

# MEGA ZOO 2025

## Part 1

**DATE** MAY 16<sup>th</sup> - 18<sup>th</sup>  
**VENUE** KINTEX, GOYANG, KOREA

## Part 2

**DATE** NOV 21<sup>st</sup> -23<sup>rd</sup>  
**VENUE** KINTEX, GOYANG, KOREA

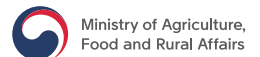
HOST



ORGANIZER



SPONSOR

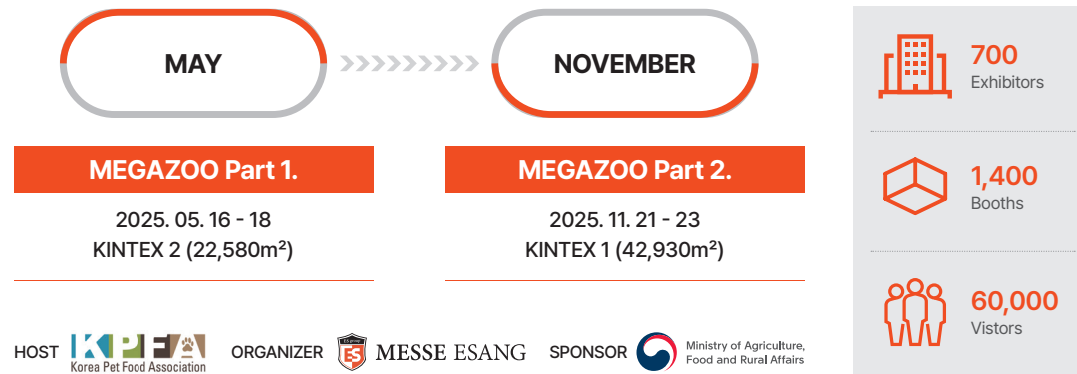


# MEGAZOO

## Korea International Pet Trade Show

MEGAZOO has proudly served as the foremost annual pet industry exhibition in Korea since 2013. Our event is renowned for its exceptional marketing opportunities for exhibitors and its ability to deliver an exciting and enriching experience for visitors.

### Show Overview



### Major Exhibiting Brands



# Why MEGAZOO?

### The Gateway to Korea's Pet Market

MEGAZOO is Korea's largest and most trusted pet industry exhibition, uniquely blending both B2B and B2C opportunities. It serves as the perfect **testbed for brands**, allowing them to directly engage with consumers and gauge market potential while also connecting with key domestic and international buyers through its **Business Matching Program**. MEGAZOO provides a dynamic platform for businesses to refine strategies, build partnerships, and expand their reach in the Korean pet market.



### Korea's Only Internationally Certified Pet Exhibition



As the only pet exhibition in Korea with international certification, MEGAZOO is the only certified Pet Trade Show by AKEI (Association of Korean Exhibition Industry). Which is a mark recognized by AKEI for its scale and steadiness of the exhibition.

### Hosted by Korea's #1 Exhibition Organizer

- The only KOSDAQ (Korea Securities Dealers Automated Quotations) listed company among exhibition organizers in Korea.
- Organize exhibitions 95 times annually in 18 industries
- Advance to VENUE Business:
  - 'Suwon Messe' the first convention center operated by organizer in Korea
  - Key operator of the India International Convention and Expo Centre (IICC), India's largest exhibition and convention facility.

# Why the Korean Market?

## Rapid Growth of Pet Culture

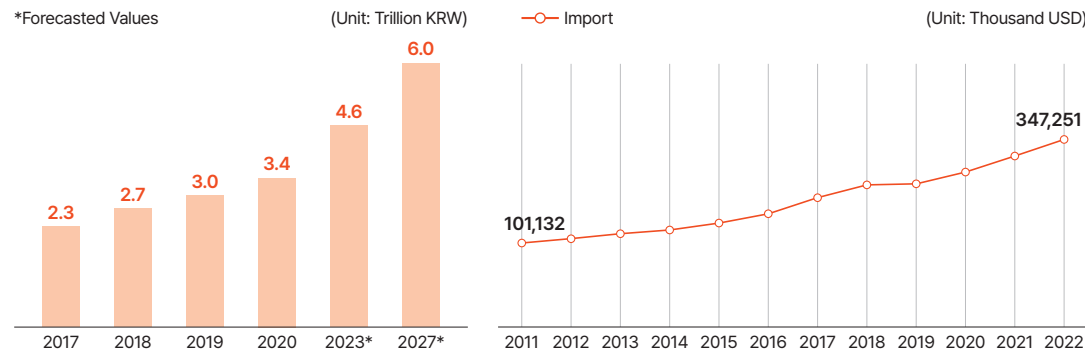
With an aging population, increasing single-person households, and declining birth rates, the number of pet owners in Korea is rapidly increasing. This natural growth has led to a more mature pet culture and the rise of **pet humanization**, where pets are embraced as true family members.

## Pet Humanization Driving Growth in Food, Medical, and Healthcare Sectors

The trend of pet humanization is fueling growth in food, medical, and healthcare sectors. Major food and pharmaceutical companies are actively entering this market, driving its growth. Seoul alone has around 900 veterinary clinics, demonstrating Korea's strong medical infrastructure for pets. This indicates significant potential for continued expansion in the pet healthcare sector.

## Significant Import Market

As of 2022, Korea's pet food imports reached approximately **\$347.25 million**, nearly 3.4 times its export value, highlighting its reliance on global suppliers. This growth is driven by limited domestic production capabilities and a strong preference for premium pet food from international brands known for their expertise and innovation. These global players have established trust through proven quality, making Korea a key market for premium product offerings and international partnerships.



Source: Korea Rural Economic Institute (KREI)

Source: Hwang Yoon-Jae et al. (2023). Data from imports and exports of dog and cat food (HS230910), limited to retail products.

Current status and Prospects of Korea's Pet Market Size

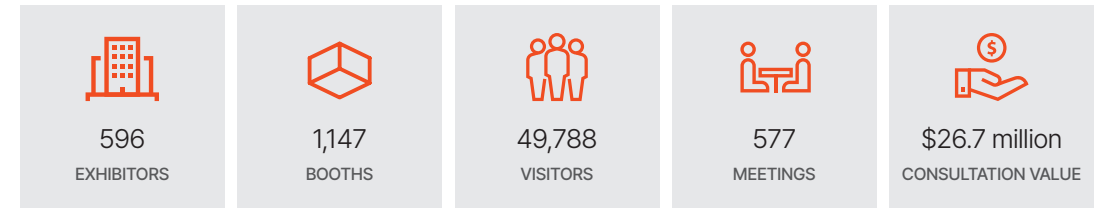
Trends in Korea's Pet Food Imports (2011-2022)

## A Market Focused on Advanced Technology and Quality

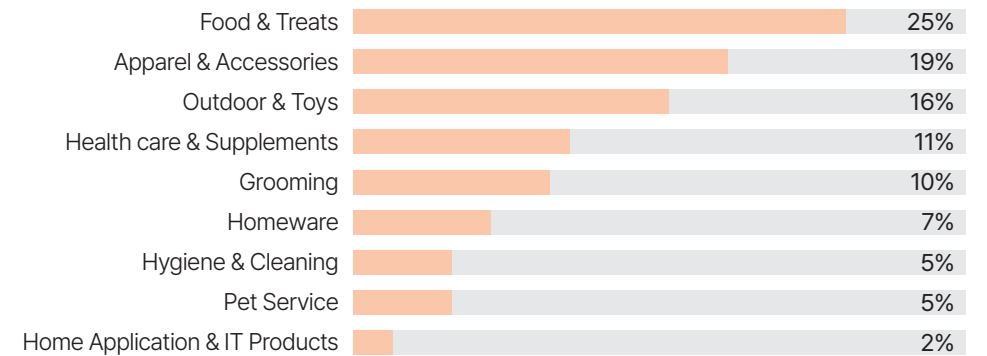
Korea's pet industry embraces **premium products, advanced technologies and sustainable products**, making it a dynamic market for global businesses seeking innovation.



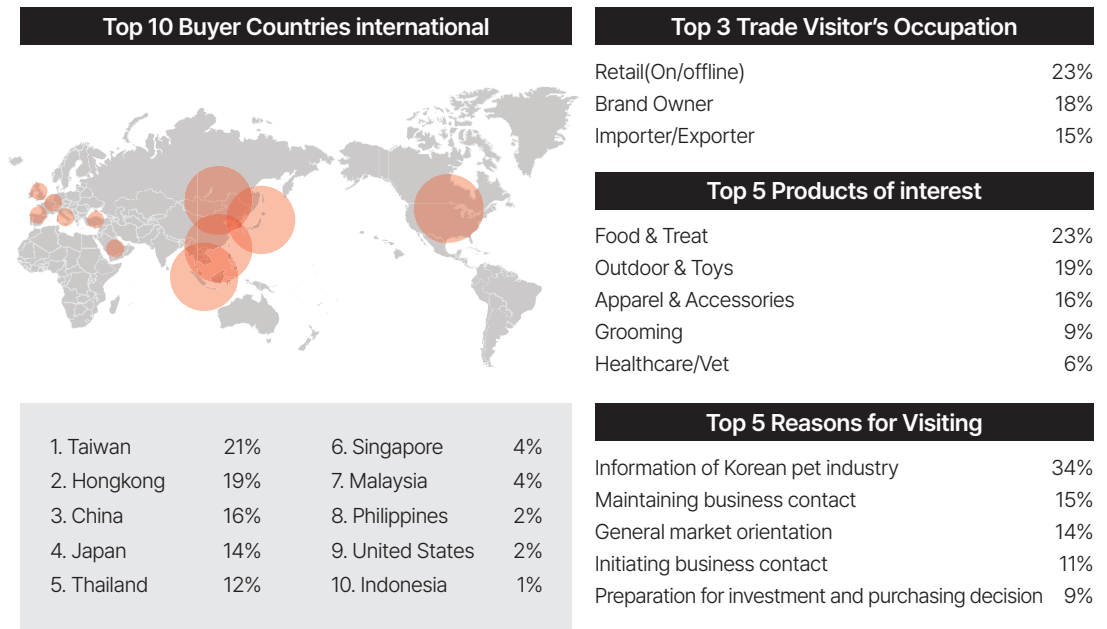
# Previous Show Report (2024.11)



## Exhibitors' Category



## Overseas Trade Visitor Analysis



# Global Biz-Matching Program

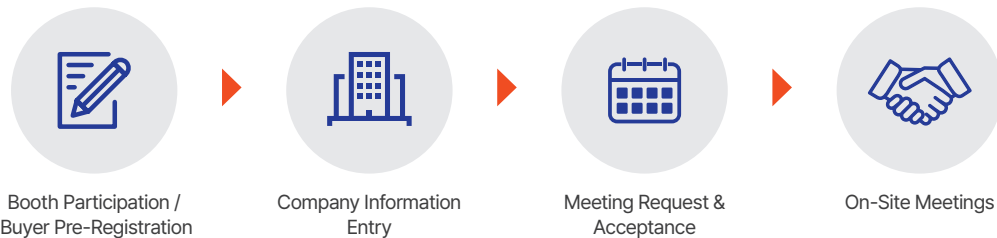
The MEGAZOO Biz Matching Program connects exhibitors with pre-matched buyers, enabling productive 1:1 meetings during the exhibition. With access to domestic and international buyers and an intuitive scheduling system, this program fosters meaningful partnerships and business growth.

## Special Matching Support

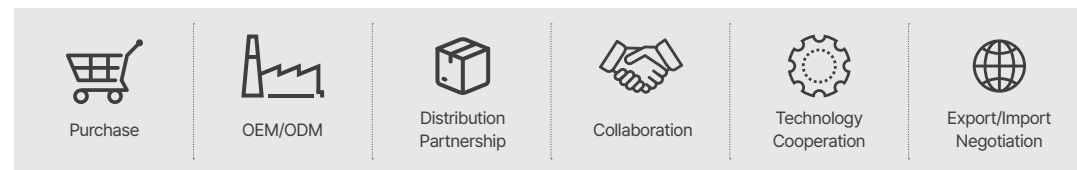
To ensure meaningful business connections, exhibitors can specify their meeting objectives and preferred buyers during the application process. MEGAZOO team carefully reviews and arranges tailored matchings to connect you with the most suitable partners for your business needs.



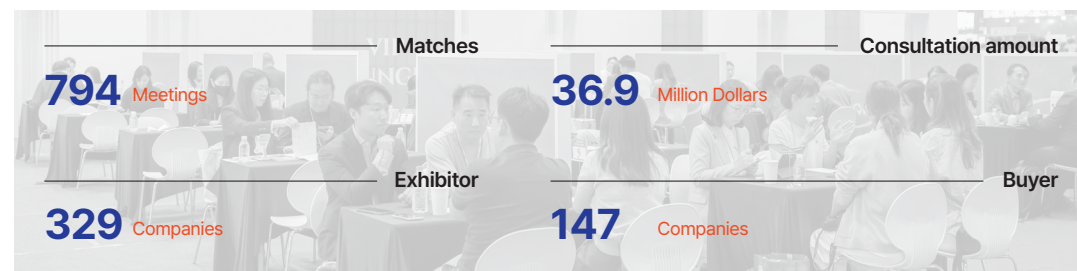
## Procedure



## Available Meeting Types

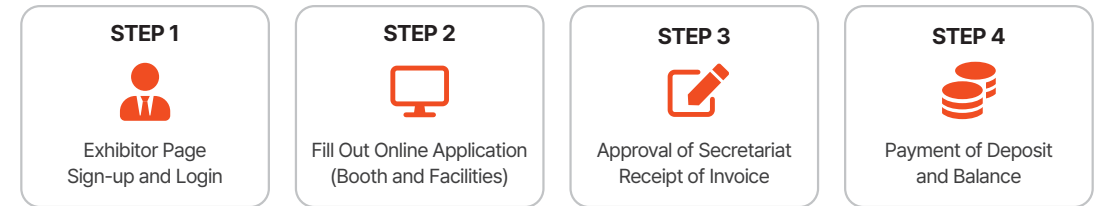


## 2024 Biz-Matching results (Part 1,2)



# Participation Guide

## How to Participate



## Booth Type

\* VAT(10%) not included

Division	Space only	Shell Scheme
Booth Type		
Provides	<ul style="list-style-type: none"> <li>- Exhibition space only</li> <li>- Booth design and constructions are in exhibitor's responsibility</li> <li>- A minimum of 2 booths (24m<sup>2</sup>) must be ordered</li> </ul>	<ul style="list-style-type: none"> <li>- Carpet: 12m<sup>2</sup></li> <li>- Wooden side wall: Height 2.4m, white</li> <li>- Electricity: 1kW (with two 220V sockets)</li> <li>- Spotlight: 3ea (100W)</li> <li>- Fascia Board (297*420mm)</li> <li>- Information desk, Round table</li> <li>- 4 Chairs</li> </ul>
Price	USD 3,000	USD 3,600
<b>EARLY BIRD DISCOUNT</b>	<b>USD 300 per booth</b> <b>PART 1:</b> Until February 14 <sup>th</sup> <b>PART 2:</b> Until August 22 <sup>nd</sup>	



Book a stand



Visitor Registration

## Contact MEGAZOO Secretariat

Tel +82-2-6121-6474 E-mail megazoo.es@esgroup.net Web www.megazoo.co.kr/eng

A platform that connects people to people,  
people to technology



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