

Organized by

**VNU** | ASIA PACIFIC



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# petfair<sup>®</sup> 4TH SE ASIA EDITION

# 2025

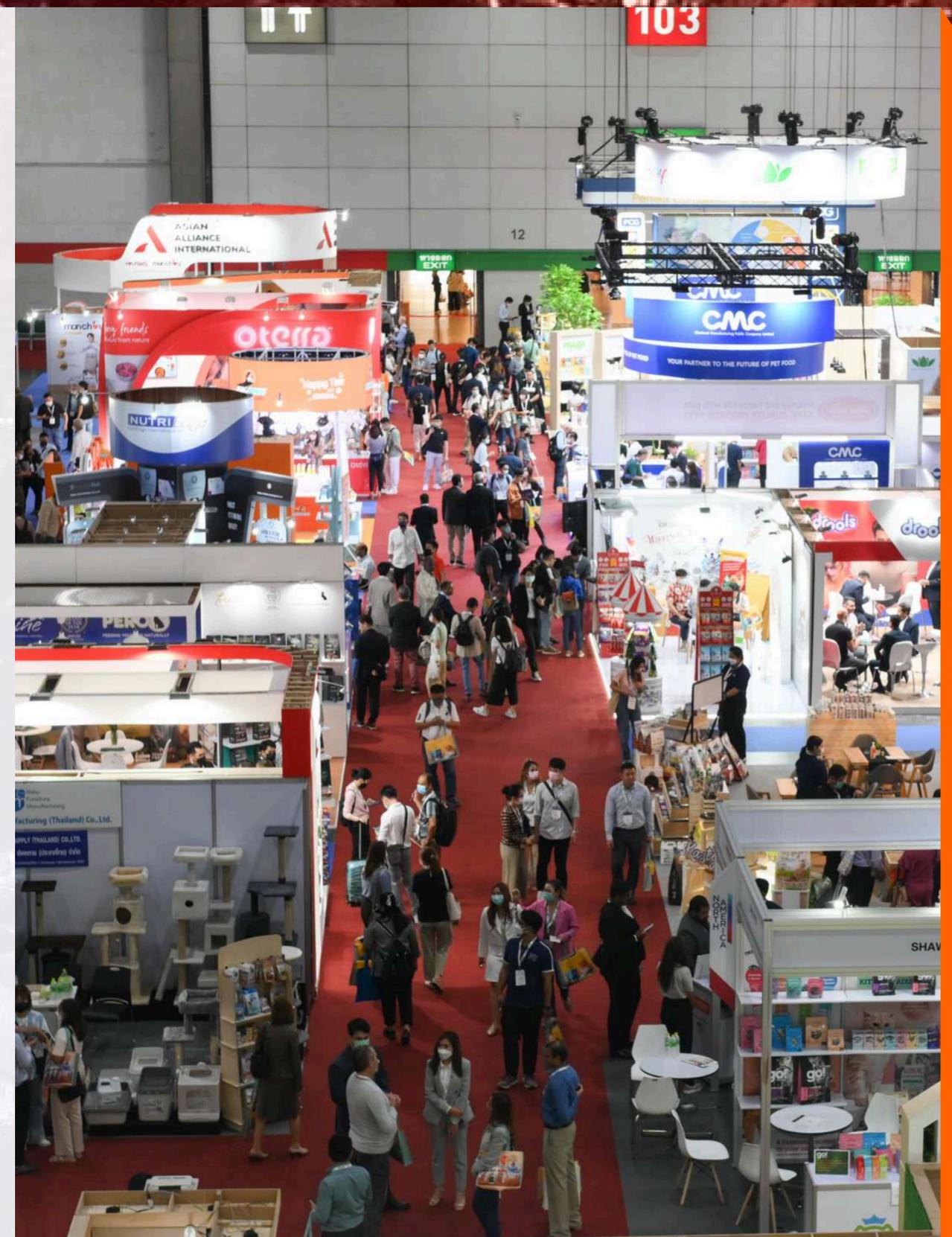
**29 - 31 October 2025**

**Hall 98 - 100 | BITEC | Bangkok | Thailand**



## THE INTERNATIONAL PET INDUSTRY HUB IN SOUTH EAST ASIA

**Pet Fair South East Asia**, held in Bangkok, Thailand, serves as a B2B partnership hub for the international pet industry, focusing on distribution, retail, and sourcing. In 2024, the event will welcome trade visitors from more than 80 countries. The show has successfully operated for the past three editions.



# WHY PET FAIR SOUTH EAST ASIA?



**Find New Partnerships**  
Find new distributors or suppliers for your product



**Showcase Your Products**  
Get your name out there in the Pet Industry



**Network with Industry Peers**  
Get to know new and old friends in the industry





**10,000+**  
VISITORS



**80+**  
COUNTRIES



**400**  
EXHIBITORS



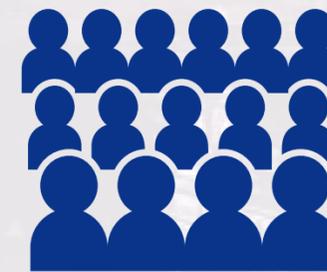
**30+**  
COUNTRIES



**30**  
CONFERENCE  
SESSIONS



**40**  
RENOWNED  
SPEAKERS



**2,500**  
CONFERENCE  
ATTENDANTS

# OUR EXHIBITORS

Pet Brand  
45%

Ingredient  
Supplier  
10%

OEM/ODM  
Private Labelling  
32%

Processing  
Solutions  
5%

Packaging  
Solutions  
4%



# TOP EXHIBITORS



# KEY EXHIBITORS - PET FOOD PRODUCERS

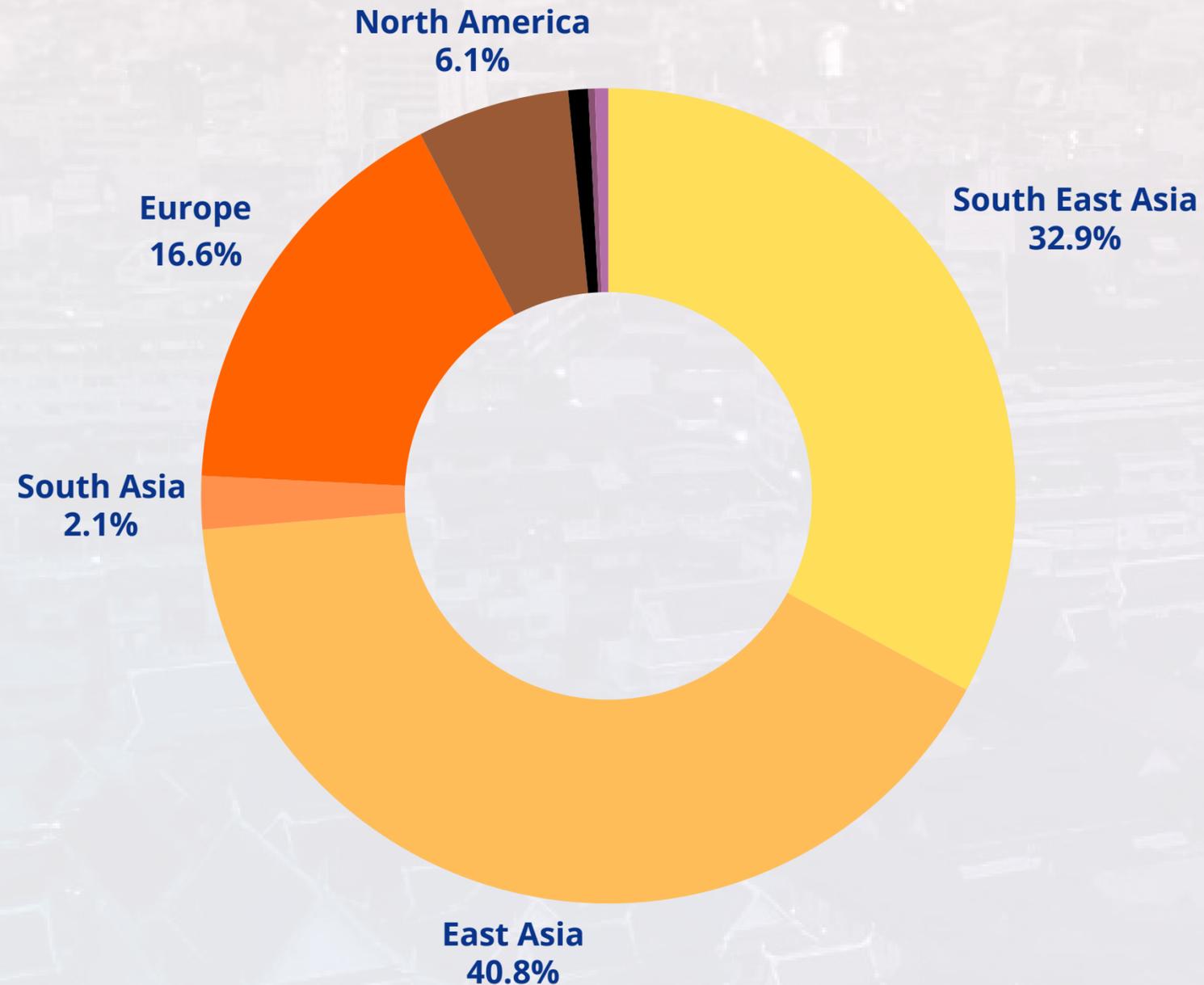


					
					
					
					
			<b>And Many More...</b>		

# EXHIBITING PRODUCT CATEGORY



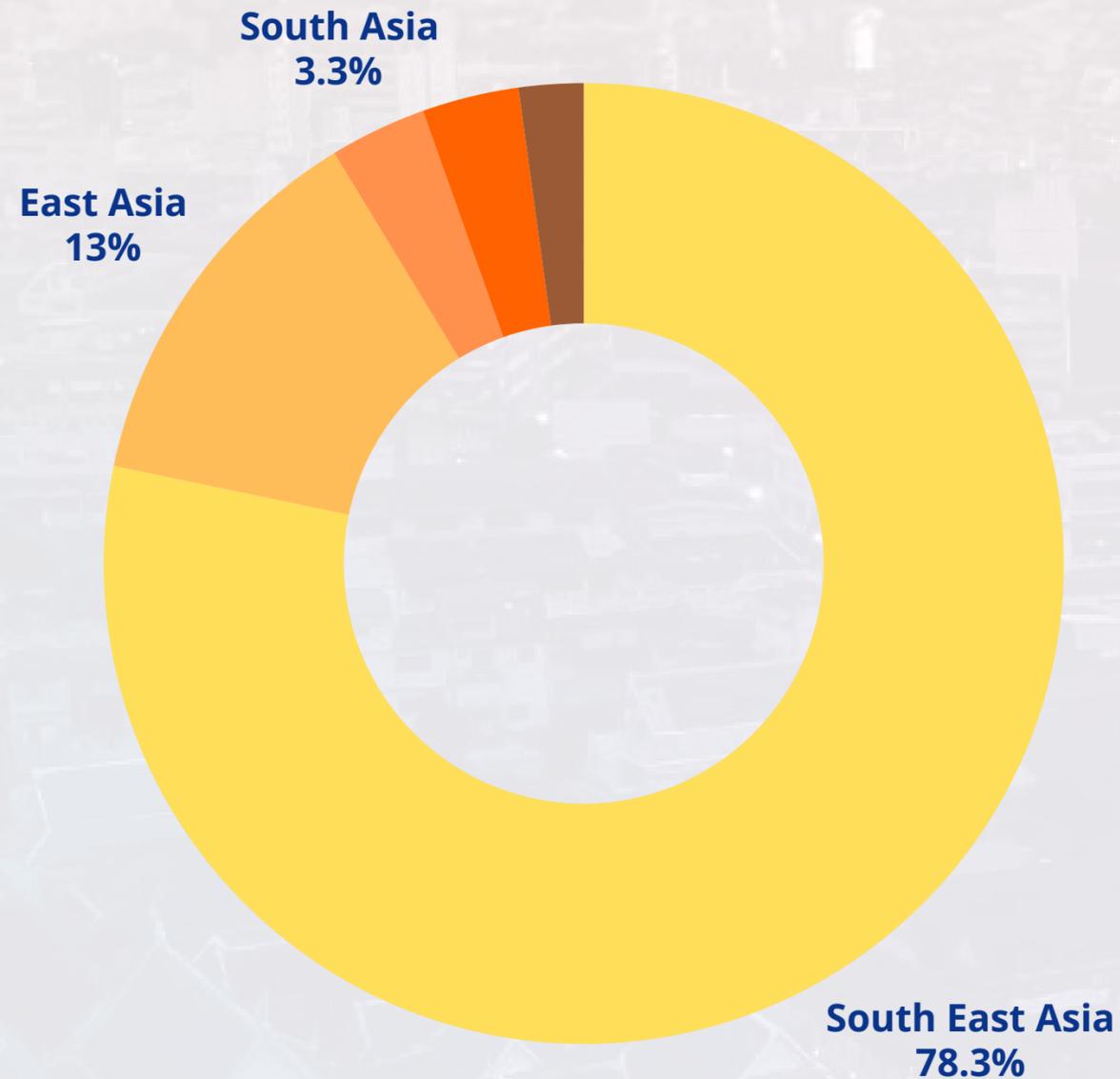
# TOTAL (2024) 400 EXHIBITORS



## TOP EXHIBITING COUNTRIES

Thailand	24%
China	19%
South Korea	14%
USA & Canada	6%
Japan	4%
Singapore	4%
Italy	3%
United Kingdom	3%
Turkey	2%
India	2%

# TOTAL (2024) 10,000+ VISITORS



## TOP VISITING COUNTRIES

Thailand	36%
China	5%
Philippines	4%
Japan	3%
Malaysia	3%
Singapore	2%
South Korea	2%
Taiwan	2%
India	2%
Hong Kong	1%

# DECISION MAKING LEVEL

I Make The Final Decision

**42%**

I Make Suggestions to  
Decision Makers

**34%**

I Do Not Make Any  
Suggestions or Decisions

**16%**

# OUR VISITORS

PET BRAND

**26%**



DISTRIBUTOR

**30%**



WHOLESALER

**16%**

IMPORTER

**31%**



RETAILER

**18%**



# VISITOR INTEREST BY PRODUCT CATEGORY

Pet Treats

38%



Pet Toy

19%



Pet Grooming

15%



Pet Hygiene

14%



Ingredients

14%



Pet Healthcare

32%



Pet Tech

10%



Pet Furniture

9%



Pet Food

72%



Pet Accessory

23%



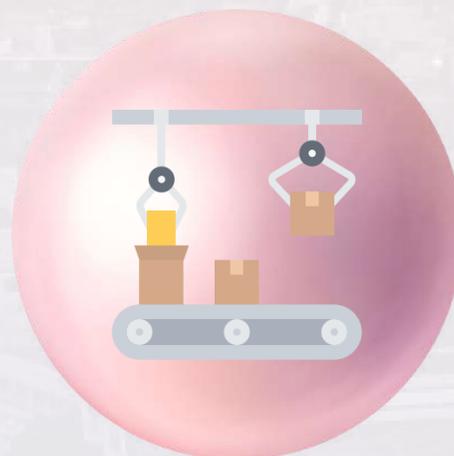
Pet Apparel

8%



# WHAT ARE BUYERS LOOKING FOR?

**31%**  
I'm looking for  
Private Labelling  
OEM Manufacturers



**52%**  
I'm looking for new  
products for distribution



**17%**  
I want to attend the  
conferences



**13%**  
I'm looking for new  
suppliers (packaging /  
machinery / ingredients)



# CONFERENCE PROGRAM



## PET SQUARE STAGE

Focuses on trends and new developments in the pet industry



## VET SQUARE STAGE

Focuses on veterinary topics

# Pets Innovator Pitch

SCAN HERE TO SIGN UP!

POOL PRIZE OVER THAN **300,000 THB**

**MEET THE JUDGES**

**PET INNOVATORS PITCH 2024**

READY TO ELEVATE YOUR PET PRODUCT BUSINESS?  
JOIN US AT PET INNOVATORS PITCH 2024

**31 OCTOBER 2024**  
14:30 - 17:00 HRS.

PET SQUARE STAGE @ PET FAIR SOUTH EAST ASIA

**SUBMISSION DEADLINE 25 AUGUST 2024**

ORGANIZED BY **VNU** | ASIA PACIFIC

SUPPORTED BY **KU**

**DR. MATTHIAS KOCH**  
Center of Petcare & Distributor of Pet Products

**ASSOC. PROF. ATTAWIT KOVITVADH**  
Assoc. Dean of Research Department,  
Faculty of Veterinary Medicine,  
Kasetsart University

**MR. VIROL LIMTRAIITT**  
Managing Director,  
Vip Premium Pet Stores Co., Ltd.  
Pet Lover Garden & The Pet Safety

**MR. NITIPONG LAOHAVISIT**  
President,  
The Pet Product Association (TPA)  
Managing Director, Pet Product Co., Ltd.

**ASSOC. PROF. NATHANIA HARNRATNSUWARI**  
Assoc. Professor of Health,  
Faculty of Health,  
Mahachulalongkornrajavidyalaya University

**ASSOC. PROF. NITTAMON DUTTA, PhD**  
Member of Board of Director, Managing Director, Pet Product Co., Ltd.  
and CEO of Petcare of Thailand

Start-up companies have the opportunity to present their products or services and compete for prizes. The ultimate objective is to gain recognition and attract new investors.

# All-Inclusive: Networking Activities



# All-Inclusive: ONSITE PRODUCT SHOWCASE

Exhibitors can display their products in front of the exhibiting hall free of charge as part of the booth package



# All-Inclusive: BUSINESS MATCHING PROGRAM

Online pre-scheduling - onsite meetings

To facilitate business matching for our exhibitors, an online business matching platform is available for visitors to schedule meetings with exhibitors during the show days.



# PRICE PER SQM

## Raw Space

(Min. 18 sqm)

## Premium Shell

(Min. 18 sqm)

## Basic Shell

(Min. 12 sqm)

## ASEAN Pet Avenue

(9 sqm)

### Location

(Open side)

### Early-Bird

(November – February)

### Regular

(February – October)

Aisle

\$ 230

\$ 240

Corner

\$ 240

\$ 255

End of Row

\$ 250

\$ 260

Island

\$ 260

\$ 265

Aisle

\$ 320

\$ 340

Corner

\$ 330

\$ 355

End of Row

\$ 335

\$ 360

Island

\$ 340

\$ 365

Aisle

\$ 325

\$ 345

Corner

\$ 337

\$ 360

End of Row

\$ 342

\$ 365

Island

\$ 347

\$ 370

Aisle

\$ 315

\$ 320

Corner

\$ 315

\$ 320

#### Remark:

- Exclusive Thai VAT (7%)
- Co-Exhibitor Fee: 500 USD
- Administration Fee (for Show Guide, Matchmaking, Product Showcase, Social Media): \$ 295



# BASIC SHELL BOOTH PACKAGE

Included Item	Description
Lockable Counter	1 Units
Chair	3 Units
Trash Can	1 Units
Product Wall Shelf	4 Units
Inkjet panel for print	1 Units
Fluorescent	2 Units
Socket 5 Amp	1 Units

## Early-Bird

(November – February)

Aisle

\$ 325

Corner

\$ 337

End of Row

\$ 342

Island

\$ 347

## Regular

(February – October)

Aisle

\$ 345

Corner

\$ 360

End of Row

\$ 365

Island

\$ 370

### Remark:

- Exclusive Thai VAT (7%)
- Co-Exhibitor Fee: 500 USD
- Administration Fee: 295 USD



# PREMIUM SHELL BOOTH PACKAGE

Included Item	Description
Lockable Counter	2 Units
Stool bar	4 Units
Chair	6 Units
Round Table	2 Units
Trash Can	4 Units
Product Wall Shelf	6 Units
Inkjet panel for print	2 Units
Fluorescent	4 Units
Socket 5 Amp	2 Units

## Early-Bird (November – February)

Aisle	\$ 320
Corner	\$ 330
End of Row	\$ 335
Island	\$ 340

## Regular (February – October)

Aisle	\$ 340
Corner	\$ 355
End of Row	\$ 360
Island	\$ 365

- Remark:**
- Exclusive Thai VAT (7%)
  - Co-Exhibitor Fee: 500 USD
  - Administration Fee: 295 USD





# ASEAN PET AVENUE

## Included Item

## Description

Lockable Counter  
 Chair  
 Round Table  
 Product Wall Shelf  
 Fluorescent  
 Socket 5 Amp  
 Spotlight (short arm)

1 Units  
 2 Units  
 1 Units  
 3 Units  
 3 Units  
 1 Units  
 3 Units

## Early-Bird

(November – February)

Aisle

\$ 315

Corner

\$ 315

## Regular

(February – October)

Aisle

\$ 320

Corner

\$ 320

### Remark:

- Exclusive Thai VAT (7%)
- Co-Exhibitor Fee: 500 USD
- Administration Fee: 295 USD



If You Want to Be Part of

**petfair**<sup>®</sup> **4TH**  
SE ASIA EDITION

Contact Us at

[PetFairSEA@vnuasiapacific.com](mailto:PetFairSEA@vnuasiapacific.com)

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