

The Entry Point to the Booming South East Asian Pet Market

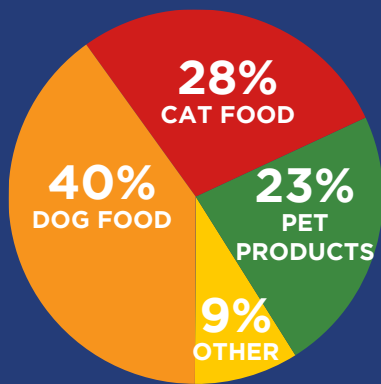
VISITORS

7,500 expected Trade Visitors
 from 20 countries

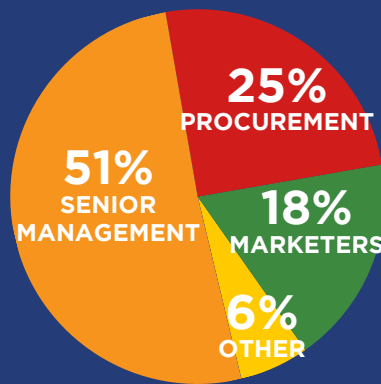
EXHIBITORS

300 expected Exhibitors
 9,000+ sqm of exhibit space

VISITOR INTEREST BY INDUSTRY SEGMENT



VISITORS BY JOB POSITION



TARGET COUNTRIES

-  THAILAND
-  INDONESIA
-  MALAYSIA
-  VIETNAM
-  INDIA
-  SINGAPORE
-  TAIWAN
-  PHILIPPINES

TOP 6 VISITOR PROFILES



PET SHOPS



PET HOSPITALS



DISTRIBUTORS/
IMPORTERS



TRADERS



VETERINARIANS



GROOMERS

WHY EXHIBIT?

- With an 8% growth in pet ownership each year, South East Asia's pet care market is expected to be worth \$17 billion by 2030
- Within South East Asia, Thailand is the market leader, accounting for 43.6% of the total pet care market, with growth expected to continue, specifically in the category of dry dog food
- Changing consumer lifestyle and increasing disposable income is driving acceptance of pets throughout the region, including an insistence on more nutritious and healthy pet foods



In developing regions like Southeast Asia, the pet product market is still an emerging market and the pet food business is growing rapidly.

Neil Wang, **Frost & Sullivan**



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IMEX Management, Inc.
 1422 E Main St #267
 Lincolnton, NC 28092 USA
 704.365.0041
www.imexmanagement.com

Madison Martin
MadisonM@imexmanagement.com

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