



PET FAIR ASIA 2020

August 19-23, 2020

Shanghai New International Expo Centre



POST SHOW REPORT

THE LARGEST INNOVATION HUB FOR THE GLOBAL PET INDUSTRY



17 Halls

225,000 Sqm

20,000 Brands

1,683 Exhibitors

70,849 Professionals

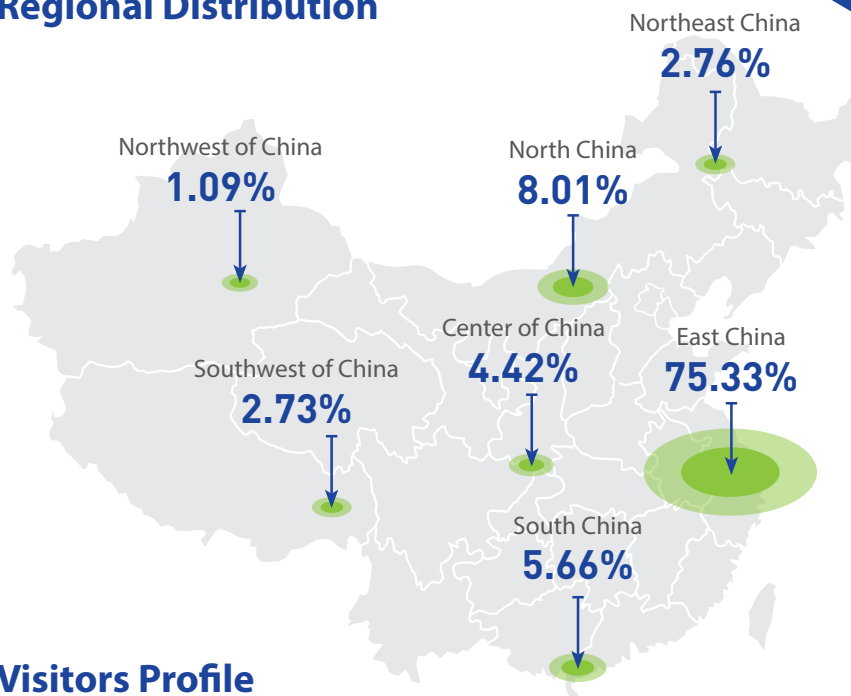
187,732 Consumers

Domestic Visitors

258,581 Visitors | **70,849** Professionals | **187,732** Consumers

- Visitors spread over 17 halls of exhibits (the largest globally)
- Dedicated trade days for business atmosphere
- Retailers, pet stores, groomers and other professionals are growing rapidly
- Domestic professionals in east and south of China increase significantly
- The satisfaction of professional visitors increased by 16%

Domestic Visitors Regional Distribution



Domestic Visitors Regional Distribution Top 10

Top1:	Shanghai	33.11%
Top2:	Jiangsu	15.36%
Top3:	Zhejiang	15.06%
Top4:	Shandong	5.22%
Top5:	Guangdong	4.94%
Top6:	Beijing	3.66%
Top7:	Anhui	2.69%
Top8:	Hebei	2.28%
Top9:	Henan	2.07%
Top10:	Liaoning	2.03%

Visitors Profile



Procurement Budget

72.61% professional visitors were companies' decision makers or co-decision makers with purchasing power.

Overseas Visitors

Due to international travel ban, the number of overseas visitors on-site at Pet Fair Asia significantly decreased. The organizer brought the exhibition to its international audience through multiple live streams, on-demand seminars, hybrid matchmaking during B2B days and more.



International Online / Onsite Buyers Match Making Program

92 Matchmaking Meetings | **28 International Brands** | **45 Buyers**

With recovered Asia but ongoing epidemic and international travel restrictions, the organizer is implementing a unique hybrid approach that will offer a seamless offline / online experience for manufacturers and buyers – a first time in the pet industry and a first step into advanced digital solutions for international business.

Exhibitors 2020

1683
Exhibitors

24,000+
Brands

92.60% exhibitors consider Pet Fair Asia to fulfill their business expectations.

69.86% exhibitors consider Pet Fair Asia to exceed their expectations.

98.2% exhibitors rebooked on-site to participate to Pet Fair Asia 2021.





ON-SITE CONFERENCES

ASIA PET VETERINARY CONFERENCE

Hosted by apa and jointly organized with Shanghai Pet Industry Association and Shanghai Animal Husbandry and Veterinary Small Animal Society, the Asia Pet Veterinary Conference combined business program for pet hospital management and academic courses. It closely followed the development trends of global veterinary clinics, from business best practices to customer management, animal treatment, drugs prescription and more.



National Federation of Pet Industry Associations and Societies

National Federation of Pet Industry Associations and Societies held in Shanghai. Nearly 50 delegates attended the meeting. The president of VNU Exhibitions Asia, Mr. Zhong put forward to keep pet civilly, jointly promoted the establishment of the national civilized pet demonstration area.

INTERNATIONAL PET INDUSTRY SUMMIT

The 10th International Pet Industry Summit took place the day before the show. This edition broke all records, gathering almost 1,200 delegates on-site and more than 6,000 online, who were able to access exclusive insight into the latest trends in Chinese market and exchange with international opinion leaders.



APA COUNCIL CONFERENCE

Council conference reviewed the one-year work report, internal management system and financial report, and established medical and service professional councils, circulation professional councils, Beijing local councils, Shandong Local councils respectively.





INDUSTRY REPORT

Pet Fair Asia, apa, Tmall and alimama jointly published “Chinese Pet Industry 2020 Annual Report”, the research result showed: There are **40,951** pet shops in China's first-tier cities.



PFA AWARDS 2020

As the most highly regarded award in China's pet industry, The PFA AWARDS are jointly voted by the “expert jury” of industry insiders, consumers, industry associations and senior media. It aimed to select the most influential pet awards with authoritative, professional perspective and standards.

PET FAIR ASIA JOB WALL

Pet industry recruitment wall regrouped activities and talent recruitment information in pet industry, covering pet manufacturers, distributors, dealers, retail stores, online stores, groomers, veterinarians and other pet industry related positions, integrating pet industry resources, providing a precise platform for both employers and employees.



CKU GROOMER QUALIFICATION TEST

Cooperated with CKU to promote the standard development of pet grooming industry in China. More than 80 groomers compete on site, and international authoritative examiners were invited to conduct on-site assessment.



National Vocational Skills Competition —Pet healthcare & Pet trainer

National Vocational Skills Competition was an opportunity for pet owners to obtain national honors. It was a national second-class competition.



PET GROOMER COURSE

Cooperated with CKU to teach the knowledge and grooming of dogs. Five famous domestic and overseas lecturers were invited to give lectures to the visitors, providing a rare opportunity for domestic groomers to understand the professional knowledge and beauty skills of various breeds of dogs.

ASIA PET ONLINE - online B2B platform for pet supplies

The B2B online platform “Chongmeng Zhaohuo” was launched at the 10th International Pet Industry Summit. It enabled retailers to purchase products at low prices and in small quantities, providing retailers with 24-hour online selection and business negotiation services.



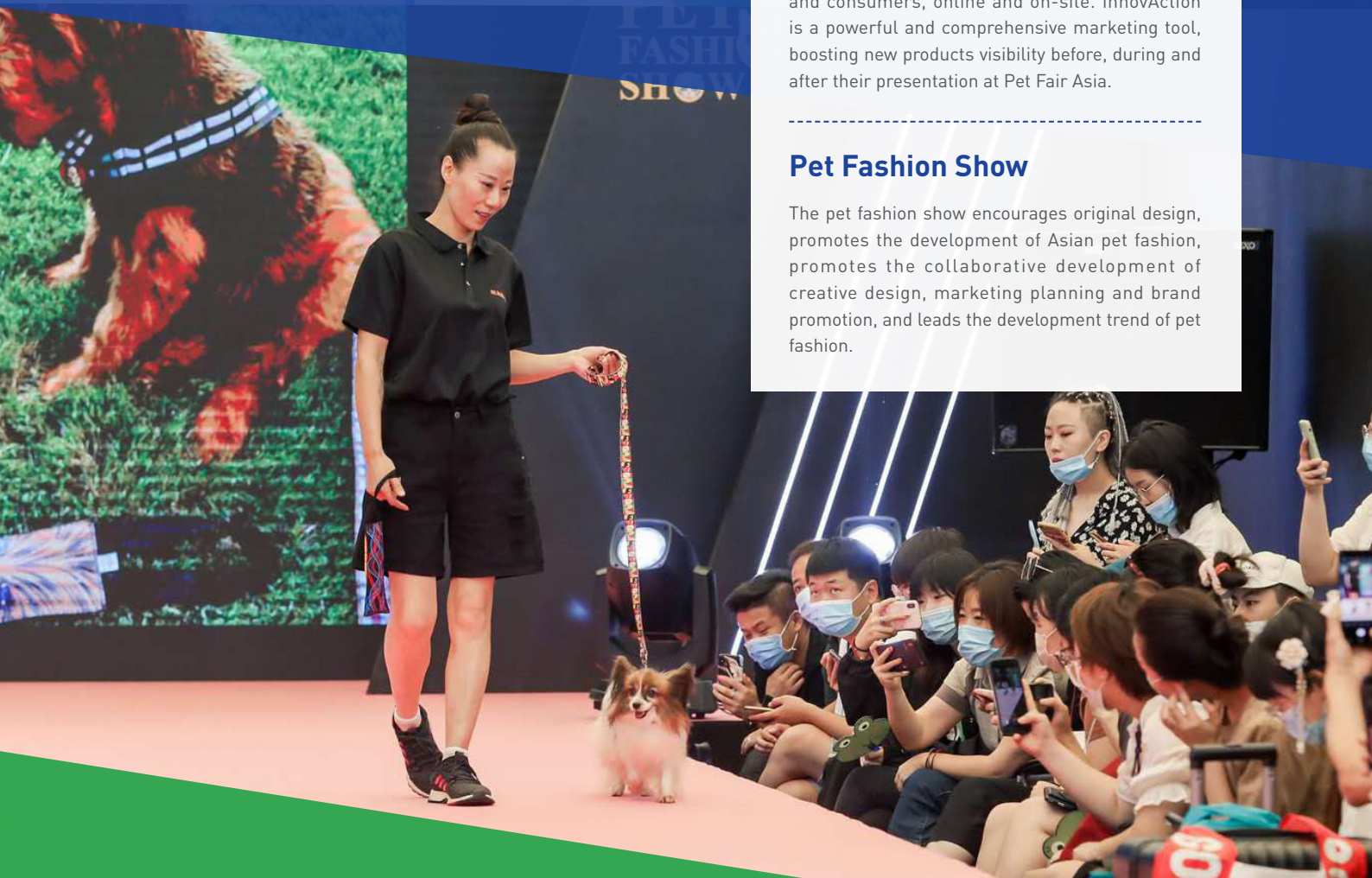


InnovAction

InnovAction is a new-product promotion program launched in 2013 at Pet Fair Asia, enhancing the visibility of new products among trade visitors and consumers, online and on-site. InnovAction is a powerful and comprehensive marketing tool, boosting new products visibility before, during and after their presentation at Pet Fair Asia.

Pet Fashion Show

The pet fashion show encourages original design, promotes the development of Asian pet fashion, promotes the collaborative development of creative design, marketing planning and brand promotion, and leads the development trend of pet fashion.





ON-SITE EVENTS

CKU CHAMPION DOG SHOW

CKU Champion Dog Show is one of the highest level dog show in China. As an official and authoritative competition with great scale and influence in China, it is also the most important competition in Asia Pacific, which has received wide attention.



DOG OLYMPICS

The Dog Olympic is no longer a competition of speed and strength. The competition is upgraded again, and the entertainment interaction can also get prizes. Dogs can show their specialty in this agility competition.



ICE CAT SHOW

Cooperate with ICE to create a world-class cat competition. More than 200 of the world's top cats join the show. With a total value of more than 10 million purebred cats, this annual event cannot be missed.



CKU DIVING COMPETITION

The swimming pool in the exhibition hall will be set up for a wet summer party for dogs. Hundreds of pets are eager to sign up for the diving and swimming competition. It is one of the popular activities on-site that combines pet's specialties with fun entertainment.



LIVE STREAM

Live Stream at the show addressed different topics such as 2020 pet food trends or innovation trends in Chinese pet industry, showcasing a new generation of brands born in China. Replies are available on Pet Fair Network's youtube channel.

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PET FAIR ASIA 2021

2021.8.18-22

Shanghai New International Expo Centre

SEE YOU NEXT YEAR

GUANGZHOU

Pet Fair South China 2020

2020.12.25-27 | China Import & Export Fair Complex

BEIJING

Pet Fair Beijing 2021

2021.3.26-28 | China National Convention Center

THAILAND

Pet Fair South East Asia 2021

2021.10.27-29 | Bangkok International Trade & Exhibition Centre

VNU | 万耀企龙

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