

BANGKOK BANGKOK INTERNATIONAL TRADE
& EXHIBITION CENTER (BITEC)

October 26 – 28, 2022

PARTNERSHIP HUB FOR DISTRIBUTION, RETAIL, AND SOURCING

petfair[®]
SE ASIA



Top Reasons To Exhibit at Pet Fair South East Asia



The only B2B pet industry tradeshow in South East Asia



Your strategic market entry and market expansion platform



Enter the world's fastest growing pet consumer markets



Meet the region's top distribution, retail, manufacturing players



Scale up your distribution to several ASEAN markets at once



Party with industry peers over the rooftops of Bangkok

South East Asia Pet Market

Pet Ownership Rate

59%



171M

36%



131M

35%



18%



15%



10%



2%

Distribution Channel

Market Value (USD) (2019 – 2020)



Non-Retail Channel
(Veterinary Clinics)

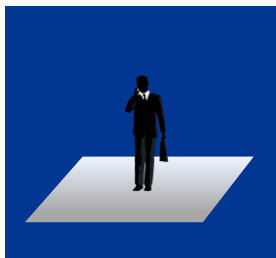
Non-store Retail
(E-COMMERCE)



South East Asia Market

-  Average of +9% CAGR in ASEAN's pet markets
-  Active buyer demand towards international brands
-  Strategic long-term growth export markets
-  Thailand 4th largest pet food manufacturer worldwide

Price Packages



Raw Space



Basic Shell Booth

Booth Size	48 – 100 m ²	24 – 36 m ²	12 m ²
Booth Type	Raw Space	Raw Space	Basic Shell Booth
Rate	\$220/ m ²	\$260/ m ²	\$5,925
Corner Charge	N/A	N/A	\$550

*Additional Marketing Value Included

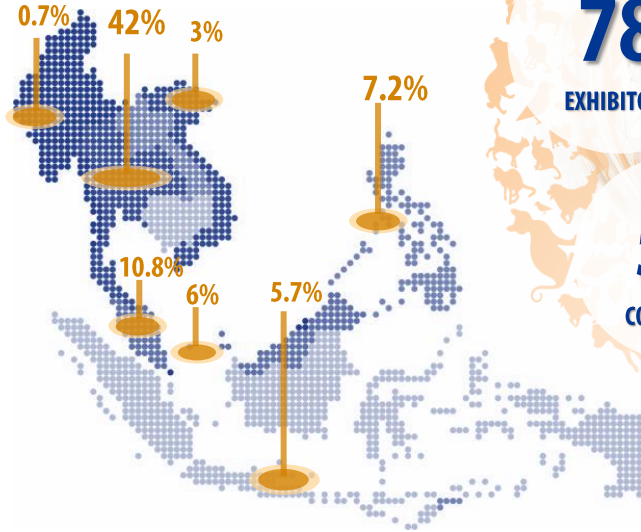
For more information, please contact

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PreConnect 3rd Edition: Post-Event Results

SOUTH EAST ASIAN VISITOR



78
EXHIBITORS

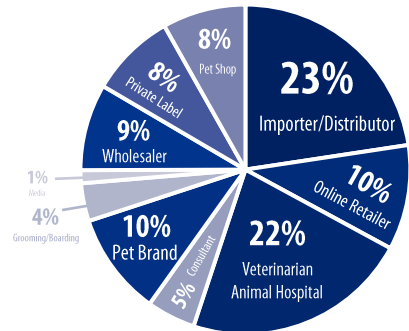
1,150
TRADE VISITORS

55
COUNTRIES

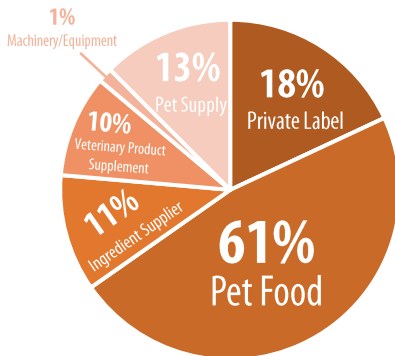
TOP VISITORS BY COUNTRY

Thailand	42%	India	5%
Malaysia	11%	Vietnam	3%
Philippines	7%	Hong Kong	2%
Europe	6%	China	1%
Indonesia	6%	United States	1%
Singapore	6%	Japan	1%

VISITOR PROFILE



EXHIBITOR PROFILE



TOP EXHIBITORS BY COUNTRY

Thailand	38%	Taiwan	4%
Europe	25%	Japan	4%
South Korea	7%	Indonesia	2%
Canada	5%	Philippines	2%
United States	5%	Malaysia	2%
Singapore	5%	China	1%

Pet Industry Voices



Pet Fair PreConnect was a wonderful opportunity to meet members of the pet care community in Southeast Asia and around the world. The digital format gave us the chance to provide insight into changes in the US pet products market while maintaining safety protocols during the pandemic.

Steve King

Former President & CEO, APPA (American Pet Products Association)

Since our inception, PLC has been working tirelessly to translate love and passion for pets into real value, by offering pets and pet owners alike unparalleled access to quality products and services in an environment that is unique and fun. All this is in line with our vision to be Asia Pacific's leader in pet care services.

David Ng

Executive Director and CEO, Pet Lovers Centre, Singapore



I had an amazing time being part of the PreConnect. It really helps me reach the people behind the brands that I am aiming to be part of my company's portfolio. Being a distributor based in middle east, it is usually difficult for me to get upfront feedback from the brands, but with the platform I was able to talk to their respective CEOs & account managers for potential partnership plus I discovered a lot of things that can help my business to grow and expand.

Maureen Caparas

Managing Director, PAWZ Trading & Services, Qatar

Visit Pet Fair South East Asia



The Beautiful City of
Bangkok...

... where Business
Meets Leisure.

BITEC
World Class Exhibition
Venue in Bangkok





VNU Exhibitions Asia Pacific Co., Ltd.

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VENUE

Bangkok International Trade and Exhibition Center (BITEC)

Hall 103 – 104

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YOUR BUSINESS EVENTS
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