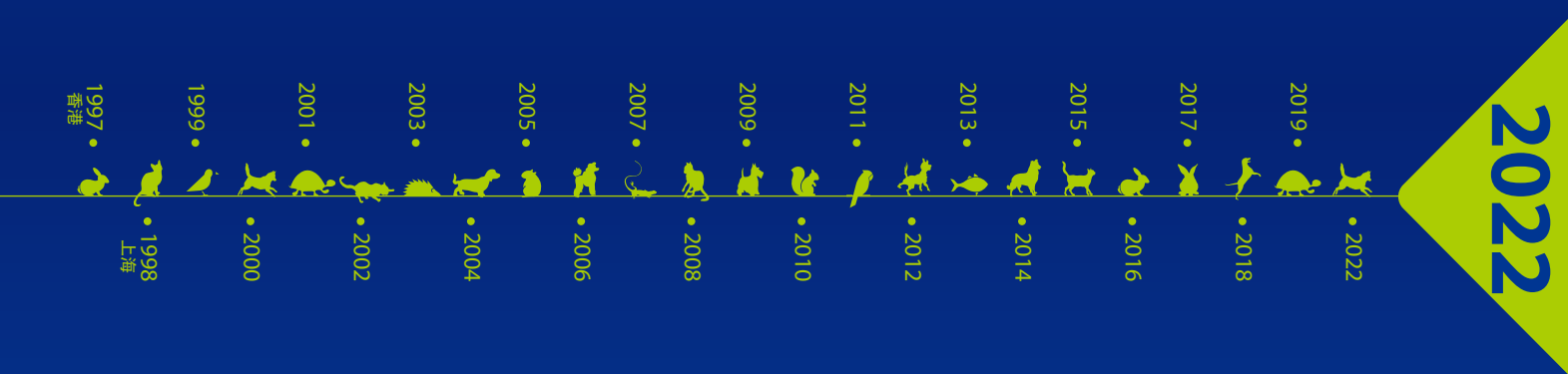




PET FAIR ASIA 2022

2022.8.17-21

Shanghai New International Expo Centre



Pet Fair Asia Ltd.

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Email: pfa@vnuexhibitions.com.cn

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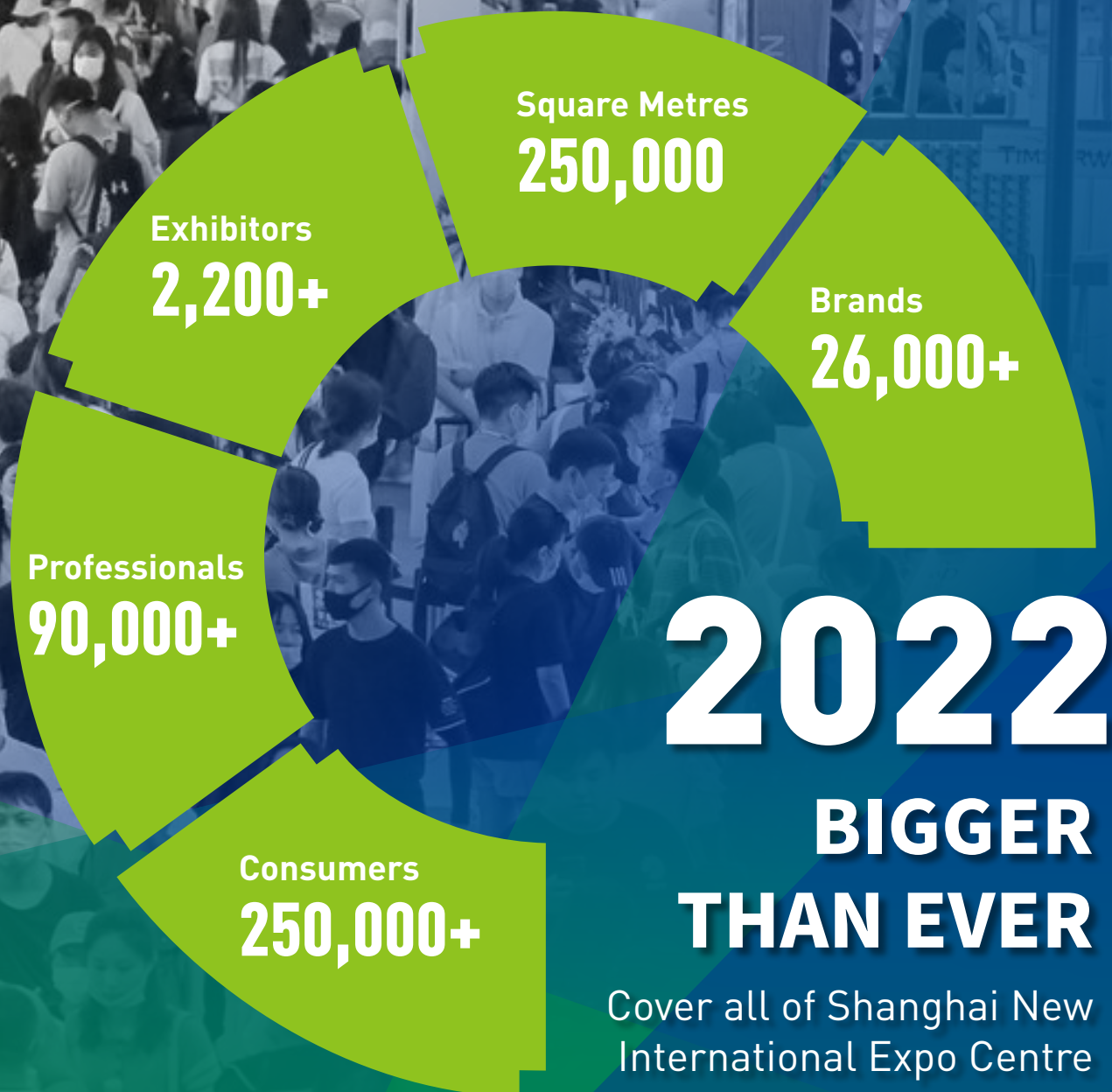
Directed by:  **apa**
亚宠会

Organized by: **vnu** | 万耀亚宠

www.petfairasia.com

THE WORLD'S LARGEST FLAGSHIP SHOW FOR PET INDUSTRY

An International Platform
with Integrated Marketing Resources





PET FAIR ASIA FULLY UPGRADED IN 2022

with More Innovative Content and
Customized Service

01. Extend Daily Visiting Time for Creating An Immersive Pet Life Carnival

The show will open for longer hours during the day, which will allow the visitors have sufficient time to communicate with exhibitors and purchase products.

02. Build A Themed Exhibition Area: Pet's Exquisite Life

This featured area will centralize to display premium pet products and related service of high quality and value, creating an immersive visiting environment for visitors to deliver the concept of pet exquisite life.

03. One-Stop Presentation of Products and Technologies in Supply Chain of Pet Industry

PFA 2022 will optimize the display structure, subdivide exhibition sections, and create a one-stop centralized presentation of upstream and downstream products and technologies in pet industry, including OEM/ODM/OBM, packaging machinery, raw materials, inspection, etc.

05. Pet Link Asia: A B2B Digital Hub for the Pet Industry

Incubated by Pet Fair Asia, Pet Link Asia is a professional online platform for connecting global pet industry with Asia market. Since launching in 2020, it has assisted thousands of exhibitors and buyers in successful match-making and provided an effective solution for quality suppliers to go overseas.

04.

International Pet Industry Summit and Asia Pet Veterinary Conference

A series of international concurrent conferences build a professional communication platform, gathering authorities and professionals at home and abroad to explore the future development of the pet industry and medical care as well.

POST SHOW REPORT - PET FAIR ASIA 2020

 **258,581**
Consumers Visitors in Total

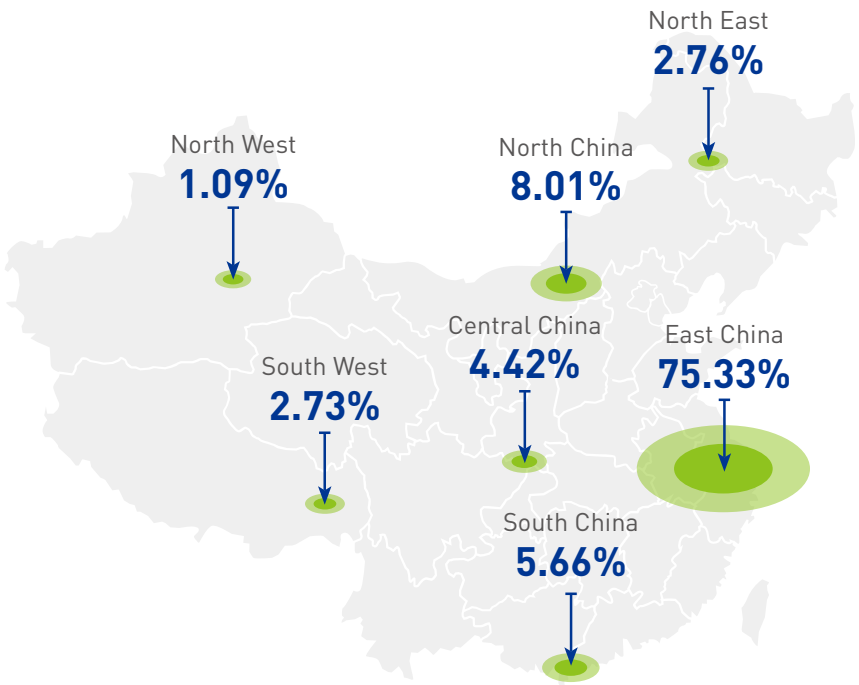
 **70,849**
Professional visitors in Total

CHINESE VISITORS TOP 10

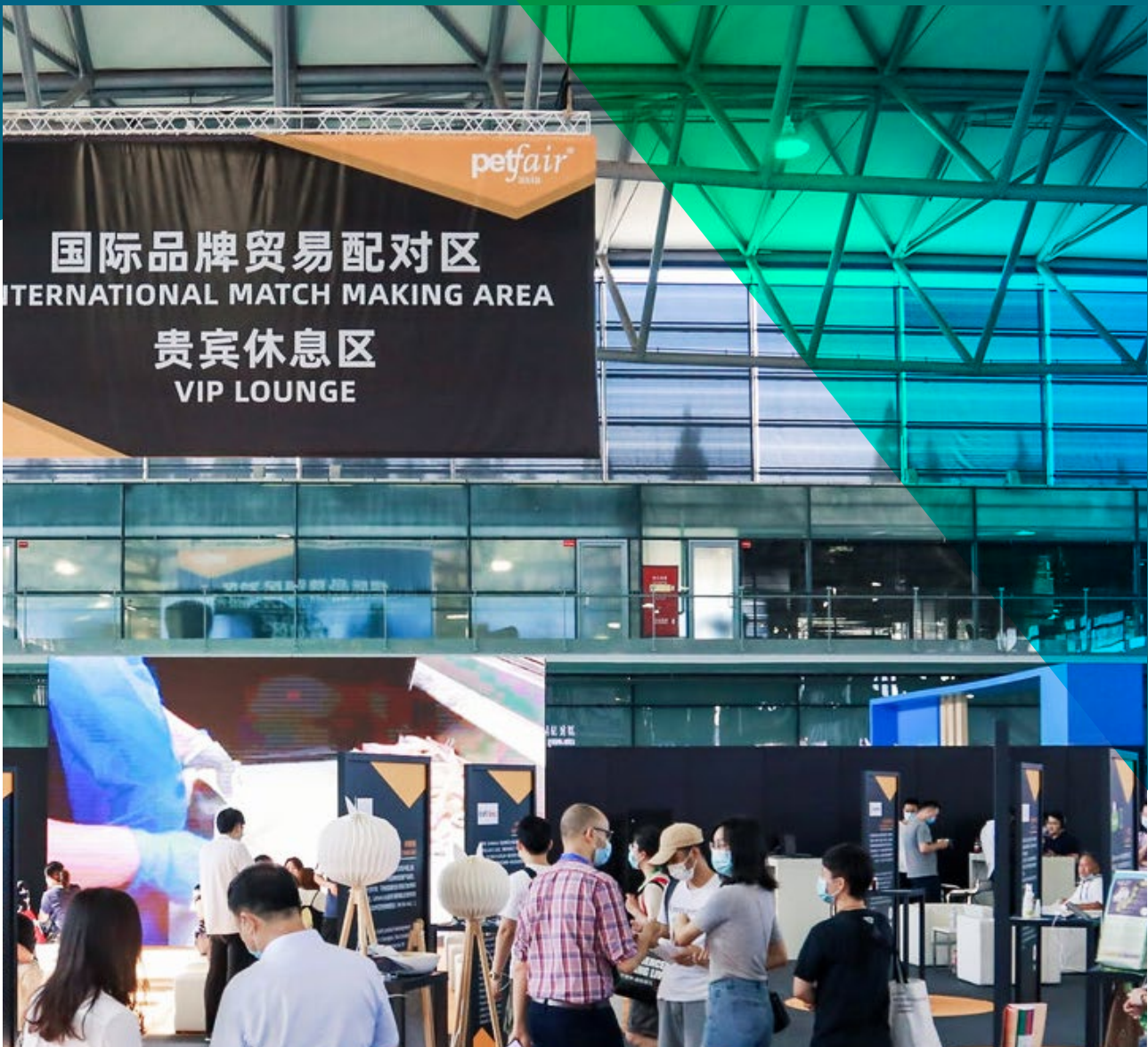
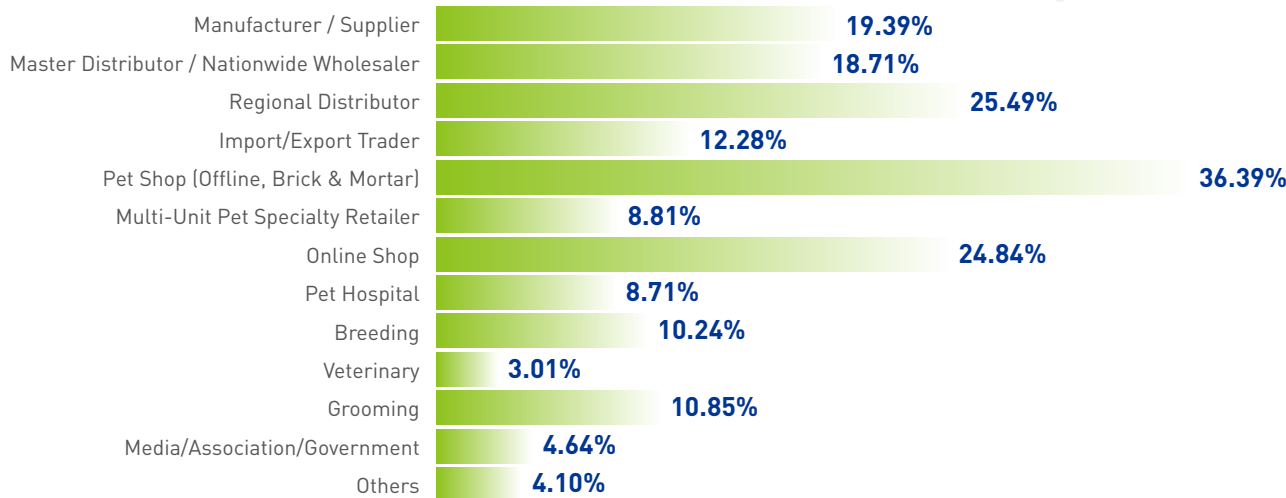
PROVINCE / MUNICIPALITY

TOP1:	Shanghai	33.11%
TOP2:	Jiangsu Province	15.36%
TOP3:	Zhejiang Province	15.06%
Top4:	Shandong Province	5.22%
Top5:	Guangdong Province	4.94%
Top6:	Beijing	3.66%
Top7:	Anhui Province	2.69%
Top8:	Hebei Province	2.28%
Top9:	Henan Province	2.07%
Top10:	Liaoning Province	2.03%

CHINESE VISITORS



VISITORS PROFILE



BASED IN THE ASIA-PACIFIC MARKET RADIATING GLOBALLY

In 2020, Pet Link Asia offered innovative HYBRID BOOTH program for international exhibitors to online chat with the importers and buyers on site of the show. 28 international brands have participated in this program, which are from Germany, Netherlands, Japan, South Korea, United States and etc.

92

Matchmaking

28

International Brands Exhibitors

45

Buyers

GATHER PET RESOURCES LEAD INDUSTRY COMMUNICATION

BRING UP TALENTS FOR FUTURE

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The 10th International Pet Industry Summit

In 2020, the 10th International Pet Industry Summit gathered 30+ international speakers with the theme of "Rejuvenate New Consumer Changes in the Post-epidemic Era", which formed as global video communication, keynote speech, annual report release, chief dialogue, round table dialogue etc.

CEOs and senior executives from domestic and foreign companies, 1000+ pet industry decision makers discussed the future of the pet industry and share brand development, the new trend, which is the highest level international forum in China's pet industry.



PFA Annual Awards Ceremony

PFA Awards Ceremony 2020 was a high-profile award and the highest honor in China's pet industry Reputation, it was a "hundred-person expert jury" composed of industry associations, senior practitioners, and industry media. With an authoritative, professional perspective and Standards, it selected the most influential annual awards in pet industry, recommended companies and products to the industry and the public through PFA platforms and over one hundred medias.



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 combines business program for pet hospital management and academic courses. It closely follows the development trends of global veterinary clinics, from business best practices to customer management, animal treatment, drugs prescription and more.

Pet Industry Recruitment Activities

Pet Industry Recruitment-Recruitment Wall, integrating pets Resources, provided a precise platform for both employers and employees, covering manufacturers, brands, distributors, agents, retail stores, e-commerce, beautician, store manager, beauty assistant, veterinarian and other pet industry-related positions.



CKU Groomer Qualification Test

CKU Groomer Qualification Test is a highly recognized qualification test in the industry. It promoted development of standards of pet grooming business in China. It invited international authoritative examiners for on-site assessment, more than 80 beauticians competed.

YEARLY LAUNCH PLATFORM FOR INNOVATIVE PRODUCT

InnovAction

As the first-choice platform for new product release, It 's the gathering place for well-known brands' unpublicized products, global trendy and fashionable items and selected smart products at home and abroad.

THE CHOICE OF MILLIONS OF PET FRIENDS THE ANNUAL MUST-ATTEND PET CARNIVAL

Stars, KOLs and pet lovers are always willing to attend Pet Fair Asia. Meanwhile the major platforms, such as Tmall, Weibo, Bilibili and CBN, also prefer to closely collaborate with the show to hold fan meetings and live streaming on site.

CKU Champion Dog Show

CKU Champion Dog Show is 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 concerned official and authoritative competition in FCI Asia Pacific, which has received wide attention.

CKU Dog Olympics

CKU Dog Olympics includes many fun competitions for dogs, such as swimming, diving and steeplechase. Dogs can show their specialty in the competition.

ICE Cat Show

The 23rd Pet Fair Asia came with international Cat Expo (ICE) to hold the domestic top ICE world cat show. The show has 10 rounds of international judges hold the competition, more than 200 of the world' s top cats join the show. The purebred cat total value that shows exceeds 10 million. It is an unmissable aristocrat beauty show for cats.

CKU Diving Competition

CKU Diving Competition is a fun competition that dogs can enjoy diving and swimming. It is a kind of competition that can promote the courage and show the ability of the dogs.

PFA Official Live Room

PFA officially created an exclusive live broadcast "PFA Official Live Room", and show live has become a new mode of viewing the PFA.





Venue

Shanghai New International Expo Centre (SNIEC)
No.2345 Longyang Road, Pudong New District, Shanghai, China

Date

Trade Days

Wednesday 17 August
Thursday 18 August
Friday 19 August

Public Days

Saturday 20 August
Sunday 21 August

PRODUCT RANGE

Pet Food: Pet Food, Pet Treats, Pet Food Ingredients, Pet Packaging & Machinery, etc.

Accessories: Pet Clothing, Cages & Houses, Pet Beds, Pet Toys, Bowls & Plates, Leashes & Collars, Nursing Products, Training Products, Grooming Products, Smart Equipment, Cat Products, etc.

Veterinary Products: Surgical Equipment, Medicated Food, Medicine, Health Care, Vitamin/Supplement, etc.

Reptile Articles / Small Animal Articles /Aquarium

Others: Pet Magazines, Pet Websites, Pet Photography, Pet Apps, Pet Clubs, Pet Shops, Online Shops, etc.

GET MORE ACCESSES FOR SUCCESS BY YOUR CORRECT DECISION

Shell Scheme

- A Area **RMB 1,850 / m²**
- B Area **RMB 1,650 / m²**
- C/D Area **RMB 1,450/ m²**

Raw space

- A Area **RMB 1,700 / m²**
- B Area **RMB 1,500 / m²**
- C/D Area **RMB 1,300/ m²**

The shell scheme stand includes partition walls, fascia board, lighting, carpet and basic furniture.

Booth Options

- Corner Fee **RMB 2,500 /corner**
- C AREA Advertising Fee **RMB 10,000** minimum order

SHANGHAI NEW INTERNATIONAL EXPO CENTRE (SNIEC) FLOOR PLAN



E1 Pet Products Toys Grooming Products Cages & Houses Pet Better Life Miscellaneous Smart Equipment Pet Snacks	E2 Pet Products Cages & Houses Grooming Products Pet Snacks E3 Pet Products Pet Snacks Small Animals, Reptile, and Aquarium	E4/E5 Cat Products E6 International Pet Products Pet Food Suppliers E7 International Pet Products	W1 Pet Products Bowls & Plates Grooming Products Pet Snacks W2 Pet Products Clothing Beds Transportation Bags & Stroller	W3 Veterinary Articles Pet Surgical Equipment Pet Hospital Pet Healthcare W4 Veterinary Articles Pet Healthcare	W5 Pet Products Pet APP Pet Software N1/N2/N3/N4 Pet Food	N5 International Pet Products N6 Pet Food Suppliers
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2022 PET FAIR EXHIBITIONS

Shanghai
PET FAIR ASIA 2022
17-21 August 2022
Shanghai New International Expo Centre

Beijing
PET FAIR BEIJING 2022
25-27 March 2022
China National Convention Center

Shanghai
PET FAIR U⁺ 2022 **New**
15-17 April 2022
National Exhibition and Convention Center (Shanghai)

Guangzhou
PET FAIR SOUTH CHINA 2022
16-18 December 2022
PWTC Expo

Bangkok
PET FAIR SOUTH EAST ASIA 2022
26-28 October 2022
International Trade & Exhibition Centre (BITEC)

