

**petfair**<sup>®</sup>  
asia

# PET FAIR ASIA

The Leading Pet Industry Platform in Asia

**2500+** EXHIBITORS **100,000+** BUYERS **250,000** SQM



**21-25 August 2024**  
**SHANGHAI, CHINA**  
Shanghai New International Expo Centre

Directed by:  **apa**  
亚洲宠物展

Organized by: **vnu** | 万耀亚宠

[www.petfairasia.com](http://www.petfairasia.com)

## PET FAIR ASIA



## SHANGHAI CHINA

**Pet Fair Asia** is the largest exhibition for pet supplies in Asia and a leading innovation hub for the international pet industry. The event gives a significant importance to Asian markets and proposes a wide coverage of the supply chain and sourcing needs.

The 26th Pet Fair Asia is expected to grow again to the largest ever edition up to date, indicating a rapid and significant shift of the industry interests towards the Asian markets.

## Versele-Laga

### Wim Brouckaert, General Manager in China, Belgium

The visitors are coming in big numbers and we were very busy during the three trade days. It's many years since we are participating in Pet Fair Asia, this year (in 2023) is the 25th anniversary of the show and we are also celebrating the 90th anniversary of our company. We hope for the show to keep growing and to continue attracting all the enthusiastic fanciers in China and the people that love pets. We aim to continue expand our business in the growing and booming market of China. I will be very happy to join again in the years to come and I wish Pet Fair Asia a great future.

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## Schesir

### Mikael Sacchi, Country Manager in China, Italy

We had a lot of distributors and a lot of pet shop stores coming to see us. We have been attending Pet Fair Asia for a few years and we plan to continue to do so, because Pet Fair Asia is a very good opportunity to bond with our consumers and make business, explain who we are and where we go and make sure we share our knowledge on cat and dog nutrition with our wealthy consumers. We are also really delighted to be here meeting with old friends. The pet food industry is a big family, a big community. We invite all industry professionals to join Pet Fair Asia and we hope to see everyone soon again.

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## Timberwolf

### Kam Martin, CEO, United States

It's been an honor as Timberwolf's CEO to be here and represent our brand at the 25th edition of Pet Fair Asia. This was my first return to China since the last time I was here in 2019. All I can say is that this show is even bigger than before. I'm proud to be here, to be able to build relationships and make new friends from the industry. I can't wait to join again next year.



## International visitors distribution

East Asia	40.3%
Southeast Asia	27.3%
South Asia	1%
The Middle East	0.9%
Russia and Central Asia	3.7%
Europe	4.5%
North America	3.3%
Oceania	3.3%
South America	2.2%
Africa	0.8%

453,541

All Visitors

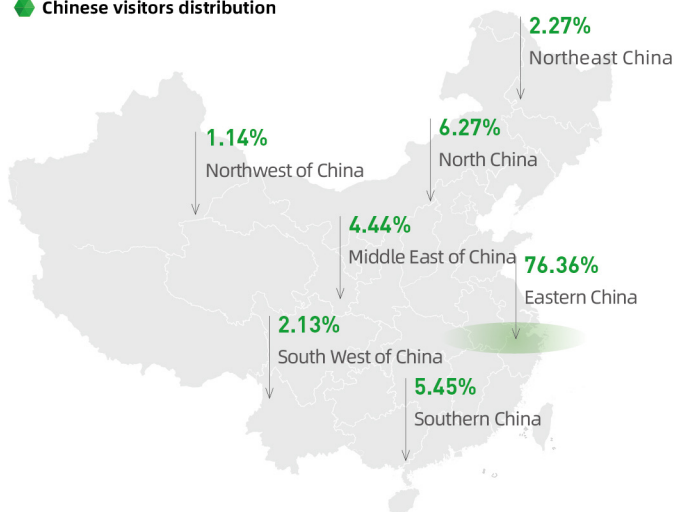
101,372

Professional  
Visitors

352,169

Consumers

## Chinese visitors distribution



## Trade visitor profiles

Pet Shop (offline, brick & mortar)	35.72%	Pet Hospital	8.35%
Online Pet Shop	25.37%	Multi-Unit Pet Specialty Retailer	7.51%
Regional Distributor	18.48%	Media / Association / Government	6.76%
Master Distributor / Nationwide Wholesaler	13.17%	Breeding	6.63%
Import/Export Trader	12.29%	OEM/ODM	6.62%
Grooming	9.66%	Raw Material and Equipment Suppliers	5.75%
		Veterinary	0.68%



## SHOW HIGHLIGHTS: INNOVATION AND COOPERATION

# 01.

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



The show optimizes the display structure and subdivision into sections, in order to create a one-stop inclusive presentation of upstream and downstream products and technologies in pet industry, including OEM/ODM/OBM, packaging machinery, raw materials, inspection, etc.

### One-Stop Presentation of Products and Support for the Startup Brands, to Empower the Industry Innovation

The show will build an exclusive stage for emerging pet brands established within 3 years and with high growth and high potential energy, providing special promotion opportunities and services to better display their unique brand style and accelerate brand incubation.

# 02.

# 03.

### 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.



### Night Show, an Annual Carnival for the Pet Industry

The pet-friendly themed month and the night show will continue to be set up in August. The Pet Fair Asia, cross-border collaborating with top platforms and brands, will bring the pet lovers a distinctive urban living guide which covers all aspects of pet life. Over 30 peddlers with their products representative of pet exquisite life will be also invited to station in the on-site market open to the consumers.

# 04.

# FLOOR PLAN



**E1 / E2**

Pet Products  
Pet Snacks

**E3 / E4**

Cat Products

**E5** **E6**

Small Animals,  
Reptile, and  
Aquarium

Comprehensive  
Pet Products

**E6**

Comprehensive  
Pet Products

**E7**

International Pet  
Products

**W1**

Pet Products  
Pet Snacks

**W2**

Clothing

Beds

Leashes collars  
& Harnesses

**W3**

Pet Products  
Pet APP

**W4 / W5**

Pet Food

**W6 / W7 / W8**

Pet Industry  
Supply Chain

**N1 / N2**

Pet Food

**N3**

Veterinary Articles  
Pet Healthcare

**N4**

Veterinary Articles  
Pet Healthcare

International  
Pet Products

**N5**

International Pet  
Products

**N6**

Night show

**N7 / N8**

Pet Industry  
Supply Chain

# EXHIBITION DATES

## Trade days

21 August 2024-Wednesday

22 August 2024-Thursday

23 August 2024-Friday

## Consumer days

23 August 2024-Friday

24 August 2024-Saturday

25 August 2024-Sunday



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