



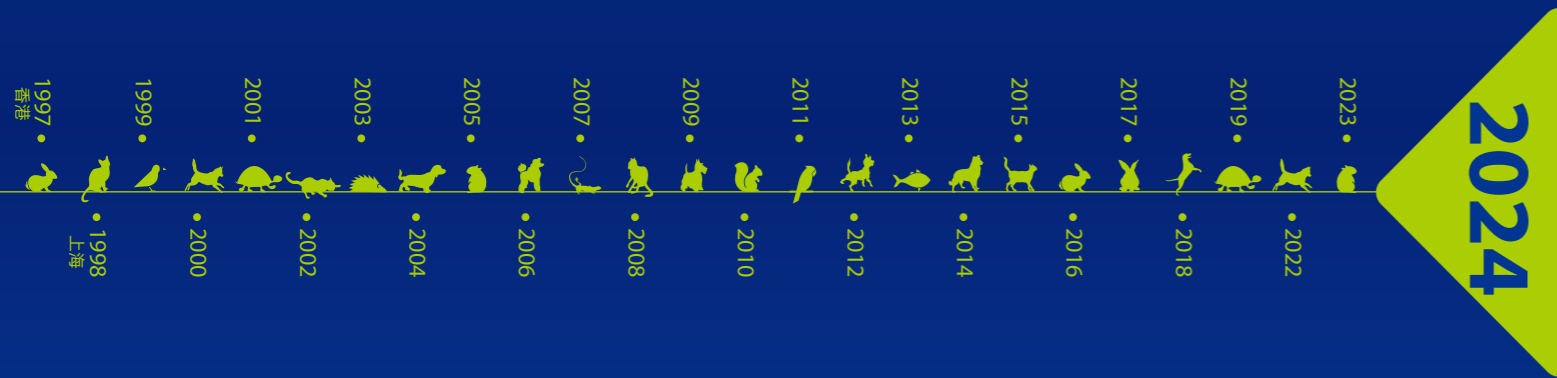
# 26<sup>th</sup> PET FAIR ASIA

2024.8.21-25

Shanghai New International Expo Centre

The Leading International Pet Industry Platform in Asia

• Innovations • Future Trends • Growing Markets



## Pet Fair Asia Limited

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亚宠会

Organized by:  **GLOBUS**  
events

www.petfairasia.com





# The Leading International Pet Industry Platform in Asia

## [VENUE]

Shanghai New International Expo Center  
No. 2345 Longyang Road,  
Pudong New District, Shanghai

## [OPENING TIMES]

### • TRADE DATES:

21 August 09:00-17:30 (Wednesday)

22 August 09:00-17:30 (Thursday)

23 August 09:00-17:30 (Friday)

### • CONSUMER DATES:

23 August 12:00-17:30 (Friday)

24 August 09:00-17:30 (Saturday)

25 August 09:00-14:30 (Sunday)

**17** Halls

**6** Thematic Areas

**300,000** sqm

**2500+** exhibitors

**100,000+** Trade Visitors

**80+** Visiting Countries

*Innovations*

*Future Trends*

*Growing Markets*

# PET FAIR ASIA

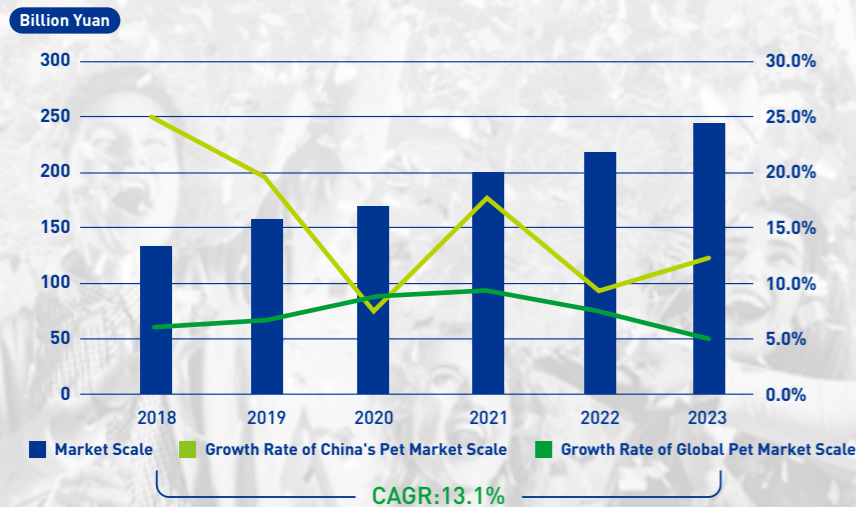
# 2024



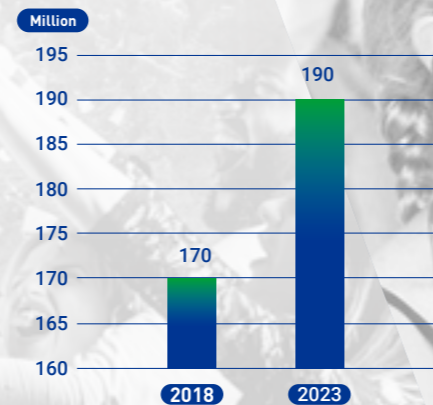
# CHINA PET INDUSTRY

## A market that continuous to grow fast

China's Pet Market Scale (2018-2023)



Number of dogs and cats



Excerpt from the *"Blue Book of the Pet Industry"*  
an annual report published by apa (Asia Pet Alliance)

In 2023, China's pet market has reached nearly **250 billion yuan**, with a compound growth rate of **13.1% (2018-2023)**. Except for 2020, when the annual growth rate reached a low of 7% due to the impact of the epidemic, the other annual growth rates have always been higher than the global level, and the pet industry in China is in a stage of rapid development.

As a mainstream pet category, the number of dogs and cats continued to grow from 170 million in 2018 to **190 million** in 2023. Among them, the number of cats increased from 81 million to approximately **100 million**, with a compound growth rate of **4.8%**.

In addition, aquariums will become the third largest pet market after dogs and cats. The number of other pets (reptile pets & small mammal pets) continues to grow, and Chinese pet market will further diversify.

## Why choose PFA?

### Grow your business with a reliable platform

- ✔ The largest exhibition for pet supplies globally
- ✔ Over 25 years of expertise in the pet industry
- ✔ Integrated B2B trade (3 days) + B2C branding (2 days)
- ✔ Database quality and network density with no equivalent in Asia

### At the heart of a fast-growing market

- ✔ China – a pet market worth more than 28 billion USD
- ✔ 17% CAGR growth expected in 2023-2024
- ✔ Chinese and Asian pet markets are the fastest growing worldwide
- ✔ Shanghai is the perfect gateway to access China market

### Reach buyers from all Asia Pacific regions

- ✔ Meet pet industry's most important buyers under one roof
- ✔ 68% of international buyers from East Asia and Southeast Asia
- ✔ All Chinese distributors present at the show – the best way for your brand to be noticed
- ✔ Consolidate business contacts - 89% of visitors return every year

### Country Pavilions and Innovation Galleries

- ✔ Gather United States, New Zealand, Poland, Japan, South Korea, Taiwan Pavilions
- ✔ First-choice launch platform for innovative product and selected smart products at home and abroad
- ✔ Specialized Area for Export Product Display to meet buyers' procurement needs
- ✔ A series of concurrent summits bring unique insights to the China's pet industry





# Some of the Participating Leading Brands

\*The ranking is in no particular order



## What do exhibitors say about us?

**Lashonda McLeod Harper, Director  
Agricultural Trade Office  
U.S. Consulate Shanghai, China**



This was the first time for our office to exhibit at Pet Fair Asia. I was thrilled to visit the show to witness China's growing pet food industry and the great opportunities it presented for the U.S. pet food industry. I was also glad to see the abundant number of U.S. brands showcased. I hope to continue our partnership with Pet Fair Asia to expand awareness of U.S. pet food and to promote U.S. pet food products to China.

**Versele-Laga  
Wim Brouckaert, General Manager in China, Belgium**



The visitors are coming in big numbers and we were very busy during the three trade days. It's many years since we are participating in Pet Fair Asia. This year (in 2023) is the 25th anniversary of the show and we are also celebrating the 90th anniversary of our company. We hope for the show to keep growing and to continue attracting all the enthusiastic fanciers in China and the people that love pets. We aim to continue expanding our business in the growing and booming market of China. I will be very happy to join again in the years to come and I wish Pet Fair Asia a great future.

**Schesir  
Mikael Sacchi, Country Manager in China, Italy**



We had a lot of distributors and a lot of pet shop stores coming to see us. We have been attending Pet Fair Asia for a few years and we plan to continue to do so, because Pet Fair Asia is a very good opportunity to bond with our consumers and make business, explain who we are and where we go and make sure we share our knowledge on cat and dog nutrition with our wealthy consumers. We are also really delighted to be here meeting with old friends. The pet food industry is a big family, a big community. We invite all industry professionals to join Pet Fair Asia and we hope to see everyone soon again.

**Timberwolf  
Kam Martin, CEO, United States**



It's been an honor as Timberwolf's CEO to be here and represent our brand at the 25th edition of Pet Fair Asia. This was my first return to China since the last time I was here in 2019. All I can say is that this show is even bigger than before. I'm proud to be here, to be able to build relationships and make new friends from the industry. I can't wait to join again next year.





# Who will you meet?

## Top visiting countries or regions:

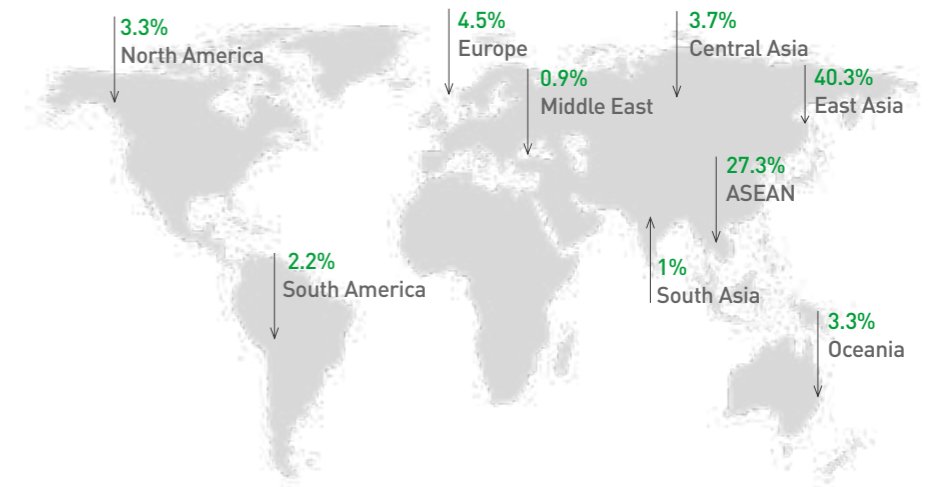
- 01 China
- 02 South Korea
- 03 Taiwan
- 04 Malaysia
- 05 Thailand
- 06 Japan
- 07 Hong Kong
- 08 Philippines
- 09 Indonesia
- 10 Singapore

**453,541**  
Total Visitors

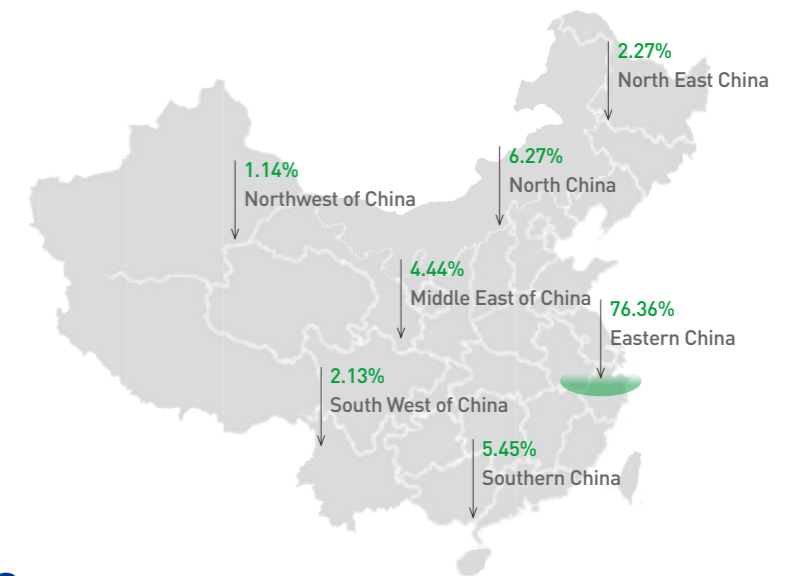
**101,372**  
Trade Visitors

**352,169**  
Consumers

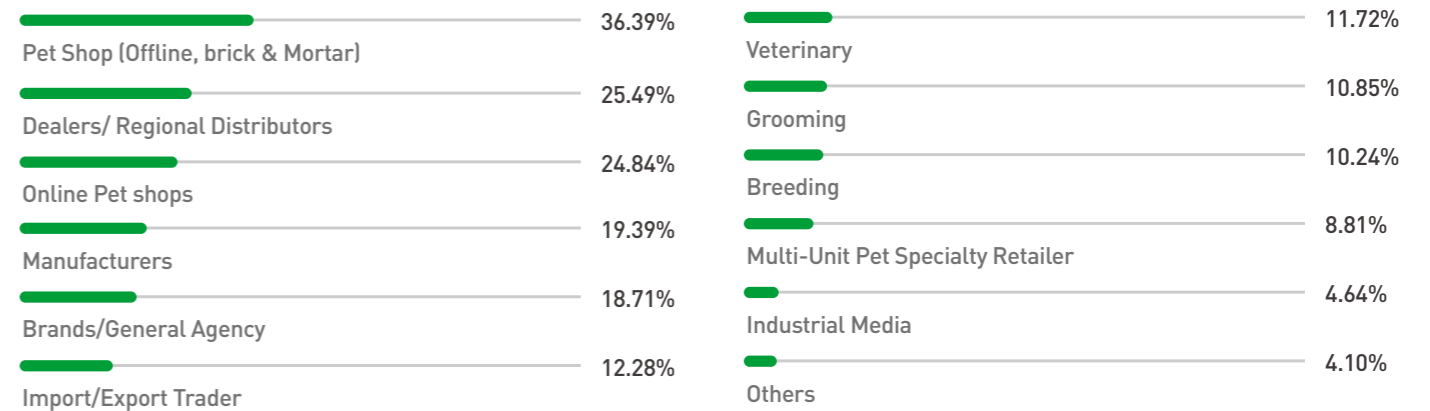
## International Visitors' Origin



## Chinese Visitors' Origin



## Trade Visitor Profiles







## RICH CONTENT AND HIGH LEVEL NETWORKING OPPORTUNITIES

## PET FAIR ASIA 2024 FEATURED ACTIVITIES

### ✔ The 13th International Pet Industry Summit (IPIS) -- Asia CEO Summit

Since its first edition in 2011, IPIS Asian CEO summit, recognized as the most important event in China pet market, has become the Asia pet industry trend indicator. Top pet industry leaders from China and overseas gather here each year to discuss the profound changes taking place in Asian pet markets, facilitates business networking and supports the rapid development of the industry.

### ✔ Asia Pet Veterinary Conference

Hosted by apa and jointly organized with Shanghai Pet Industry Association and Shanghai Animal Husbandry and Veterinary Small Animal Society, the Asia Pet Veterinary Conference, dedicated to enabling the whole pet care community, closely follows the development trends of global veterinary clinics, from business best practices to customer management, animal treatment, drugs prescription and more.

### ✔ Pet Asia Supply Conference

Pet Asia Supply Conference, one new series event under Pet Fair Asia Supply exhibition to link pet supply chain stakeholders, will discuss pet industry technology innovation and supply chain trend, meanwhile build the largest business and networking platform to bridge pet industry raw material providers, manufacturers and retailers.

### International Buyers Guided Tours

Through targeted invitations and point-to-point guidance, international hosted buyers will be guided to meet with selected manufacturers as per their product needs, with the purpose to assist the business negotiation efficiency & facilitate procurement & cooperation opportunities.

### Guided visits to local pet stores and pet hospitals

Buyers are given the opportunity to visit pet stores and hospitals situated in Shanghai, to experience first hand the local market practices, standards and consumers behavior and habits.





# BOOK YOUR BOOTH



## RAW SPACE (from 12 m<sup>2</sup>)

- A Zone RMB 1,700 /m<sup>2</sup>
- B Zone RMB 1,500 /m<sup>2</sup>
- C/D Zone RMB 1,300 /m<sup>2</sup>
- Supply Zone RMB 800 /m<sup>2</sup>  
(21-23 August, 3 days)

## SHELL SCHEME

- A Zone RMB 1,850 /m<sup>2</sup>
- B Zone RMB 1,650 /m<sup>2</sup>
- C/D Zone RMB 1,450 /m<sup>2</sup>
- Supply Zone RMB 950 /m<sup>2</sup>  
(21-23 August, 3 days)

## OTHER OPTIONS

- Corner Fee RMB 2,500 /unit
- CMO Advertising Fee (C Zone required) From RMB 10,000

# FLOOR PLAN



<b>E1</b> Grooming Products Cages & Houses Smart Equipment Pet Snacks	<b>E5</b> Small Animals, Reptile, and Aquarium Comprehensive Pet Products	<b>W1</b> Bowls & Plates Grooming Products Pet Snacks	<b>W4 / W5</b> Pet Food	<b>W8</b> Pet entire industry chain exhibition group of Hebei province	<b>N5</b> International Pet Products
<b>E2</b> Toys Cages & Houses Pet Snacks	<b>E6</b> Pet Food Comprehensive Pet Products	<b>W2</b> Clothing Beds Pet Travel	<b>W6</b> Packaging materials and design Label others	<b>N1 / N2</b> Pet Food	<b>N6 / N7 / N8</b> Food Processing Machinery & Equipment Packaging machinery and Equipment Test Equipment
<b>E3 / E4</b> Cat Products	<b>E7</b> International Pet Products	<b>W3</b> Pet Products Pet APP Pet Software Pet Snacks	<b>W7</b> Pet Industry Supply Chain Exhibition Group of Shandong Province OEM/OBM/ODM Food Ingredients and Additive	<b>N3</b> Veterinary Articles Pet Healthcare	<b>C1/C2</b> YA! Pet-life Bazaar
				<b>N4</b> Veterinary Articles Pet Healthcare International Pet Products	





# Petfair Asia Network

Your Gateway to Asia's Pet Industry



## 2024 PET FAIR EXHIBITIONS

SHANGHAI | CHINA

### PET FAIR ASIA 2024

August 21 -25, 2024

Shanghai New International Expo Center

### PET FAIR ASIA SUPPLY

August 21 -23, 2024

Shanghai New International Expo Center

### PET FAIR ASIA VETERINARY

August 21 -25, 2024

Shanghai New International Expo Center

BANGKOK | THAILAND

### PET FAIR SOUTH EAST ASIA 2024

October 30- November 1, 2024

Bangkok International Trade & Exhibitions Center (BITEC)

SHENZHEN | CHINA

### PET FAIR SOUTH CHINA 2024

December 6-8, 2024

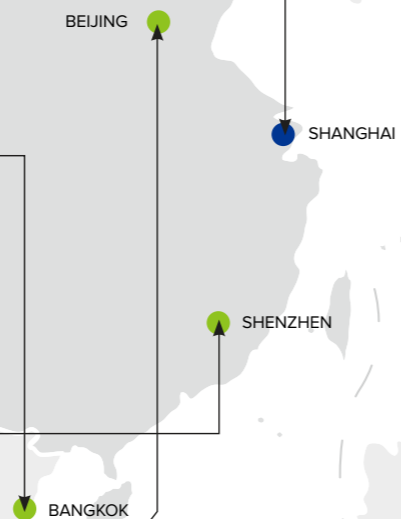
Shenzhen World Exhibition & Convention Center

BEIJING | CHINA

### PET FAIR BEIJING 2025

March, 2025

Beijing



## International Sales

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## International Marketing

Ms. Winnie Zhu

Email: winnie.zhu@globusevent.com

Mr. Clement Wong

Email: clement.huang@globusevent.com

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