000 were professionals visitors.

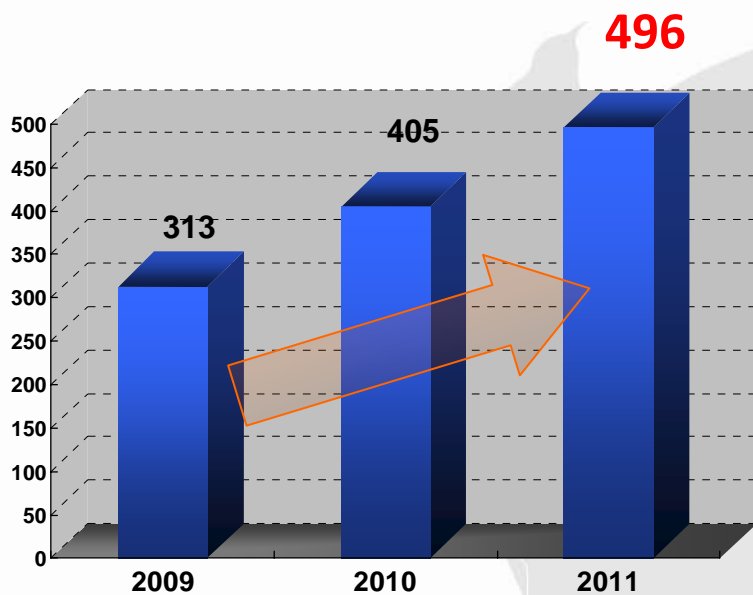
Many international pet companies launched their brands in Asia at the fair and were able to explore the potential of the growing Chinese market in particular. The International Pet Industry Summit united leading Asian and global companies in a new communication platform to serve the entire industry.



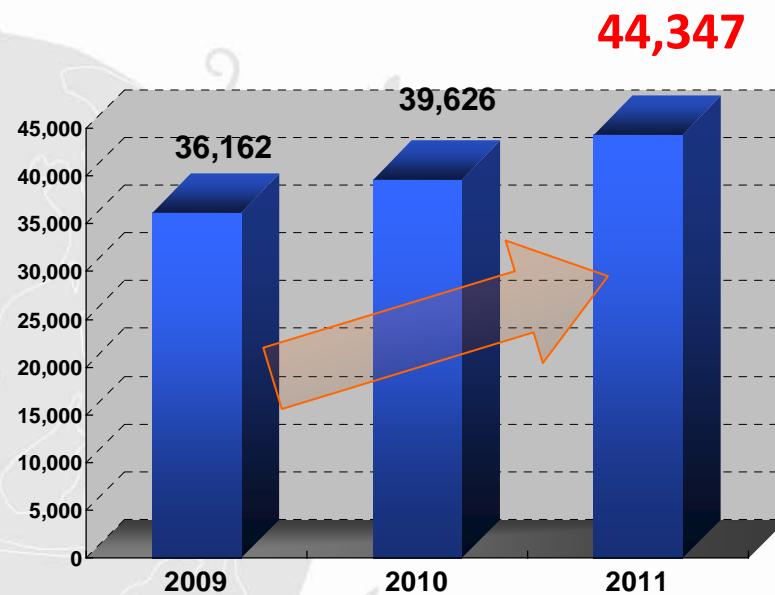
Exhibition area (m²)



Total number of exhibitors



Total number of visitors



Facts & Figures – Visitors Profile

Pet Fair Asia attracted **11,006** professional visitors from **32** countries or regions. There were **1,356** from overseas (**45%** more than previous years)

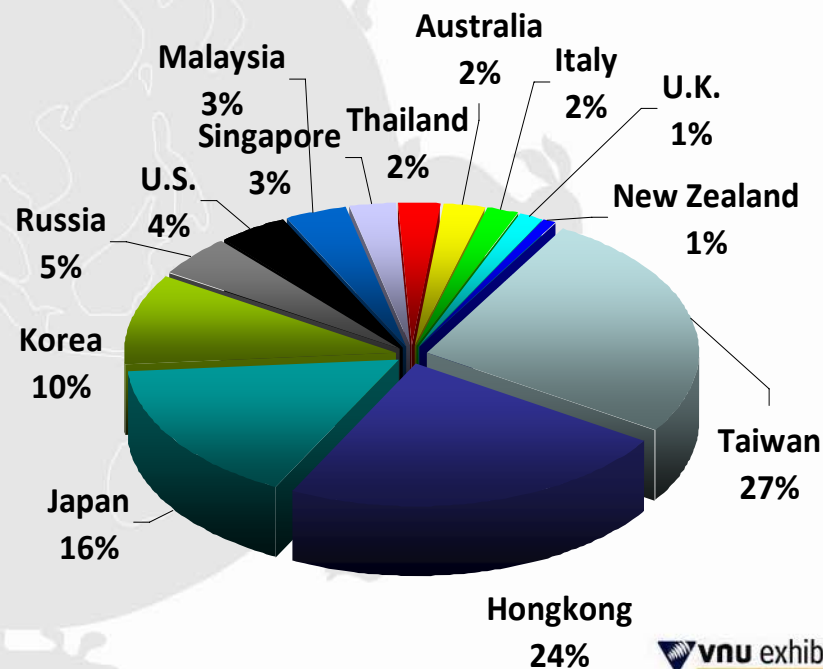
Origin of professional visitors

Chinese **87.7%**

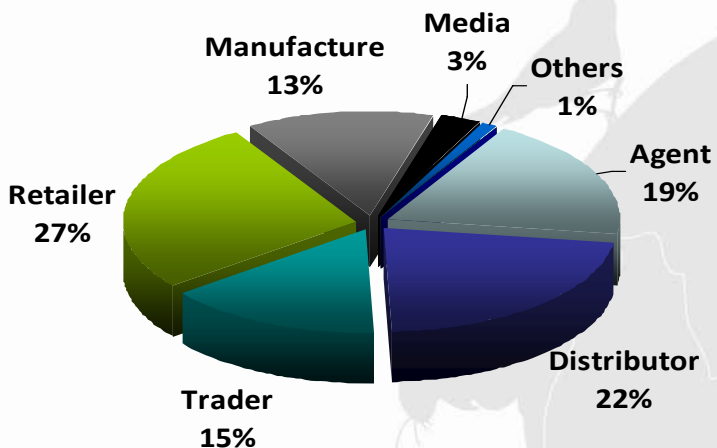
International **12.3%**

100%

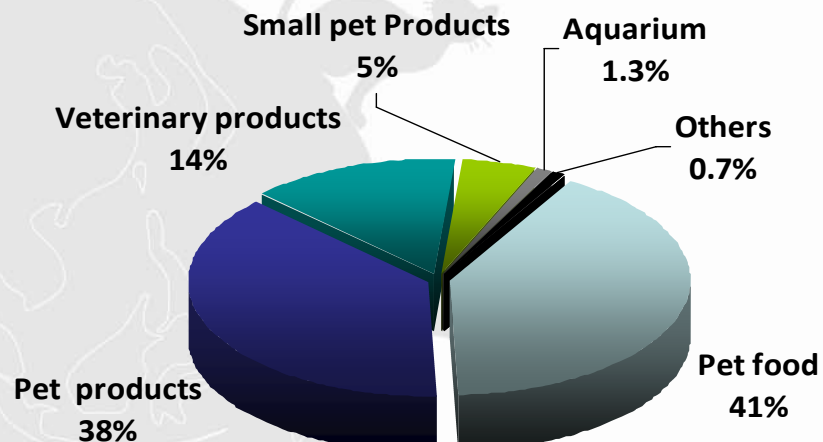
Origin of professional visitors



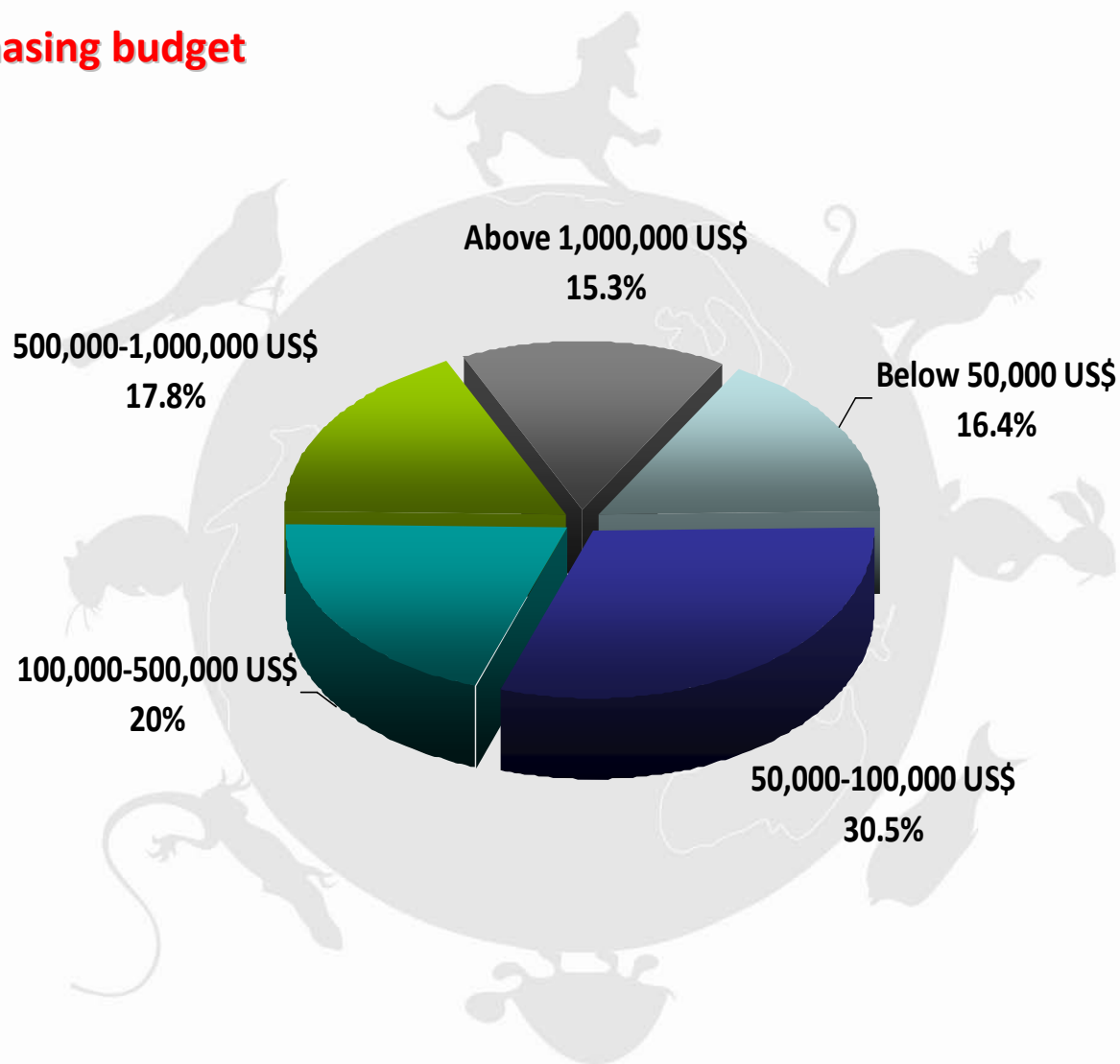
Company Types



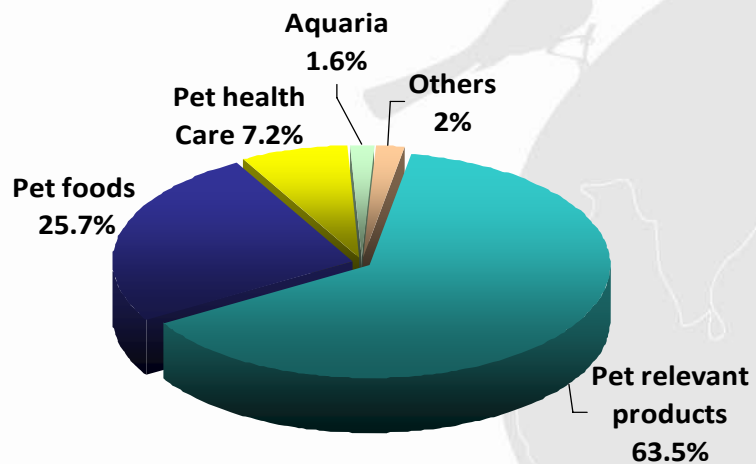
Main interest in following products segments (multiple choice)



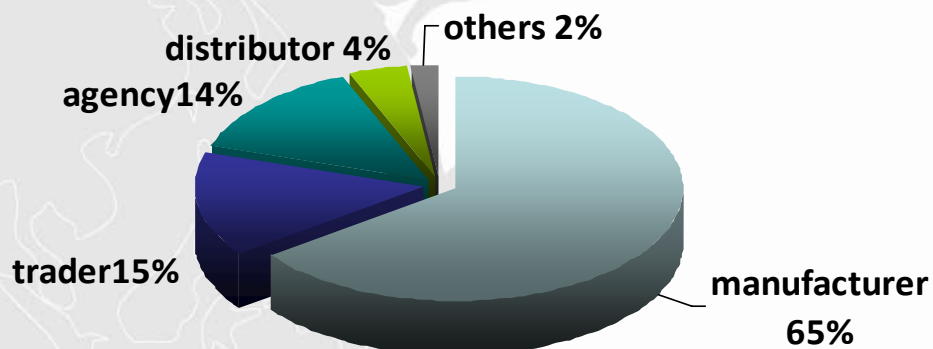
Annual purchasing budget



Products on display by sectors



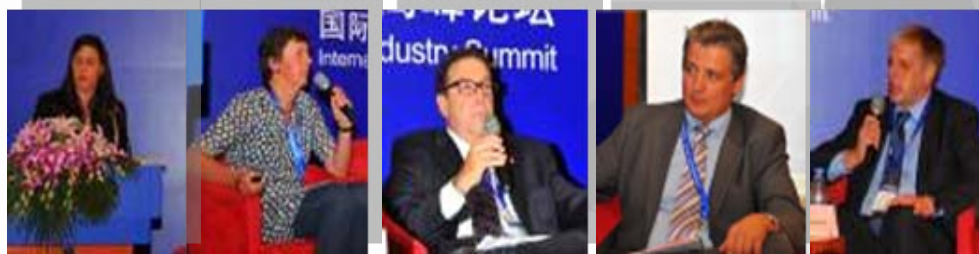
Company type



Highlights – First International Pet Industry Summit



Pet Fair Asia's first International Pet Industry Summit



Leading Asian and global companies discussed the future of the pet industry.

3 Sessions

8 hours

22 discussion guests

230 delegates



Highlights – First International Pet Industry Summit

★ The International Pet Industry Summit brought together the world's leading companies

- | | | |
|--|--------------------|----------------------|
| • American Pet Products Association | Vice president | Ms. Anne C. Ferrante |
| • International Trade Association of Pet Equipment Suppliers | Commercial Manager | Mr. Charlie Parker |
| • Japan Zenkoku Pet Kyokai | President | Mr. Yoshio Yoneyama |
| • Japan Pet Food Association | President | Mr. Koshimura Yoshio |
| • Hong Kong Pet Trade Association | President | Mr. Howard Cheung |

★ Asia's pet industry shared their views

- | | | |
|---|------------------------------|-------------------|
| • Zhejiang Imp.& Exp. Pet Products Industry Association | President | Mr. Chen Zhenbiao |
| • Guangdong Pet Industry Association | President | Mr. Mai Weiqiang |
| • Shanghai Pet Trade Association | President | Mr. Guo Weizhong |
| • Mars Foods (China) Co Ltd | Public Relationship Director | Ms. Amy Liu |
| • ROYAN CANIN | Public Relationship Director | Ms. Zhang Yulan |
| • DoggyMan Trading (Shanghai) Co., Ltd. | General Manager | Mr. Zhang Guowei |
| • Zhejiang Universe industry Co.,Ltd | President | Mr. Tang Wenwei |
| • Yantai China Pet Group Co Ltd | General Manager | Mr. Hao Zhongli |
| • Favour Business Shanghai Co., Ltd. | General Manager | Mr. Hao Bo |

★ International media also attended

- | | | |
|-------------------------|------------------|-----------------------|
| • <Pets International> | General Director | Ms. Corine van Winden |
| • <Pet Business> | Publisher | Mr. Craig M Rexford |
| • Japan YASEISHA CO LTD | President | Mr. Harada Takashi |

Promotion — A professional approach to supporting trade visitors

In addition to traditional promotion, Pet Fair Asia 2011 supported professional trade visitors in a number of ways:

- **Large Buyers Groups**

Cooperate with international authority industrial association and organize the Top-level buyers all over the world, including distributors, agents and retailers, etc.

- **Lead Marketing[®] Campaign**

Lead marketing enables the exhibitors to invite prospective customers and meet more targeted customers.

- **Online Match-making Program**

Both exhibitors and buyers can review each other's information in advance to win the best networking opportunities. Also, a business negotiation area is specially provided by organizer.

- **Hosted Buyer Program**

VIP services provided to ensure the presence of Top-level buyers.

- **DM & EDM**

Extensive direct mailings to capture all relevant target buyers or groups.

- **Call Center**

Invite attendees by calling directly, which guarantee the numbers and quality of visitors

- **Magazines & Websites**

Effective advertising on leading professional media, magazines, newspapers and websites.

Promotion — Well received by international media

More than **80** national and international media channels reported Pet Fair Asia 2011. These included broadcast media (TV and radio), print media (newspapers, magazines and trade journals) and Internet media (websites and new media, such as blogs and social media)



Note: The highlighted media titles are just a selection of those that followed us.

Promotion — What the media said



Feedbacks — From Professional visitors



“Thanks to the organizers of Pet Fair Asia for their outstanding hospitality. It has been a most memorable experience. All the events, from the welcome banquet, ‘Match Making’ business arrangement, International Pet Industry Summit and a guided tour of a local, retail pet store has helped us learn far more about the Asian pet market. I am looking forward to a deeper and stronger collaboration between PetQuip and Pet Fair Asia in 2012.”

PetQuip Business Development Manager Mr. Charlie Parker

“I thank you sincerely for offering me the opportunity to participate in Pet Fair Asia International Pet Industry Summit. I found your trade show impressive. The fact that it has doubled in size since last year speaks volumes about the growing pet market in China and Asia. I look forward to future cooperation between Pet Business and Pet Fair Asia.”

<Pet Business> Publisher Mr. Craig M Rexford

“First of all, let me express my heartfelt congratulations on the success of the 14th Pet Fair Asia! I was most impressed by the professional implementation of the fair in Shanghai and by the rapid growth of the pet business in China. I am delighted that we got the opportunity to join the fruitful International Pet Industry Summit. This was particularly important. China is the top trading partner for Japan and relationships between the two countries are set to strengthen further in many fields including the pet industry.”

Mr. Yoshio Koshimura Chairman, Japan Pet Food Association

“Thank you for your warm hospitality during the Pet Fair Asia 2011. We gathered lots of valuable information and feedback from the show and we will be contacting selected exhibitors for possible partnerships. We will definitely attend Pet Fair Asia in 2012.”

Animal Health & Nutrition Division Simon Enterprises, Inc . Johanna C. Lim



Feedback— From Exhibitors

Royal Canin has continually participated in Pet Fair Asia for many years, and the 14th Edition Of Pet Fair Asia stepped on a higher level according to the scale of exhibition, the amount of visitors as well as the expandedness of media publicity. In order to spread the idea of “Accurate Health Nutrition, efficient special customization” which is exactly the advantage of Health Nutrition food ,for the first time, Royal Canin became the exclusive naming sponsorship of “2011 Dog Olympic Games” which is a wonderful stage ,and we will continually support the Pet Fair Asia.

Royal Canin (China) Co.Ltd

As the leader of pet food industry, Mars is glad to participate in the 14th Edition Of Pet Fair Asia and the International Pet Industry Summit. During the 4-day exhibition, we showed our newly developed products which caught quite attention by pet industrial insiders and specialists. The International Pet Industry Summit exactly achieved the value of gathering the pet industrial elites and set up a effective communication platform, which helped Mars to join hands with all our business partners then made the dream that create a better world for pets in China come true. At last, we sincerely wish the 15th Pet Fair Asia a better success!

Mars Foods (China) Co.Ltd



第十五届亚洲宠物展览会

Pet Fair Asia 2012

2012年10月11-14日 | 上海世博展览馆

11-14 October, 2012 | Shanghai World Expo Exhibition & Convention Center



Preparations for Pet Fair Asia 2012 are well underway.

More than 70% of booths are already booked.

Welcome to Pet Fair Asia 2012

We look forward to meeting you

Between October 11-14, 2012

At Shanghai World Expo Exhibition & Convention Center

www.petfairasia.com