

# **PET FAIR SOUTH EAST ASIA GETS POSTPONED TO ORIGINAL EVENT CYCLE IN OCTOBER 2022**

Bangkok – Shanghai, October 2021

**VNU announces new dates for ASEAN’s B-2-B Pet Industry Partnership Hub, as vaccination plans and Covid situation are getting clearer in the ASEAN region.**

Although vaccination programs are increasingly speeding up in Thailand, Vietnam, Indonesia and other ASEAN countries, travel restrictions continue and the timeline to reopen the countries looks longer than expected. The control of the pandemic has also met extra challenges in the recent months with further delays in the overall Asian region recovery plan.

## **Pet Fair South East Asia postponed to October 26-28, 2022**

The organizers VNU Asia Pacific and VNU Exhibitions Asia have announced that Pet Fair South East Asia will return to its initially scheduled event cycle, therefore taking place from October 26-28, 2022 in Hall 103-104 at the BITEC International Exhibition Center in Bangkok.

Prior to the in-person show in October 2022, the third edition of Pet Fair South East Asia’s virtual event series ‘PreConnect’ will be held from February 16-18, 2022. The second edition of PreConnect back in June 2021 successfully connected 300 pet industry players from 61 different countries. Nearly 50% of the visitors consisted of South East Asia-based Distributors & Wholesalers seeking for new partnerships in their respective growth markets.

“With the ongoing uncertainty in regards to travel restrictions into Thailand, we would like to ensure that our international exhibitors and buyers have planning security in regards to their participation at Pet Fair South East Asia in Bangkok” states Pet Fair SEA Project Leader Johannes C. Kraus. “Nevertheless, we hear almost on a daily basis, that the pet industry is very determined to finally return back to the show floor and talk business and potential partnerships face-to-face again. In this context, we are looking forward to finally welcome the international pet industry to the city of Bangkok in October 2022 for three exciting days of Learning, Deal-Making and Celebration.”

## **About Pet Fair South East Asia**

With its mission to create an ASEAN Pet Industry Hub for Distribution, Retail and Sourcing of Pet Food, Pet Supplies and Veterinary Products, Pet Fair SEA is the South-East Asian edition of the 'Pet Fair Network', the world's largest innovation hub for the global pet industry with shows in Shanghai, Beijing, Guangzhou, and Bangkok. Pet Fair SEA provides international pet brands with a strategic platform into South East Asia's fast-emerging pet markets uniting the region's key distribution and retail players. With Thailand ranking the 4<sup>th</sup> largest pet food exporting country worldwide, the show furthermore serves as a Global Pet Food Sourcing Hub. Pet Fair SEA is scheduled to take place from **26-28 October, 2022 in Bangkok, Thailand** and will feature a comprehensive Hosted Buyer Program.

More information on Pet Fair SEA and the upcoming virtual PreConnect event can be found at [www.petfair-sea.com](http://www.petfair-sea.com)

## **About VNU Asia Pacific**

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 24 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Disaster Resilience industries. For more information, please visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)

## **About VNU Exhibitions Asia**

As one of the earliest exhibition organizers in China, VNU Exhibitions Asia has been a leader in China's exhibition industry for more than twenty years. Through the joint efforts of over 300 outstanding employees, the company hosts more than 35 top exhibitions and conferences in China and abroad each year, with a total exhibition area of over 1,000,000 square meters. The company is headquartered in Shanghai, China. For more information, please visit [www.vnuexhibitions.com.cn](http://www.vnuexhibitions.com.cn)

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