

2<sup>nd</sup> Edition

# petfair<sup>®</sup>

SE ASIA

25 – 27 October 2023  
**BANGKOK, THAILAND**

**THE PET INDUSTRY'S  
NEW TRADE HUB IN ASIA**



# The Global Pet Industry's New Trade Hub in Asia

Organized in Bangkok (Thailand), Pet Fair South East Asia provides the international pet industry with a B2B Partnership Hub for Distribution, Retail, and Sourcing. With trade visitors from over 60 different countries present at the inaugural 2022 edition, the three-day pet industry tradeshow has proven that its buyer reach goes well beyond the South East Asian region, covering additional key growth markets such as the Middle East, India, and Oceania.

The next edition of Pet Fair South East Asia will take place from October 25-27, 2023 at the Bangkok International Trade & Exhibition Centre (BITEC). Pet Fair South East Asia 2023 will span over an extended gross exhibiting space of 17,000 sqm and will display a wide range of product segments for both brand and private label business on the show floor. The 2023 edition will furthermore feature a comprehensive conference program, an online matchmaking program, and will see the return of its renowned rooftop networking night 'One Night in Bangkok'.



## THE FIRST EDITION IN NUMBERS



**6,068**  
TRADE VISITORS



**30**  
COUNTRIES  
EXHIBITING



**60**  
COUNTRIES  
VISITING



**163**  
EXHIBITORS



**40**  
SPEAKERS



**21**  
CONFERENCE  
SESSIONS

## THE TOP REASONS TO EXHIBIT

- A **strategic market entry and market expansion platform** for your business in Asia
- Trade visitors from over 60 countries within a **fully B2B concept**
- Distribution and retail scale-up** to multiple markets in Asia at once
- Global sourcing hub** for private-label pet food and ingredient solutions
- A premium tradeshow experience paired with **Thailand's world-class hospitality**

## VISITOR PROFILE 2022

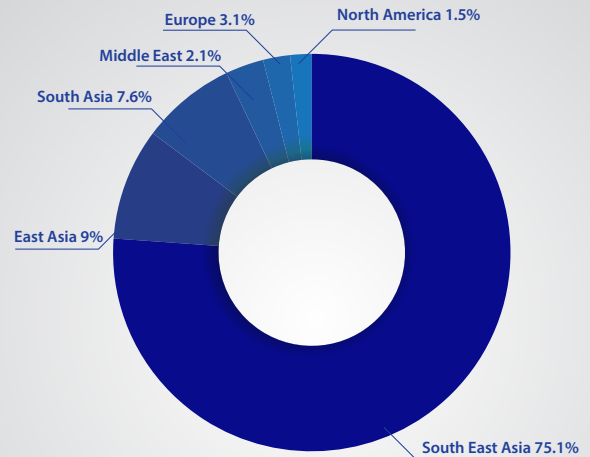
Importer/Distributor	<b>22.9%</b>
Petshop	<b>12.1%</b>
Wholesaler	<b>11.9%</b>
Online Retailer	<b>11.4%</b>
Pet food/Treats Manufacturer	<b>8.9%</b>
Pet Product Manufacturer	<b>7.8%</b>
Veterinary Clinic, Animal Hospital	<b>7.0%</b>
Pet Brands	<b>5.8%</b>
Grooming Boarding	<b>3.8%</b>
Pet Food Ingredients Manufacturer	<b>3.6%</b>
Agent/Broker	<b>1.6%</b>
Academic	<b>0.8%</b>

## PRODUCT CATEGORIES

- 🐾 Pet Food
- 🐾 Pet Products
- 🐾 Pet Accessories
- 🐾 Pet Medicine
- 🐾 Pet Supplements
- 🐾 Veterinary products
- 🐾 Veterinary devices
- 🐾 Ingredient Suppliers
- 🐾 Manufacturing machinery
- 🐾 Packaging solutions

*\*Private Label & Brands*

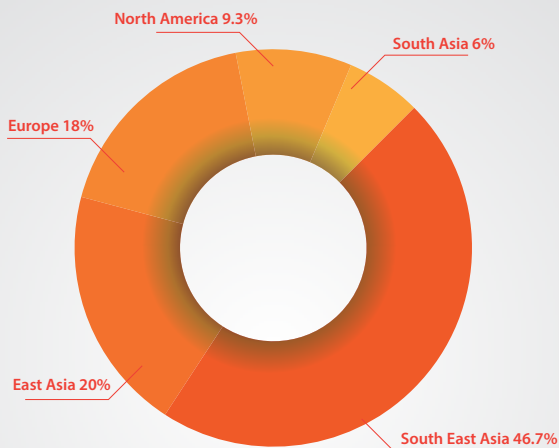
## VISITORS 2022



Thailand	52%
Malaysia	5.5%
India	4.2%
Vietnam	3.6%
Philippines	3.4%
Other	19.7%

**TOP 5**  
VISITORS COUNTRIES

## EXHIBITORS 2022



Thailand	36%
South Korea	14%
United States	6%
India	6%
Singapore	4.6%
Other	33.4%

**TOP 5**  
EXHIBITING COUNTRIES

## Networking Night

