

**petfair**<sup>®</sup>  
SE ASIA

**Join the USA Pavilion at  
Pet Fair SE Asia 2023**

**OCTOBER 25-27, 2023  
BANGKOK, THAILAND**



## The Gateway to the Booming South East Asian Pet Market

As the pet care industry's market leader in Southeast Asia, set your sights on Thailand's meeting ground for the industry. With a similar profile to China 10 years ago, Southeast Asia's promising pet food market is estimated to be worth \$4.06 billion USD and expected to reach an annual growth of 14% through 2027.

This three-day event returns for its 2nd annual edition after a long-anticipated and successful launch in 2022. The show has proven its buyer reach goes well beyond, covering additional key growth markets such as the Middle East, from India, and Oceania.

**6,000+** trade visitors

from **60** countries

**160+** exhibitors

from **30** countries

USA PAVILION ORGANIZED BY



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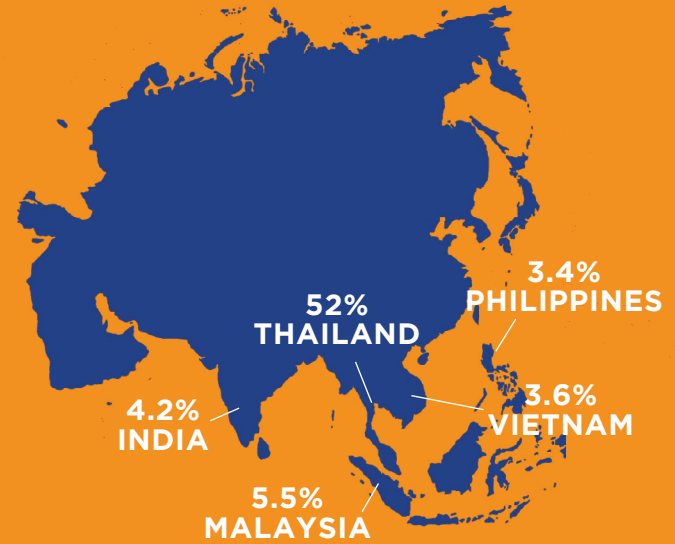
# Maximize Your ROI with the USA Pavilion at Pet Fair SE Asia 2023



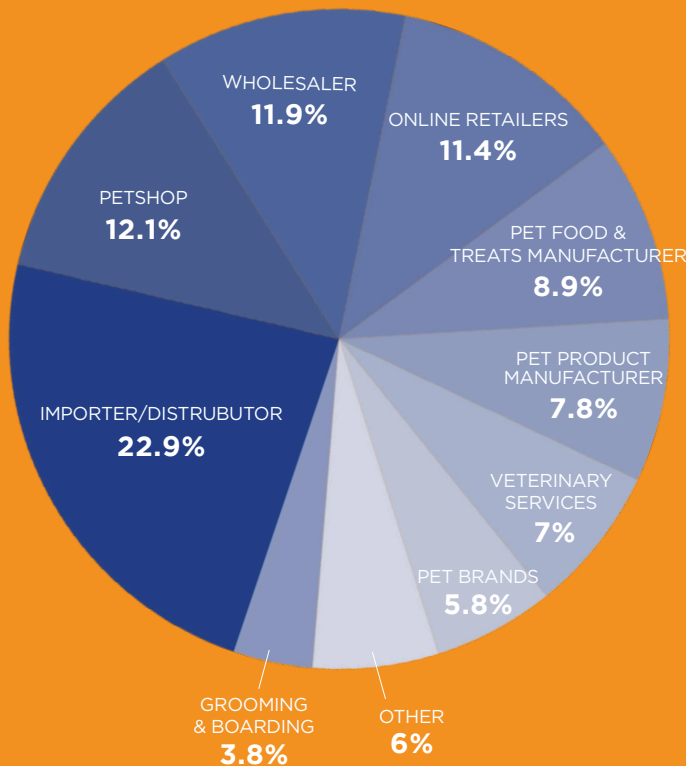
## TOP REASONS TO EXHIBIT

- 1 A strategic market entry and market expansion platform, as Thailand accounts for **43.6% of SE Asia's total pet care market**, with growth expected to continue.
- 2 Change of consumer lifestyle is driving an increase in acceptance of pets throughout Southeast Asia. **More than half of people in Asia have a pet in their home.** Philippines has the highest dog ownership rate of 67%, with Thailand at 47%.
- 3 Visitors **interested in suppliers from all segments** of the pet care industry, from raw materials and machinery, to finished food, accessories and health products.

## TOP VISITING COUNTRIES



## BUYER PROFILE



## PRODUCTS OF INTEREST



PET PRODUCTS & ACCESSORIES



PET FOOD



PET MEDICINE & SUPPLEMENTS



VETERINARY PRODUCTS & DEVICES



INGREDIENT SUPPLIERS



MACHINERY & PACKAGING SOLUTIONS

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# Benefit from the Prestige and Visibility of the USA Pavilion



## You Focus on Business, We Handle the Rest



PRIME LOCATION



TURNKEY SOLUTIONS



EXPORT HUB



EXPERT ASSISTANCE



FULL ACCESS



EXCLUSIVE SERVICES



ENHANCED VISIBILITY



HASSEL-FREE

## Reserve Your Space and More Information

**REGISTER NOW!**

**CHOOSE YOUR BOOTH**

**POST-SHOW REPORT**

**MARKET TRENDS**



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