

International Pet Industry Summit

18 August 2020 - Tuesday 9:00-18:00

Petfood Forum China

18 August 2020 - Tuesday 9:00-18:00

Trade Days

19 August 2020 - Wednesday 9:00-18:00

20 August 2020 - Thursday 9:00-18:00

21 August 2020 - Friday 9:00-18:00

Public Days

22 August 2020 - Saturday 9:00-18:00

23 August 2020 - Sunday 9:00-18:00

23rd International Trade Fair For Pet Supplies

SHANGHAI new international expo center(snec)

PET FAIR ASIA

2000 exhibitors · **225,000** sqm · **80,000** professionals

AUGUST 19-23, 2020



THE LARGEST INNOVATION HUB FOR THE GLOBAL PET INDUSTRY

www.petfairasia.com

Join our professional network :



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petfair®
asia

IPIS
INTERNATIONAL
PET INDUSTRY SUMMIT

Annual meeting for
Pet Hospital Management

**Petfood
Forum**
China

PET FAIR ASIA & PET FAIR NETWORK

YOUR TRUSTED PARTNER IN THE GLOBAL PET INDUSTRY

Since its creation 23 years ago, Pet Fair Asia has given a significant importance to Asian markets, while proposing a wide range of sourcing options.

In 2020, Pet Fair Asia confirms its major role for the global pet industry. The exhibition is now the largest worldwide, offering 225.000m2 of exhibiting space in 17 halls. More than 2000 exhibitors and 12000 booths will be as many opportunities for foreign brands to reach Asian markets and for Asia to present itself to the world.

2020 will also mark the rapid development of Pet Fair Asia around the world, with the creation of Pet Fair Network, a series of international exhibitions bringing the highest standards of exposure for global brands and manufacturers.

Note the date and make sure you don't miss our flagship event Pet Fair Asia (Shanghai, 19-23 August 2020) and our new platform for innovation leaders in ASEAN (Pet Fair South-East Asia, 14-16 October 2020).

See you there!

Mr. Sylvain France - Kookut (Switzerland)



The show definitely gets bigger. We first came two years ago. In 2019, Pet Fair Asia is at least twice as big. I think it's very good for us because there are a lot of international companies exhibiting, and strong interest for foreign brands. It's definitely a show we will be attending systematically in coming years.

Mr. Suh Jung Ho - South Korea National pavilion



I have been participating in Pet Fair Asia since 2010. It has been growing so fast : since I first joined, I've repeatedly been amazed by the development of the industry year after year. Pet Fair Asia and this market are really like no other country. Participants in the Korea pavilion always get incredible results from day one.

Mrs. Echo Tan - New Zealand National pavilion



This is our third time organising NZ pavilion at Pet Fair Asia. Compared with last year, we increased the size of our stand to display more NZ brands. The show again proved to help us build brand awareness, create good quality leads and network with valuable industry contacts. We are very pleased with the results.

2020

Mrs. Giane Danielli - Nutrire (Brazil)

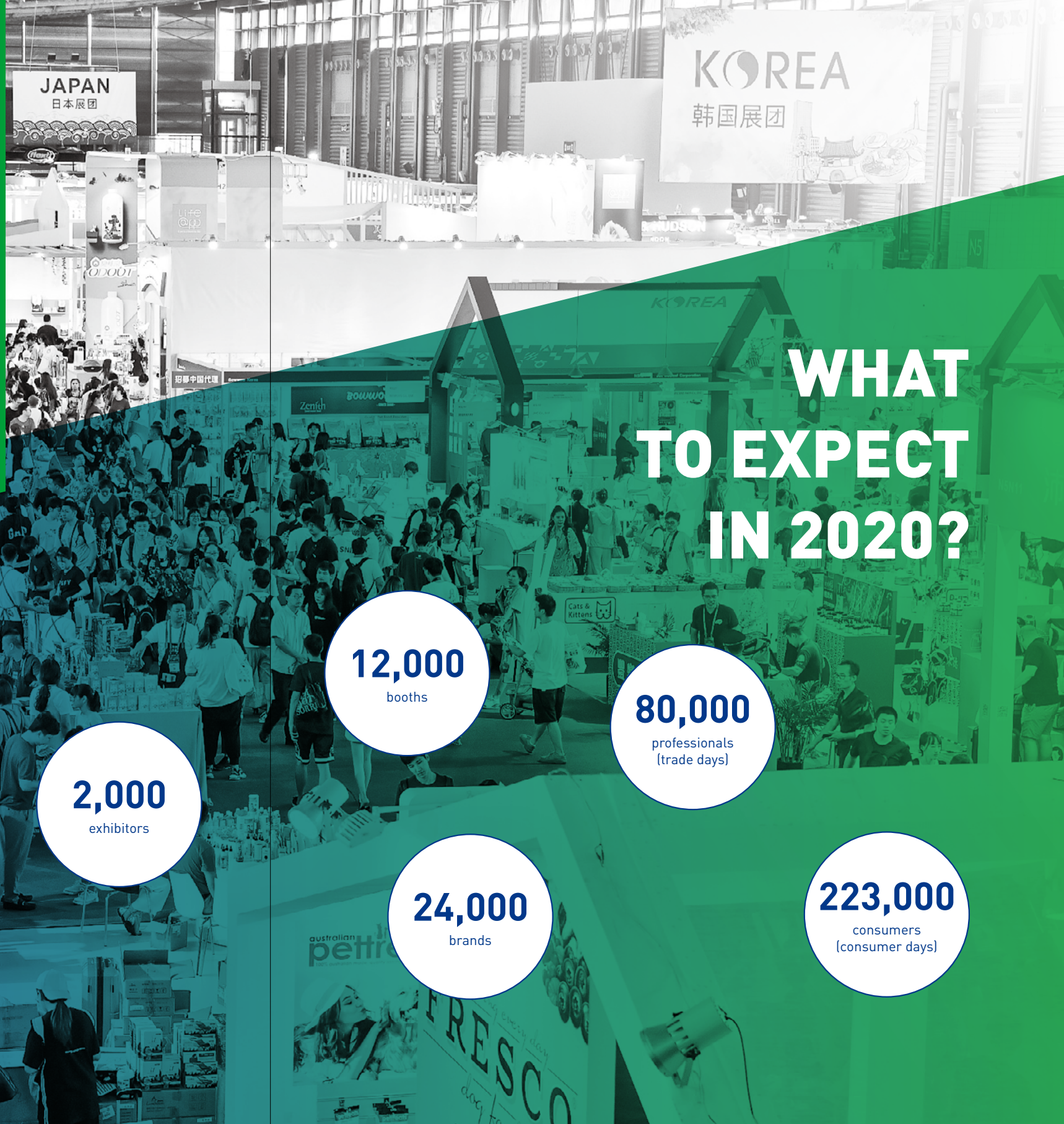


We first exhibited in 2016 within the Brazil pavilion, and we were very surprised this year to see the show has become so huge. It was impressive then and now it's just gigantic, that's great. For us, this is a bigger opportunity to be here: we met many potential buyers and we believe there's more opportunities ahead so we will be here again next year.

Mrs. Marjut Miettinen - Hurtta (Finland)



We are exhibiting for the third year, presenting to the market our exclusive product line from Finland. We have been growing steadily and believe the coming years will continue to be full of opportunities to expand throughout Asia. Every time I come back to Pet Fair Asia, I am shocked with the growth speed and impressed by the development of this industry in the region. I think this is one of the best global events globally.



WHAT TO EXPECT IN 2020?

17

halls

225,000

square metres

2,000

exhibitors

12,000

booths

80,000

professionals
(trade days)

24,000

brands

223,000

consumers
(consumer days)

www.petfairasia.com



2.1

million page views Pet Fair Asia website [August 2018>August 2019]



502,000

Unique visitors from the official website



300,000

Wechat followers



JOIN US !



4,566

Linkedin Connections

Costantino Psilogenis, United Pets (Italy)



We've been exhibiting for the past 6 years. What we saw in 2019 was an impressive growth both in size of the show and visitors, and also the overall improvement of how everyone is presenting themselves, using elaborate stands and high-end display. It is more and more challenging for us to stand out from the crowd because everyone is racing for innovation. Pet Fair Asia is the place where we best see how fast our industry is evolving and to keep up with new trends.

Konstantin Steinitz, Josera (Germany)



A lot of people stopped at our stand, showing great interest even though we will only start selling our products next year. I think Pet Fair Asia perfectly shows how pet markets in China and Asia are developing: the quality of most stands, their size, the amount of people walking the show - it's just amazing.

Nigel Woodd, Ziwi Ltd. (New Zealand)



Pet Fair Asia was very professionally presented, with a really strong attendance from China retail trade and other Asian buyers. It provided Ziwi Peak with an excellent opportunity to showcase our unique brand and engage with our partners and final users. We are very positive about the future development opportunities and will definitely continue to attend Pet Fair Asia.

WHO & WHY EXHIBIT AT PET FAIR ASIA

01

DEVELOP YOUR BUSINESS WITH A RELIABLE PLATFORM..

- The largest exhibition for pet supplies globally.
- Integrated B2B trade (3 days) + B2C branding (2 days).
- Over 22 years of expertise in the pet industry.
- Database quality and network density with no equivalent in Asia.

02

AT THE HEART OF A FAST GROWING MARKET

- Chinese and Asia markets are the fastest growing worldwide.
- Shanghai is the perfect gateway to access China market.
- More than US\$25 billion market volume in 2019.
- 13% CAGR growth expected (2019-2024).

03

ACCESS KEY MARKETS

- Reach buyers from whole Asia under one roof.
- 80% overseas buyers from Asia-Pacific and South Asia.
- Consolidate business contacts (91% visitors returning every year).
- 100% chinese distributors are exhibiting - the best way to be noticed.

04

MEET DECISION MAKERS

- 68,184 professionals (85.23%) with purchasing needs.
- 71% visitors made purchasing decision on-site.
- High level conferences gathering the C-level leaders from the global pet industry.
- Meet hosted buyers hand-picked.



PRODUCT SPECTRUM

	2017	2018	2019
Accessories & Toys	37.24%	33.18%	31.37%
Pet Food	32.14%	34.94%	35.32%
Treats	7.69%	9.74%	11.26%
Veterinary (Rx)	6.24%	6.13%	6.98%
Grooming	12.61%	12.08%	12.27%
Aquaria	4.63%	3.98%	2.04%
Pet Food Technology	3.94%	4.07%	4.18%
Supplements & Healthcare	7.71%	8.35%	10.39%

CHINA & ASIA MARKETS



Dogs

55,030,000



Cats

44,120,000

The number of pets

99.15 million

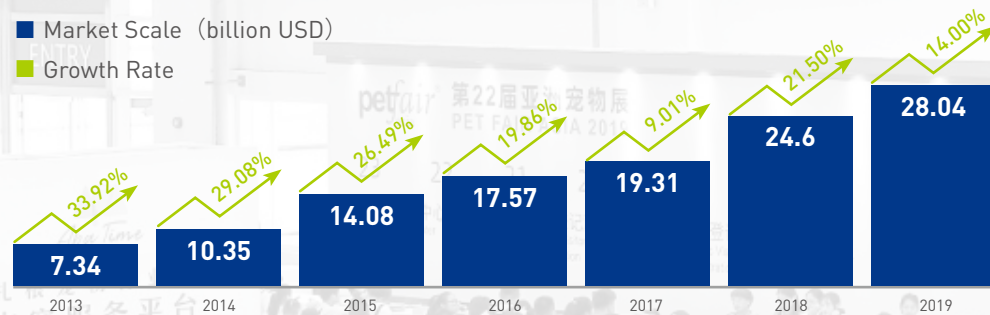
The population of pet owners

61.2 million

Pet market size

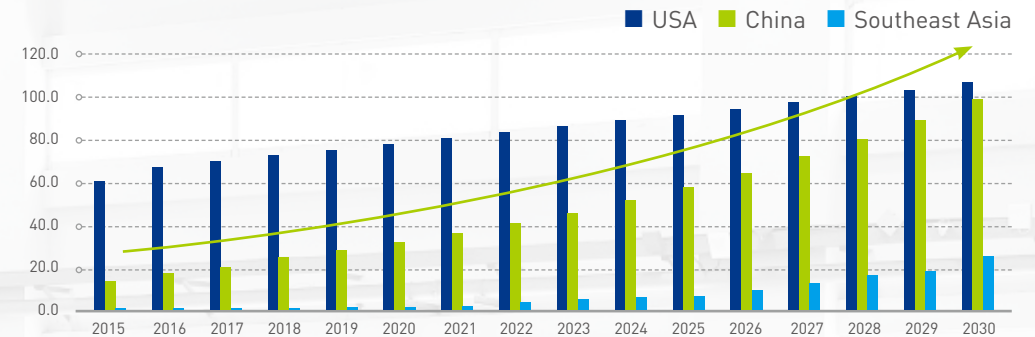
\$28.5 billion

■ Market Scale (billion USD)
■ Growth Rate

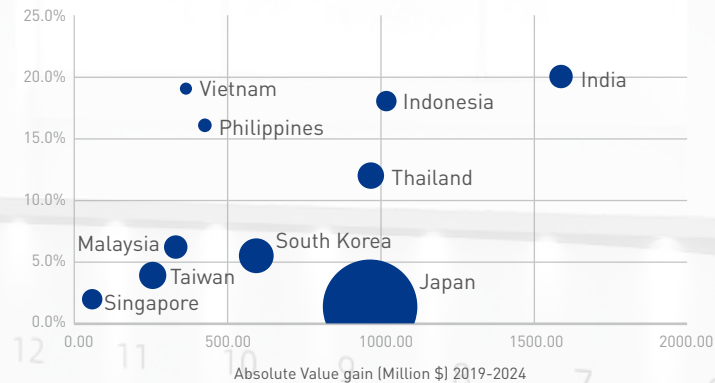


MARKET SIZE (IN BILLION USD)

China & Asia market 2015-2030 expected growth : 12% CAGR



PETCARE PROSPECTS 2019-2024



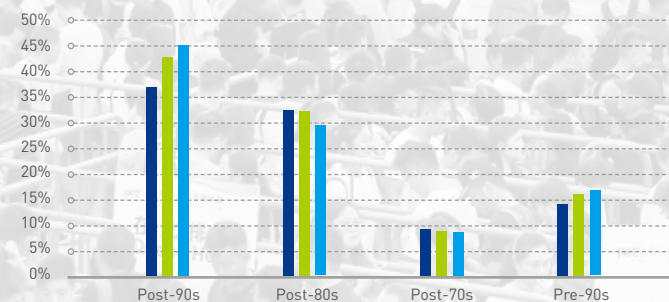
INCOME OF CHINA PET OWNERS (RMB)

■ Lower than 4,000
■ 4,000 - 9,999
■ 10,000 - 14,999
■ 15,000 and above

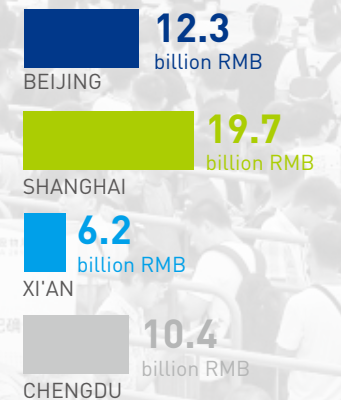


AGE DISTRIBUTION OF CHINA PET OWNERS (%)

■ 2017 ■ 2018 ■ 2019

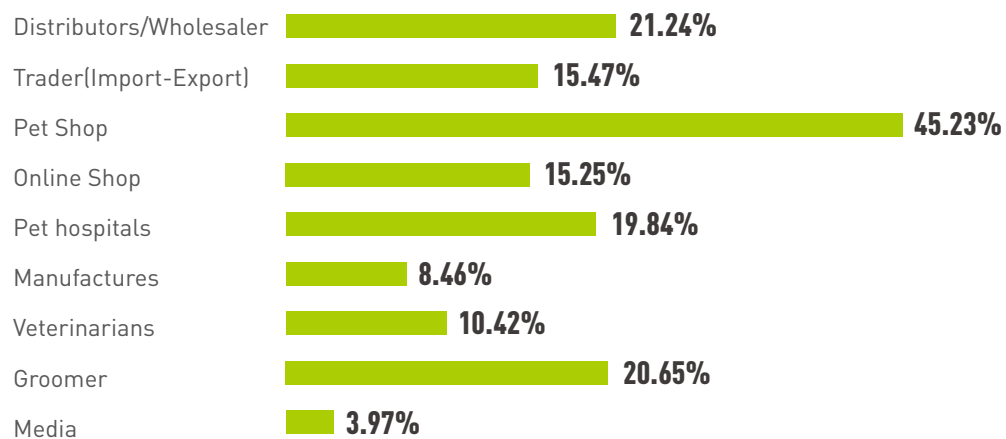


MARKET SIZE IN FOUR MAJOR CITIES



WHO WILL YOU MEET?

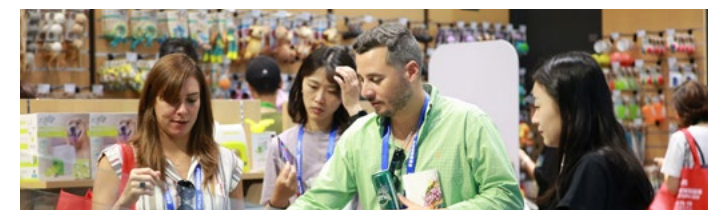
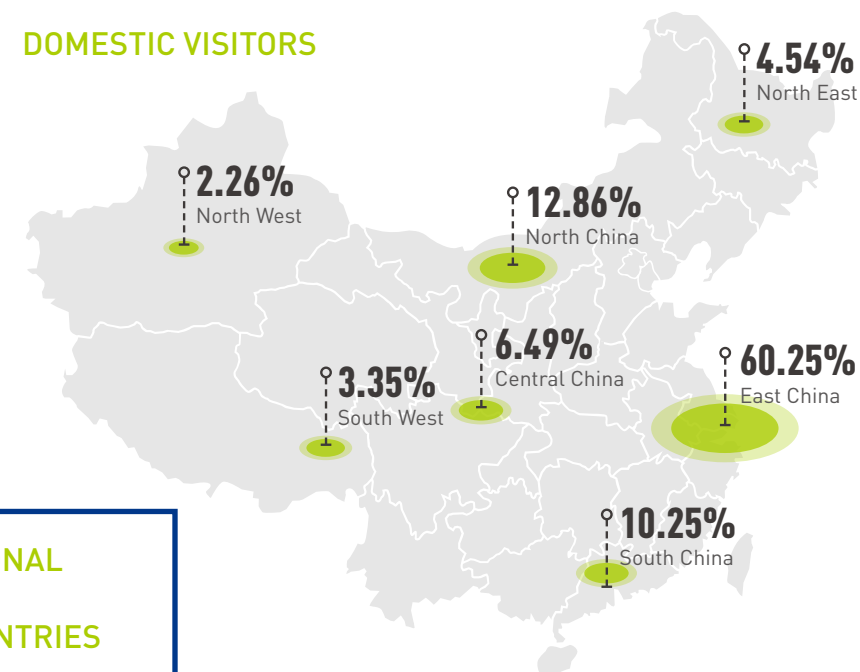
VISITORS PROFILE



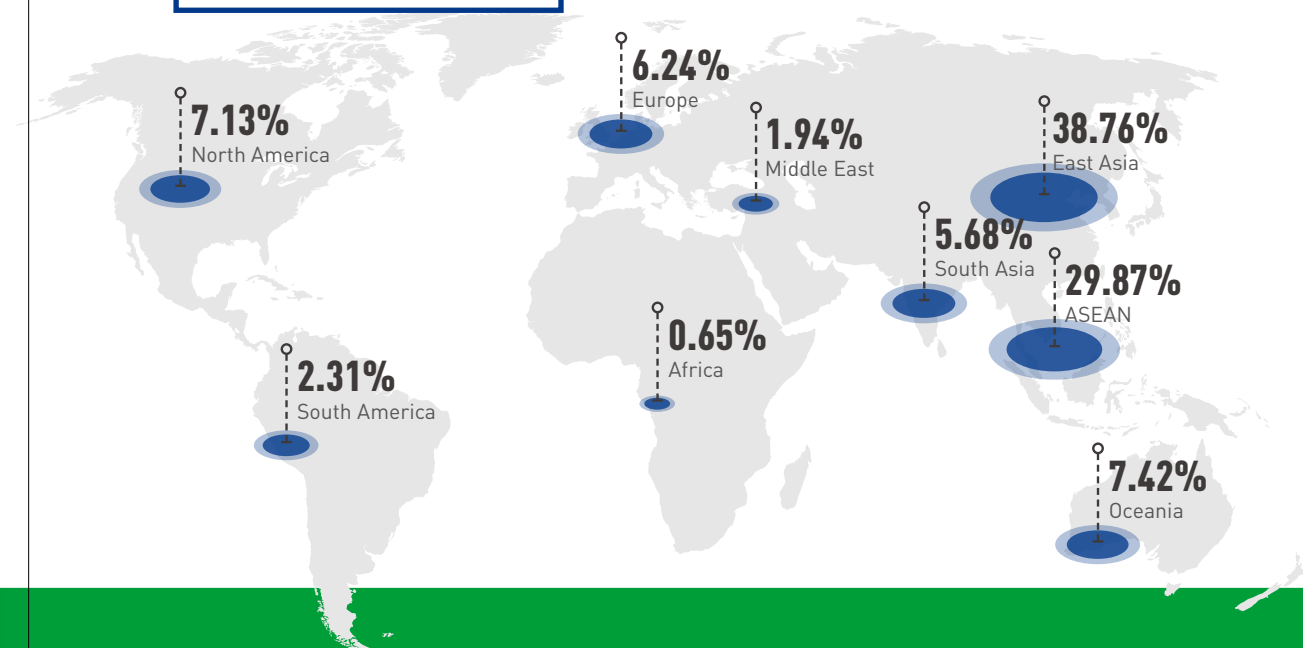
INTERNATIONAL VISITORS TOP 10 COUNTRIES

TOP1:	South Korea	20.32%
TOP2:	Japan	12.26%
TOP3:	Thailand	8.34%
TOP4:	Australia	6.88%
TOP5:	United States	6.22%
TOP6:	Malaysia	5.87%
TOP7:	India	5.51%
TOP8:	Indonesia	4.63%
TOP9:	Singapore	4.27%
TOP10:	Philippines	3.07%

DOMESTIC VISITORS



REGIONAL DISTRIBUTION



ON-SITE CONFERENCES & FEATURED AREAS



INTERNATIONAL PET INDUSTRY SUMMIT 10th IPIS

August 18, 2020

The 10th International Pet Industry Summit will take place the day before the show. This edition will gather again more than 1,000 delegates who were able to access exclusive insight into the latest trends in Chinese market and exchange with international opinion leaders.



Early Bird : 
RMB\$1500 (About US\$ 220)
(until August 8, 2020)
Regular Ticket :
RMB\$1800 (About US\$270)



Annual meeting for
Pet Hospital Management
宠物医院管理层年会

6th ANNUAL MEETING FOR PET HOSPITAL MANAGEMENT

With more than 200 chairman and managers of big pet hospitals in China are invited to gather studying the increasing revenue with innovative management, special hospital build-up, communication breakdown tips, and discussion for a sustainable profit model for pet hospitals.

9th PETFOOD FORUM CHINA

The 9th Petfood Forum China will take place on 18 August 2020 along Pet Fair Asia. It will provide attendees with in-depth insight into new pet food regulations, with internationally recognized pet food industry experts will present their latest research on topics such as growth drivers, gut-brain axis, pet food safety and regulations, ingredients and much more.



+Petfood Suppliers'Row

In association with the global leading magazine Petfood Industry, this special section continues to provide development opportunities for companies in the field of pet food additives, processing machinery, packaging technologies and solutions. Join the pack and develop your network, meet new clients and understand your competition in Asia.

+Veterinary Area

A show inside the show: the veterinary section at Pet Fair Asia has grown 5 folds since 2014. Meet pharmaceuticals leaders, analysis and surgical equipment manufacturers, pet drugs and supplement manufacturers, IT solutions and more.

VET'ZONE
宠物医疗

Petfood
Forum
China

INNOVATION

Pet Fair Asia
InnovAction

宠物新风尚

InnovAction is a new-product promotion program enhancing the visibility of innovative products among trade visitors and consumers. This program boosts product exposure before, during and after the show. It is only available for Pet Fair Asia exhibitors, and bring the following benefits and more:

- Products shown to 45000+ pre-registered visitors
- Exposure on Pet Fair Asia social media
- Products presented on-site in a central location
- Video commercial on giant screen
- Dedicated newsletter
- Your press release on Pet Fair Asia homepage

VISITOR
REGISTRATION
SYSTEM

SOCIAL
NETWORKS

ON-SITE
LAUNCH
AREA

VIDEO
COMMERCIAL



RETURN ON INVESTMENT

We offer customized plan to reach high booth traffic and quality visitors during Pet Fair Asia.

SOCIAL MEDIA

Your company believe in content marketing and social media networking? So we do! Pet Fair Asia will share your news and talk about you on our opinion leading social platforms (Linkedin, Wechat, Facebook, Twitter, etc.)

CUSTOMIZED ELECTRONIC INVITATION

We create for you a free customized electronic invitation showing your company name, booth number and logo to facilitate the invitation of your clients to the show.

BUSINESS MATCH-MAKING

Associated with a generous hosted buyer program for leading purchasing companies and new global clients, our online/on-site business match-making system provides the ultimate way to meet your business target.

LEAD MARKETING

We invite your contacts on your behalf and offer them numerous privileges to attend the show. It saves you marketing efforts and makes your clients feel empowered.

ADVERTISING OPTIONS

Logo on show badges, e-newsletter blast, banner on professional visitors pre-registration web portal, on-site advertising and more...

STAND OUT FROM THE CROWD

When booking exhibition space at Pet Fair Asia, we strongly advise you to use the marketing tools we provide. Ask your sales representative for details and use these tools to make a difference with your competitors.

ufi
Approved
Event

Pet Fair Asia's exhibitor marketing tools won UFI Awards, from the Global Association of the Exhibition Industry. You can measure the efficiency of our tools anytime during the promotion campaign, thanks to a personal code helping you to track back clients and new leads data.

- N1 Pet Food
Pet Food Technology
- N2 Pet Food
Pet Food Technology
- N3 Pet Food
- N4 International Pet Food
- N5 International Brands
- W1 Pet Snacks
Pet Products
- W2 Pet Snacks
Pet Products
- W3 Veterinary
- W4 Veterinary
- W5 Smart Products
- E1 Pet Snacks
Pet Products
- E2 Pet Snacks
Pet Products
- E3 Pet Snacks
Pet Products
Small Pet Products
Reptile and Aquatics
- E4 Cat Products
- E5 Cat Products
- E6 Pet Food
Pet Food Technology
- E7 International Pet Food
International Brands



SPACE PRICING (Raw Space)

STANDARD AREA RMB 1,200 / m²

BRAND PROMOTION AREA RMB 1,400 / m²

PREMIUM AREA RMB 1,600 / m²

BOOTH OPTION

CORNER FEE RMB 2,500 /corner

CMO AREA ADVERTISING FEE RMB 10,000 minimum order

SHELL SCHEME DECORATION RMB 150 / m²

Includes partition walls, faceboard, 2 chairs, 1 front desk, carpet, basket bin, power socket, spotlights.

petfair® NETWORK

YOUR TRUSTED PARTNER IN
THE GLOBAL PET INDUSTRY.

PET FAIR ASIA

petfair®
asia

Flagship International Event.
SHANGHAI, 2020.8.19-23

2.4 Million
SQFT

2000
Exhibitors

12000
Booths

80000
Professionals

CHINA

ASEAN

petfair®
SE ASIA

PET FAIR SEA
South-East Asia
2020.10.14-16

petfair®
BEIJING

PET FAIR BEIJING
2020.2.21-23

petfair®
CHENGDU

PET FAIR CHENDU
2020.4.9-12

petfair®
SOUTH CHINA

PET FAIR SOUTH CHINA
2020.5.15-17

ASIA PET ALLIANCE

apa
亚宠会

Resource hub for a sustainable
development of the pet industry
in Asia and beyond.

