

Organized by

VNU ASIA PACIFIC



Supported by



petfair[®] 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

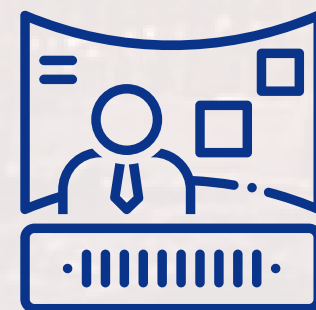




10,000+
VISITORS



80+
COUNTRIES



400
EXHIBITORS



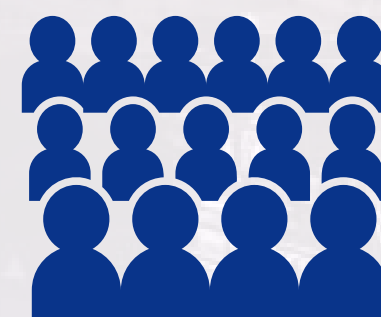
30+
COUNTRIES



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


International Pet Food Co.,Ltd.

 **HAGEN**
GROUP®

 **SeaValue**

 **ThaiAwesome**

 **pramy**

 **GROUP DEPPE**
PETFOOD

 **Kit Cat**
LOVE YOUR CAT. LOVE WITH KIT CAT

 **Absolute Pet**
FOR YOUR PET'S ALL-NATURAL LIFE

 **bunny**
NATURE

 **BETAGRO**

 **Lider**
PETFOOD YEM SAN. VE TIC. A.Ş.

 **HAPPY PET**

 **Laroy**
GROUP

 **UNITED PETFOOD**

 **M-PETS™**

 **VERSELE-LAGA**
YOUR BEST CHOICE

 **INABA**

 **Kaniva**

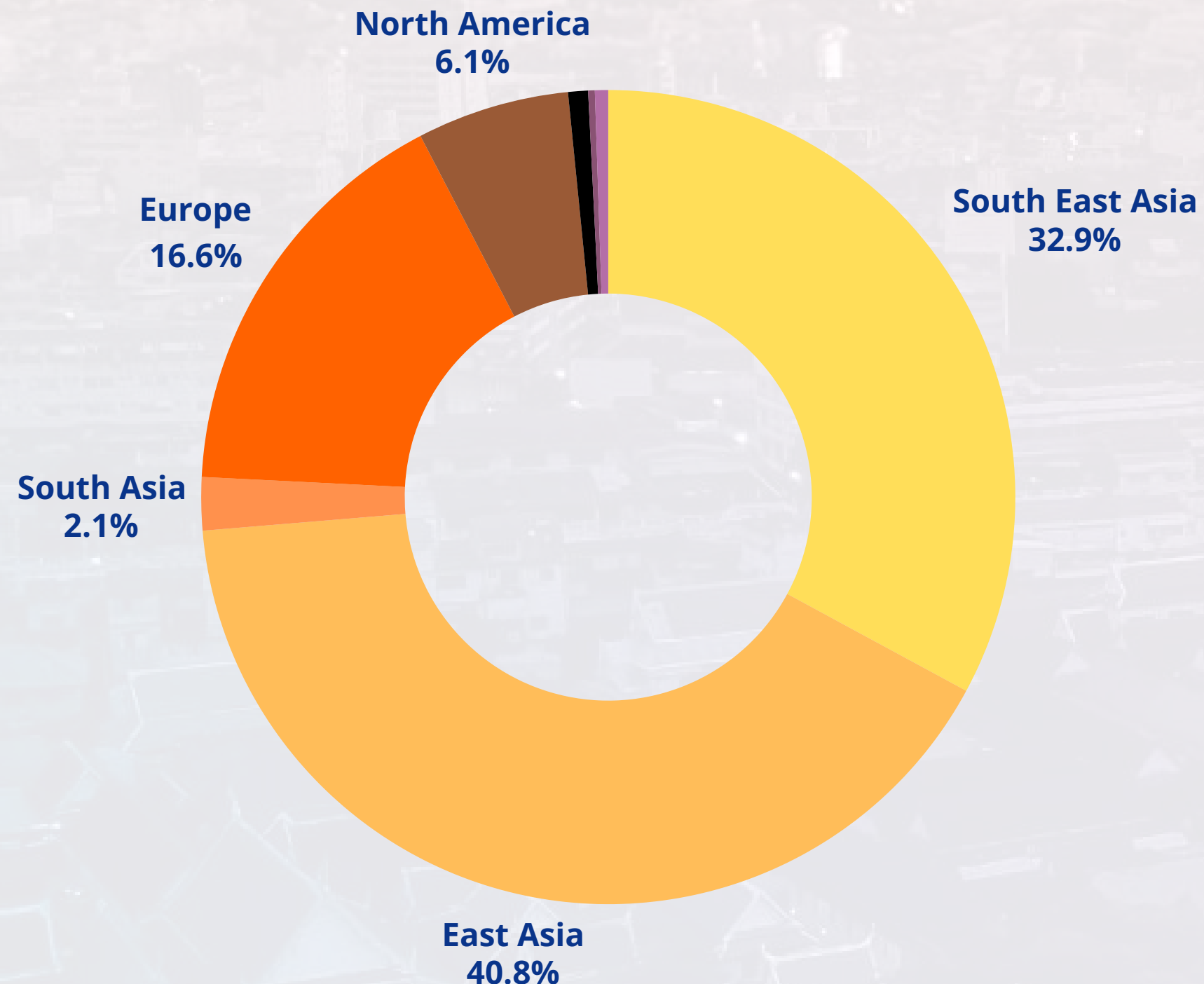
KEY EXHIBITORS - PET FOOD PRODUCERS



EXHIBITING PRODUCT CATEGORY



TOTAL (2024) 400 EXHIBITORS

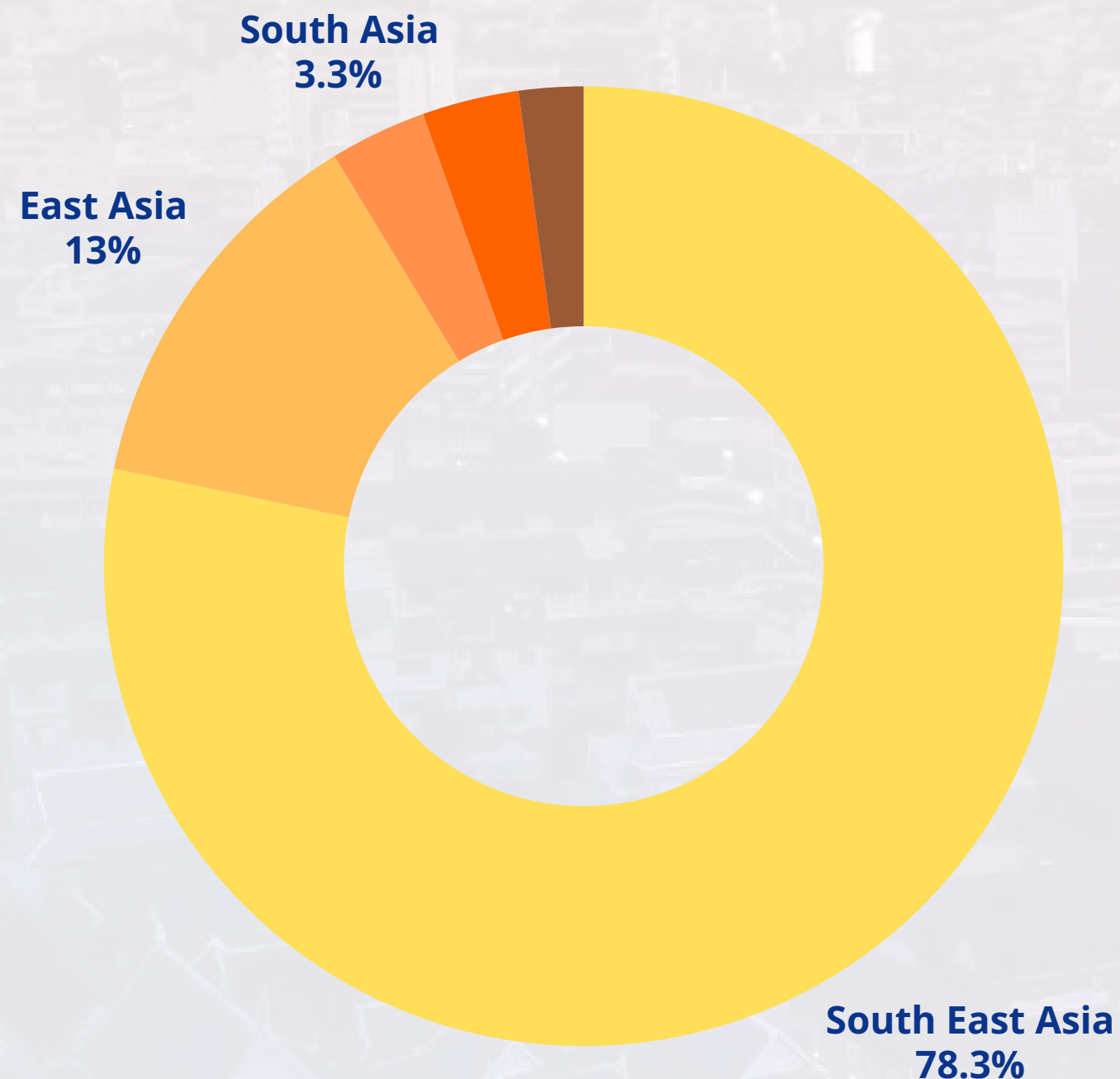


TOP EXHIBITING COUNTRIES

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%

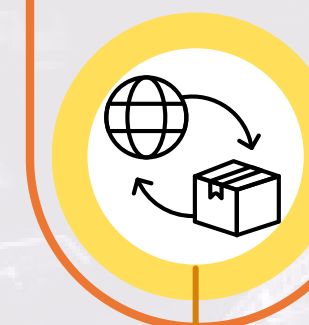


WHOLESALE

16%

IMPORTER

31%



RETAILER

18%



VISITOR INTEREST BY PRODUCT CATEGORY

Pet Food
72%

Pet Treats
38%

Pet Toy
19%

Pet Grooming
15%

Pet Hygiene
14%

Ingredients
14%

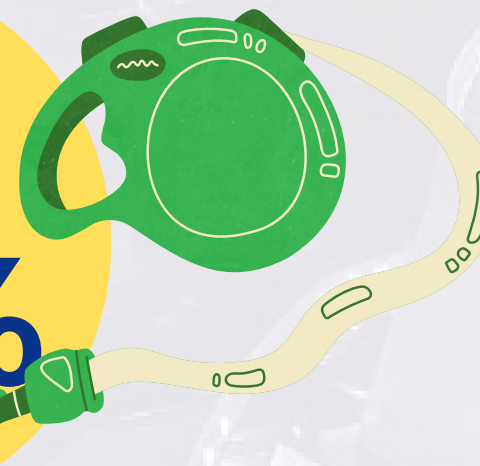
Pet Healthcare
32%

Pet Tech
10%

Pet Accessory
23%

Pet Apparel
8%

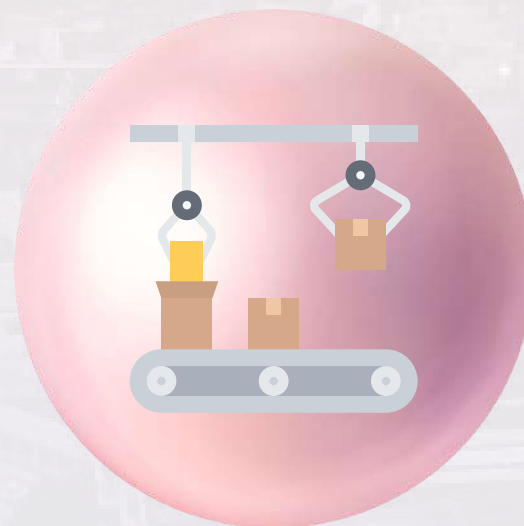
Pet Furniture
9%



WHAT ARE BUYERS LOOKING FOR?

31%

I'm looking for
Private Labelling
OEM Manufacturers



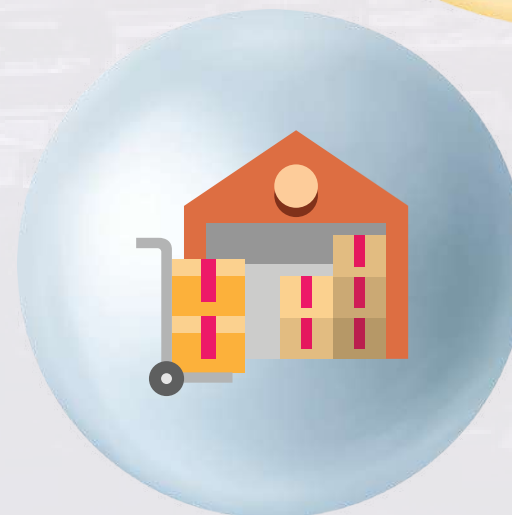
52%

I'm looking for new
products for distribution



13%

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



17%

I want to attend the
conferences



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**

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**

MEET THE JUDGES

- DR. NITIPONG LAOHAVISIT
President,
Thailand Pet Industry Association (TPA)
Managing Director, Pet Product Co., Ltd.
- ASSOC. PROF. NATHANAL HARINARAYANARIT
Associate Professor,
Faculty of Veterinary Medicine,
Mahachulalongkornrajavidyalaya University (MACHULALONGKORAJAVIDYALAYA UNIVERSITY)
- ASSOC. PROF. ATTAWIT KOVITVADH
Assoc. Prof. of Research Department,
Faculty of Veterinary Medicine,
Sukhothrajit University
- MR. VIROL LIMTRAKITT
Managing Director,
Vip Pet Store Co., Ltd.
Pet Lover Garden & The Pet Store
- DR. MATTHIAS KOCH
Owner of Pet Store
& Distributor of Pet Products

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



Early-Bird

(November – February)

Aisle

\$ 325

Corner

\$ 337

End of Row

\$ 342

Island

\$ 347

BASIC SHELL BOOTH PACKAGE

Included Item

Lockable Counter
Chair
Trash Can
Product Wall Shelf
Inkjet panel for print
Fluorescent
Socket 5 Amp

Description

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

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



SUBMIT YOUR DESIGN

Place Your Design

Place Your Design

LOGO

Early-Bird

(November – February)

Aisle

\$ 320

Corner

\$ 330

End of Row

\$ 335

Island

\$ 340

PREMIUM SHELL BOOTH PACKAGE

Included Item

Description

Lockable Counter
Stool bar
Chair
Round Table
Trash Can
Product Wall Shelf
Inkjet panel for print
Fluorescent
Socket 5 Amp

2 Units
4 Units
6 Units
2 Units
4 Units
6 Units
2 Units
4 Units
2 Units

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





Early-Bird

(November – February)

Aisle

\$ 315

Corner

\$ 315

ASEAN PET AVENUE

Included Item

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

Description

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

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[®] 4TH
SE ASIA EDITION

Contact Us at

PetFairSEA@vnuasiapacific.com

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