



# PET FAIR ASIA 2023

2023.8.16-20

Shanghai New International Expo Centre

Directed by:  **apa**  
亚宠会

Organized by: **vnu** | 万耀亚宠

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



# WE WILL COME BACK TO **SHANGHAI** IN **AUGUST, 2023**

## [VENUE]

Shanghai New International Expo Center  
No. 2345 Longyang Road,  
Pudong New District, Shanghai

## [OPENING TIMES]

### • PROFESSIONAL DATE:

16 August 09:00-17:30 (Wednesday)  
17 August 09:00-17:30 (Thursday)  
18 August 09:00-17:30 (Friday)

### • CONSUMER DATE:

18 August 12:00-17:30 (Friday)  
19 August 09:00-21:30 (Saturday)  
20 August 09:00-14:30 (Sunday)

**17+3**  
Halls (All SNIEC)

**230,000**  
Square Metres

**2,200+**  
Exhibitors

**250,000+**  
Visitors





# THE 25TH EDITION OF PET FAIR ASIA

## FIVE HIGHLIGHTS

## KEEP INNOVATIVE AND LEADING

01.

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



The show optimizes 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.

02.

### Support Startup Brands to Empower 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.

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.

04.

### 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.

05.

### Pet Link Asia: a B2B Digital Hub for the Pet Industry



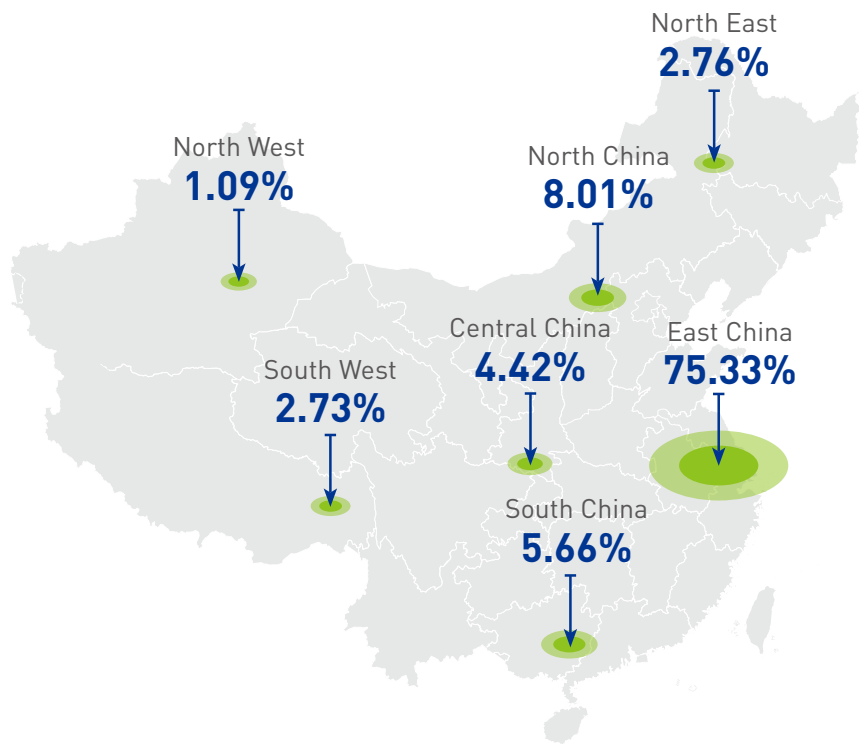
Incubated by Pet Fair Asia, Pet Link Asia is a professional online platform for connecting global pet industry with Asia market. Since launched in 2020, it has assisted thousands of exhibitors and buyers in successful match-making and provided an effective solution for quality suppliers to go overseas.



# FIGURES & FACTS

## -VISITOR REPORT (2020)

### CHINESE VISITORS



### VISITORS PROFILE



## -EXHIBITOR REPORT (2022)

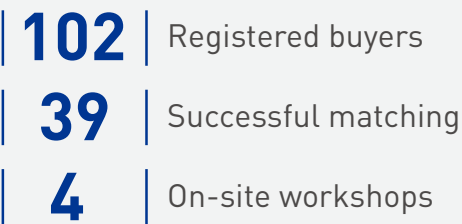
BASED IN THE ASIA PACIFIC MARKET  
RADIATING GLOBALLY



Numerous international brands gathered in the featured halls for imported brands. Among them, **the International Pavilions from New Zealand, Canada and Japan** stood out, which brought 35 overseas exhibitors to showcase their latest products and technologies on-site, together to expand the China market.



Meanwhile, the innovative **Hybrid Pavilion**, as an integrated solution for interaction with Chinese buyers online as well as onsite, has also been highly praised by the overseas exhibitors who were not able to exhibit in-person this time.





# GATHER PET RESOURCES LEAD INDUSTRY COMMUNICATION

# BRING UP TALENTS FOR FUTURE PUSH GROWTH OF PET INDUSTRY

## The 12<sup>th</sup> International pet Industry Summit

Since its first edition in 2011, International pet Industry Summit (IPIS), recognized as the most important event in China pet market, has become the Asia pet industry trend indicator. Top pet industry leaders from China and overseas gather here each year to discuss the profound changes taking place in Asian pet markets, facilitates business networking and supports the rapid development of the industry.



## 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, dedicated to enabling the whole pet care community, closely follows the development trends of global veterinary clinics, from business best practices to customer management, animal treatment, drugs prescription and more.



PFA Annual Awards Ceremony



CKU Groomer Qualification Test



PFA National Tour Business Courses



China Pet Industry Annual Report



Open Class on Pet Store Management & Pet Groomer



## Pet Asia Supply Conference

Pet Asia Supply Conference, one new series event under Pet Fair Asia Supply exhibition to link pet supply chain stakeholders, will discuss pet industry technology innovation and supply chain trend, meanwhile build the largest business and networking platform to bridge pet industry raw material providers, manufacturers and retailers.

## Asia Pet Online 365 days online pet show

To solve the shopkeeper's troubles in finding goods and channels, to provide one-stop wholesale services for retailers and to accelerate goods efficient circulation for brands and distributors.





# YEARLY LAUNCH PLATFORM FOR INNOVATIVE PRODUCT

# THE CHOICE OF MILLIONS OF PET LOVERS THE ANNUAL MUST-ATTEND EVENT



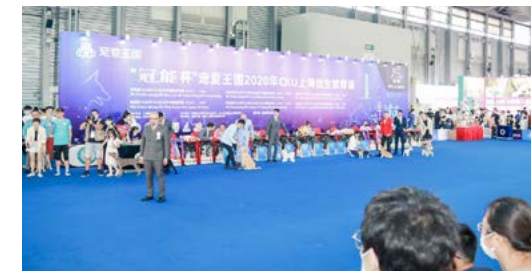
## InnovAction

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.



## Carnival

When the mega pet show collides with the Carnival, it will bring the audience a full visual feast and the immersive summer interactive experience of #just chill #just relax #just play.



CKU Champion Dog Show



ICE World Cat show



Dog Olympics



CKU Fun Competition



Pet Fair Asia Live Room





# HIGH EXPOSURE IN MULTI-CHANNELS MAXIMIZE PROPAGANDA EFFECT

Hot Topics #Pet Fair Asia on Social Media  
**1940** million Views, **720** thousand Discussions



**100w+**  
Industry database

**350w+**  
Views on official  
social medias

**60w+**  
Target audience

**15+**  
Mainstream  
industry  
platforms

**200+**  
KOL



# PET FAIR ASIA 2023

## FLOOR PLAN



### E1

#### Pet Products

Toys  
Grooming Products  
Cages & Houses  
Smart Equipment  
Pet Snacks

### E2

#### Pet Products

Cages & Houses  
Grooming Products  
Pet Snacks

### E3/E4

#### Cat Products

### E5

Startup Company  
Small Animals,  
Reptile, and Aquarium

### E6/E7

International Pet  
Products

### W1

#### Pet Products

Bowls & Plates  
Leashes  
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/N7/N8

Pet Food Suppliers



# A CORRECT DECISION GET MORE ACCESSES TO SUCCESS



## RAW SPACE(from 12 m2)

- A Zone
  - B Zone
  - C/D Zone
  - Supply Zone
- [16-18 August, 3 days]

RMB 1,700 /m<sup>2</sup>  
RMB 1,500 /m<sup>2</sup>  
RMB 1,300 /m<sup>2</sup>  
RMB 800 /m<sup>2</sup>

## SHELL SCHEME

- A Zone
  - B Zone
  - C/D Zone
  - Supply Zone
- [16-18 August, 3 days]

RMB 1,850 /m<sup>2</sup>  
RMB 1,650 /m<sup>2</sup>  
RMB 1,450 /m<sup>2</sup>  
RMB 950 /m<sup>2</sup>

## OTHER OPTIONS

- Corner Fee
- CMO Advertising Fee (C Zone required)

RMB 2,500 /unit  
From RMB 10,000

## Pet Fair Exhibitions in 2023

SHANGHAI

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SHANGHAI

PFA PREMIUM 2023 New

GUANGZHOU

PET FAIR SOUTH CHINA 2023

BEIJING

PET FAIR BEIJING 2023

THAILAND

PET FAIR SOUTH EAST ASIA 2023

