



**26<sup>th</sup> PET FAIR ASIA**  
**AUGUST 21-25, 2024**  
**Shanghai, China**

**POCKET GUIDE**

Guiding you through  
the show & the city



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POCKET

GUIDE

# Welcome message from the organizers



Dear Participants

Welcome to Shanghai and to the 26th edition of Pet Fair Asia, the leading international pet industry platform in Asia-Pacific!

We are very excited to bring to you another successful edition this year. China has now fully opened its doors to international trade and it continues to be a very dynamic market in the pet business. Together with the other nearby Asian countries, it offers great business opportunities to everyone.

The enclosed guide has been prepared specifically for you, with the purpose to provide you with the necessary information to navigate the show, maximize your visiting experience, as well as get around Shanghai in an easy way.

We take this opportunity to also wish you a successful and fruitful visit and an enjoyable stay in our beautiful city!

Sincerely,  
Pet Fair Asia  
Organizing Committee & Project Team

# General Information



Pet Fair Asia  
21-25 August, 2024  
Shanghai, China  
<https://www.petfairasia.com/en/>

Pet Fair Asia is the largest exhibition for the pet industry across the vast Asia-Pacific region and one of the largest in the world. The show is the best B2B event in China to explore all the opportunities that the large and still growing Asian pet markets can offer to your business. Since its birth in 1997, the show has witnessed the rising of the Chinese pet market and has kept a constant y-o-y growth pace. This year the show will hold its largest edition ever up to date with over 300,000 sqm of exhibiting space welcoming more than 2500 exhibitors from China and the world.

China is a manufacturing powerhouse and long known for innovations and fast adaption of products to the consumption needs and trends. The pet industry is no different. All these innovations can be experienced first-hand at Pet Fair Asia and the vast range of products exhibited at the show, make it a unique outsourcing platform for all the buyers worldwide.



**300,000+** sqm of exhibiting space  
Around **100,000+** Professional visitors from **80+** countries  
**2,500+** exhibitors from home and abroad

- Witness the most groundbreaking product developments in the pet industry
- Find suppliers and partners to support your international manufacturing, logistics, localization, and business development
- Network with industry experts from all over the world

## ■ Venue Information

Shanghai New International Expo Centre (SNIEC)

上海新国际博览中心

No. 2345 Longyang Road, Pudong New District, Shanghai, China

中国上海市浦东新区龙阳路 2345 号

## Kerry Hotel Pudong, Shanghai

上海浦东嘉里大酒店

No.1388 Hua Mu Road, Pudong New District, Shanghai, China

中国上海市浦东新区花木路 1388 号

## Renaissance Shanghai Pudong Hotel

上海淳大万丽酒店

No. 719 Yingchun Road, Pudong New District, Shanghai, China

中国上海市浦东新区迎春路 719 号

## Hotel ibis Shanghai Lianyang

宜必思上海联洋酒店

No.200 Fangdian Road, Pudong New District, Shanghai, China

中国上海市浦东新区芳甸路 300 号

# Floor Plan & Product Categories



## Featured Exhibitors

### E1

- Pet Products  
Grooming / Cages  
/ Smart Products
- Pet Snacks

### W1

- Pet Products  
Bowls & Plates  
/ Grooming Products
- Pet Snacks

### W3

- Pet Products
- Pet APP
- Pet Software
- Pet Snacks

### E3/E4

- Cat Products

### E7/N4/N5

- International Pet  
Products

### N6/N7/N8/N9

- Food Processing  
Machinery & Equipment
- Packaging Machinery  
& Equipment
- Test Equipment
- Comprehensive Supply Chain

### W7

- Pet Industry Supply Chain  
Exhibition Group of  
Shandong Province
- Food Ingredients and  
Additive
- OEM / OBM / ODM

### E2

- Pet Products  
Toys / Furniture
- Pet Snacks

### W2

- Pet Products  
Clothing / Beds  
/ Pet Travel

### E6/W4/W5/N1/N2

- Pet Food

### E5

- Small Animals  
/ Reptile / Aquarium

### N3/N4

- Veterinary Articles  
/ Pet Healthcare

### W6

- Packaging & Design
- Labels / Others

### W8

- Pet Entire Industry Chain  
Exhibition Group of  
Hebei Province
- Comprehensive Supply  
Chain


\*Listed brands in no particular order

# Concurrent Events

## JD.com - 13th International Pet Industry Summit (IPIS) --Asian CEO Summit

**Date and Time:** August 20th 13:00-18:00

**Location:** Grand Shanghai Ballroom 1, Kerry Hotel Pudong Shanghai

**Language:** Chinese and English

Since 2011, International Pet Industry Summit (IPIS), one of the most important events held during Pet Fair Asia, has become a pet industry trend indicator, also recognized as the most important event in the China pet market. Top pet industry leaders from Asia and overseas gather here each year to discuss the profound changes taking place in Asian pet markets. The event aims to facilitate business networking and support the rapid development of the industry.

JD.com - 13th International Pet Industry Summit (IPIS) --Asian CEO Summit, themed "Navigate Through New Business Cycle", will gather global business leaders and experts to explore the roads to counter-cyclical growth, analyze macro-economic situation, propose the methods corresponding to the present vulnerable context and the business opportunities that AI and ESG may bring, release the latest global and Chinese pet market data in 2024 and probe into the pan-pet ecology layout. Its goal is to empower the breakthrough growth for the pet industry and create a better future for human and pet.



### Full schedule:

13:00-13:15 **Welcome Note**

#### **Part 1** **Economic Outlook**

13:15-13:45 **[Business Foresight] Insights Into Economic Landscape Geo-Politics Going Global, etc. and Coping Strategies and Future Layout (AI, ESG, etc.)**

Yuehong Zhang, Managing Director and Partner, BCG

#### **Part 2** **Industry Data & Insights**

13:45-14:15 **World Market for Pet Care: Highlights from Asia Pacific**  
Jin Liu, Senior Research Analyst of China Pet Care Industry, Euromonitor International

14:15-14:45 **China Pet Industry Annual Report 2024**  
Benny Hao, Vice President of apa, Head of Product Selection Center, Runhe Supply Chain, Owner of Benny Hao Pet Industry Channel

14:45-15:15 **Holding New Business Cycle of Resilient Growth**  
Lu Liu, Director of Pet Business, JD.COM

#### **Part 3** **Market Navigator**

15:15-16:15 **[Global Perspectives] How Are Global Pet Enterprises Coping With the Current Business Cycle?**

**Moderator:**

Echo Tan, Senior Business Development Manager, New Zealand Trade and Enterprise

**Panelists:**

- Michael Lou, Chairman of World Pet Association, Founder of Patchwork Pet
- Juan Xu, General Manager of Royal Canin China
- Gustavo Zenaide, Vice President of Pet & Animal Wellbeing, ADM
- Matthew Robert Koss, Founder of Primal Pet Foods
- Harry Woods, Global Growth & Strategy Director, ZIWI Limited
- Mriand Chan, Head of Companion Animal, Boehringer Ingelheim
- Ginger Jiang, Founder, Golden Bridge International Pet Brands and Services and GBI USA

## 16:15-17:00 [Cross-Border Navigation] How Can Different Industries Work Together to Create a Win-win New Business Model for Ideal Pet-Human Life?

### Moderator:

Benny Hao, Vice President of apa, Head of Product Selection Center, Runhe Supply Chain, Owner of Benny Hao Pet Industry Channel

### Panelists:

- Yu Xiaochun, Vice President of Tianyuan Pets and Head of Petstar Brand
- Tang Shuai, CEO, Haier Pet Supply Chain
- Li Tao, President of Miboi Business, Fotile Group
- Jianfeng Wu, Co-Chief Financial Officer, Executive Vice President, Co-President HBG, Atour Group
- Gao Geng, Head of Platform Expert, Pet Industry Business, Xiaohongshu
- Nicole An, Corporate Affairs Director, Mars Pet Nutrition China

## 17:00-17:45 [Break the Game] With the Upgrading of Pet-raising What Are the New Chances for Pan-Human-Pet Health Products and Services?

### Moderator:

Dr. Liu Lang, Vice President of apa, Chairman of the Pet industry branch of China Animal Agriculture Association, Vice President of Chinese Veterinary Medical Association

### Panelists:

- Hu Wenqiang, Rotating President of Ringpai Pet Hospital Management Co., Ltd.
- Lily Li, CA Business GM, Vice President of Zoetis China
- Aaron Gong, General Manager of Shenzhen RedRay
- Dr. Shijian Nie, Chief Scientist and VP of China Pet Foods Co., Ltd.
- Gary Lee, CEO, Ruey Jenr International



## Asia Pet Food Summit

**Date and Time:** August 21st 09:30-17:20

**Location:** Grand Shanghai Ballroom 1, Kerry Hotel Pudong Shanghai

**Language:** Chinese

The Asia Pet Food Summit brings together pet food experts from around the world and promotes communication and further development of the industry by releasing global pet food trends, analyzing pet owner consumption changes, exploring new generation of pet food technology and product innovation ideas and discussing brand building methods.

### Full schedule:

#### Part 1 Outlook 2024: New Horizon

09:30-09:35 **Welcome Note**

09:35-10:15 **[Global Insights] The Development Trends of American Pet Food in China Market**

Alexander Blamberg Director of the Agricultural Trade Office (ATO), USDA

10:15-10:45 **[Consumer Insights] 100 Ways to Feed Your Pet: Explore Pet Food Opportunities Based on Xiaohongshu Users' Behavior**

Shan Yi, Planning Expert of Pet Industry Business, Xiaohongshu

#### Part 2 Product 2024: Back to Essence

10:45-11:15 **[Precision Feeding] How step Feeding Meets the Nutritional and Health Demand of Pets Throughout Their Life Cycle**

Hellen Zhang, Head of Marketing, Nestlé Purina

11:15-11:55 **[Steam & Dried Recipes] Z-MicroSteam™@Technology Helps to Upgrade Pet Nutrition**

Julian Dirks Chief Science Officer, ZIWI Limited

11:55-12:30 **[Panel Discussion] How to Promote the Positive Development of Pet Food Together?**

### Moderator:

Zoe Zuo, Deputy General Manager, Shandong Hanou Biotechnology Co., Ltd.

## Panelists:

- Nicole An, Corporate Affairs Director, Mars Pet Nutrition China
- Jin Guoqing, General Manager, Legendsandy
- Nick Ebert, Chief Commercial Officer, Vital Essentials
- Di He, Vertical General Manager of Tencent Smart Retail
- Liu Yingjie, Head of Cat Dry Food Category, JD Pet

13:30-13:55 **[Trends Report] Pet Supply Chain Raw Material Trends 2024**

Bai Cheng, General Manager of Raw Material Business Department Runhe Supply Chain

13:55-14:25 **[Sustainable Ingredients] Microalgae Oil - Safe, Effective and Sustainable DHA+EPA**

Dr. Shiguang Yu, Global Pet Nutr and Appl Director, dsm-firmenich

14:25-15:00 **[Gut Health] Research Progress on Levucell SB® : A Unique Probiotic Solution For Pets**

Francesca Susca, DVM, Ph.D., Global Category Manager Pet, Lallemand Animal Nutrition

15:00-15:35 **[Technology Innovation] Spray-dried Porcine Plasma Protein Powder Can Boost Pets' Immunity**

Prevo-Keijbets Esther, Manager Product and Process Development, Darling Ingredients International-Sonac

15:35-15:55 **[Joint Care] The Latest Study of UC-II Supplement for Pet Joint Health**

Brain Garrett, Global Senior Director of Health Ingredients at Lonza

15:55-16:20 **[Formula Innovation] Principles and Trends in Pet Food Formula Design**

Jin Feng, Founder, Wellfood

## Part 3

## Rebrand 2024: Inspire More

16:20-16:50 **[Omnichannel Operation] How Pet Food Brands Embrace the Second Curve in WeChat Ecosystem**

Jasmine Yu, Solution Director of Tencent Smart Retail

16:50-17:20 **[Reconstruct Brand Value] Originating From User Needs, Achieving Brand and Product Innovation**

Liu Jie, Brand Director, Benefits

**Other events taking place at the exhibition venue:**

Sector	Date	Time	Event	Location
Veterinary	August 22 <sup>nd</sup>	09:40-17:20	Asia Pet Hospital Management Conference	Meeting Room M47 (2 <sup>nd</sup> Floor between Hall N4 and N5), SNIIEC
Veterinary	August 22 <sup>nd</sup> -23 <sup>rd</sup>	10:00-17:00	International Veterinarian Science Conference	Meeting Room M44 (Ground Floor of Hall N4), SNIIEC
Veterinary	August 22 <sup>nd</sup> -23 <sup>rd</sup>	10:00-17:00	SPTA Veterinary Technology Training Program Course	Meeting Room M45&M48 (Ground Floor of Hall N4 and N5), SNIIEC
Retail	August 21 <sup>st</sup>	13:00-17:30	Pet Shop Asia Annual Forum	Meeting Room M9 (2 <sup>nd</sup> Floor of Hall W2), SNIIEC
E-commerce	August 22 <sup>nd</sup>	10:00-17:00	Asia Pet E-commerce Conference	Meeting Room M9 (2 <sup>nd</sup> Floor of Hall W2), SNIIEC
Supply Chain	August 22 <sup>nd</sup>	15:00-17:00	PFA Supply – Equipment & Package Matchmaking Meeting	Hall N8 Event Area, SNIIEC







## International Buyers Guided Tours

Personalized guided tours, hosted by the show organizers, aim to put international buyers of different pet products types in contact with selected exhibitors based on their product needs. Through targeted invitations, precise matching, and point-to-point guidance, these tours are put in place to assist the business negotiation efficiency and facilitate procurement and cooperation opportunities.

**Date and Time:** 21 August 09:30-11:30

**Tour Route:**

1. Pet Food
2. Pet Products & Accessories
3. Pet Healthcare/Veterinary

# Lounge → areas

## VIP Lounge

**Location:**

Hall N4 P51

Hall W2 A21

## Open Times

\*Accessible at any time during opening hours

\*Accessible by VIP and media badge holders only





# EASY SHANGHAI GUIDE



## Internet Access in China

Here's a short guideline for accessing the internet in China if you didn't plan ahead:

### eSIM (better purchase before arrival):

- Purchase online and activate via QR code or email.
- Quick activation (about 10 minutes) via an internet connection.
- Immediate access to the network once activated.
- Connection speed generally 4G/LTE, but with Holafly, it's possible to access 5G where available.
- It's important to install a VPN before departure to bypass Wi-Fi restrictions in China.

### Physical SIM in China:

- Requires registration with visa and passport.
- There may be limitations on data usage and international calls.
- Recommended for stays over a month with reliable local language support.
- It's important to install a VPN before departure to bypass Wi-Fi restrictions in China.



### Portable Wi-Fi:

- Involves renting or purchasing a physical device similar to a router, square-shaped slightly larger than a cell phone, with a card inside.
- A popular solution for accessing the internet out of the hotels or home, allowing data sharing with others.
- Before choosing it, carefully check all the clauses and costs.
- It's important to install a VPN before departure to bypass Wi-Fi restrictions in China.



### Public Wi-Fi:

- It's a free solution that doesn't require any investment.
- Wi-Fi connection in China is often very slow.
- A Wi-Fi network is not always available.
- It's important to install a VPN before departure to bypass Wi-Fi restrictions in China.

### Data Roaming (better to check before arrival):

- An option for those who want to keep their own SIM and pay for usage abroad.
- Safer solution than public Wi-Fi and easier to activate than physical SIMs.
- However, it's the most expensive option and there may be high costs. Check with your local SIM card provider the options for roaming for China.
- Browsing speed may be slower than usual.

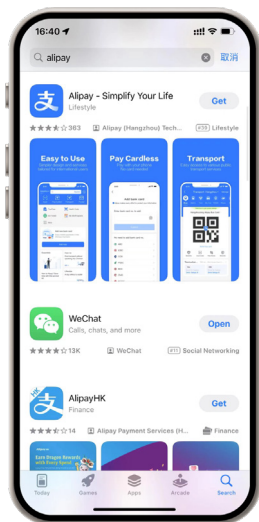
# e-PAYMENTS IN CHINA:

## When you don't speak Chinese and have no Chinese bank account →

Traveling in China recently got much easier for foreigners with non-Chinese card. There are two main Apps to use with your overseas credit card: Alipay and WeChat Pay. Here are steps of setting up the first of two: **Alipay**.

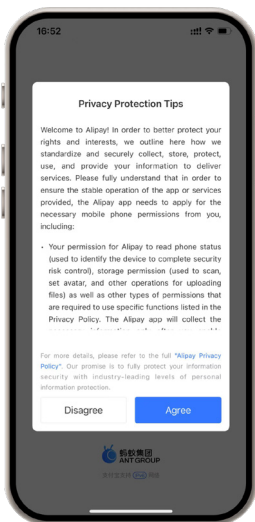
01

Install Alipay on your phone, you can download Alipay App from Google store or Apple store.



02

Open Alipay, and click "AGREE" the privacy policy.



03

You can login with your phone number, or click on "More options" to login with email. If you don't have an Alipay account then click on "Sign Up", you can sign up with email or phone number.

The policy says Alipay needs to carry out real-name system and perform anti-money laundering duties. So, you need to provide some personal information. Such as, your name, email, phone number, passport, and bank card information.

04

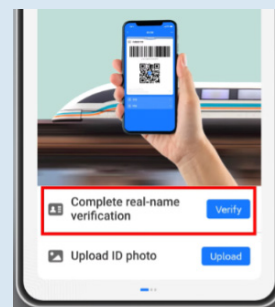
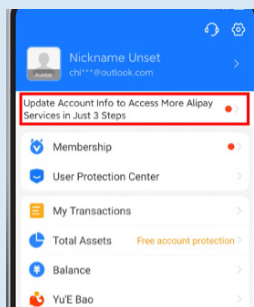
Select country based on your passport or ID card.

## ID verification

You have an Alipay account now, but it's useless without adding bank card and ID verification.

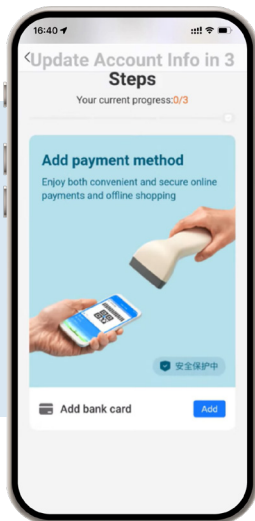
Update account info to access more Alipay services in just 3 steps.

Step 01 Complete Real-Name Verification and upload ID photo.

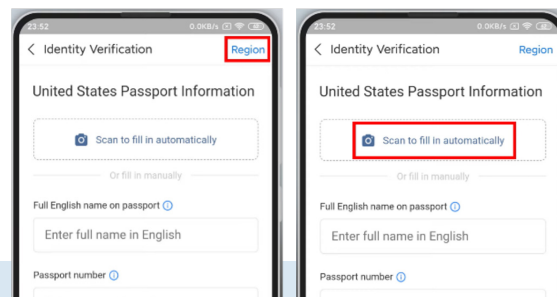


## Step 02

Add bank card, so that you can enjoy both convenient & secure online payments and offline shopping.



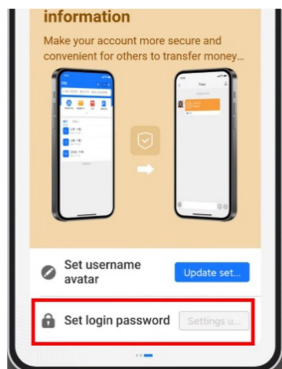
## Verify your Identity Information



Click on "Region" to select the right one.

Then enter the passport information, or click here to scan your passport to fill in automatically.

Complete real-name verification and upload your ID photo.

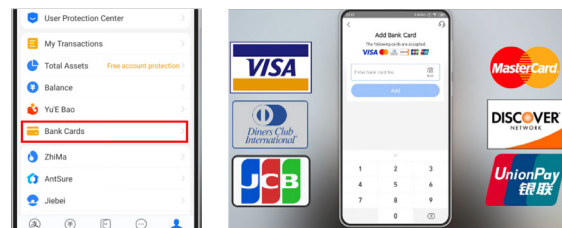


## Step 03

Set username and profile picture and password, to make your account more secure and convenient for others to transfer money to you.

## Link Your Bank Account or Credit Card on Alipay

You need to add a bank card. Alipay accepts international bank cards issued by Visa, Master, Diners Club, Discover, JCB and UnionPay. If failed to add international bank card to Alipay. You may try the other bank cards.

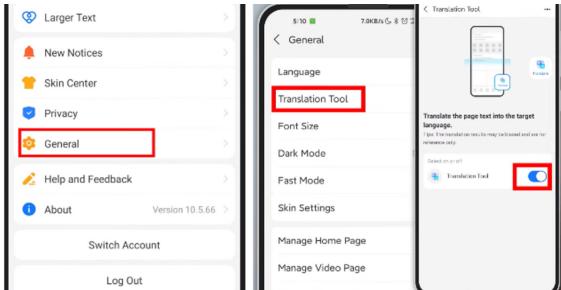
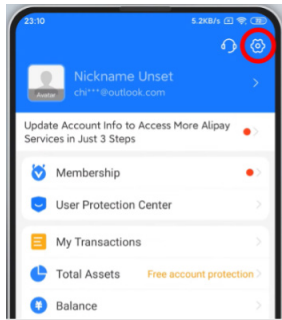


The App interface may be different. You can add or manage bank cards by clicking here as well. Once all get done, you can try to use it if you're physically located in China.

POCKET GUIDE  
POCKET GUIDE

## Easy use:

If you can't read Chinese characters, Alipay provides translation feature built in the App. The translation is turned on by default. If it's missing, you can go to [⚙️] the setting icon at the top right corner.

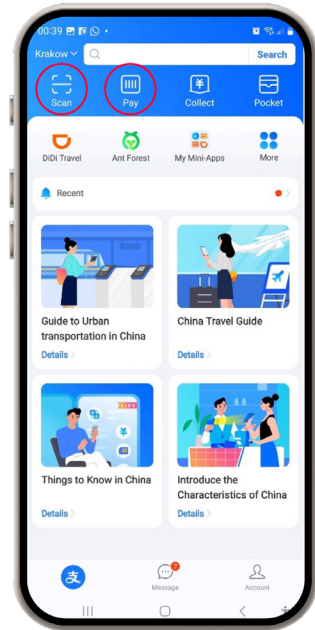


Click "General"

Turn on "Translation Tool"

## HOW TO PAY WITH ALIPAY?

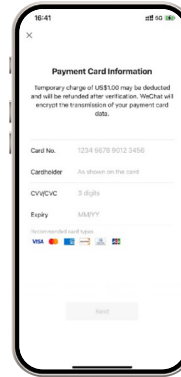
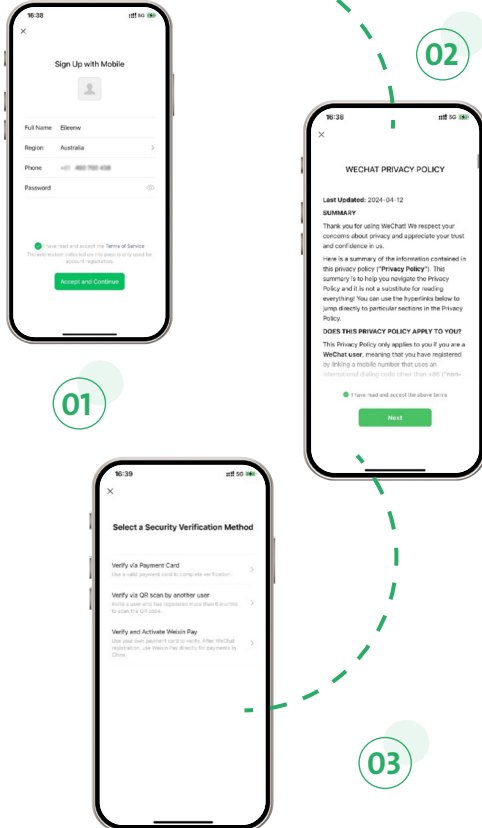
To make a payment using the Alipay app, go back to Alipay's main screen and tap on the "Pay" or "Scan" icon below the search bar. A QR code reader will appear, prompting you to scan the merchant's QR code for payment.



# e-PAYMENTS IN CHINA:

## HOW TO SIGN UP FOR WECHAT ACCOUNT?

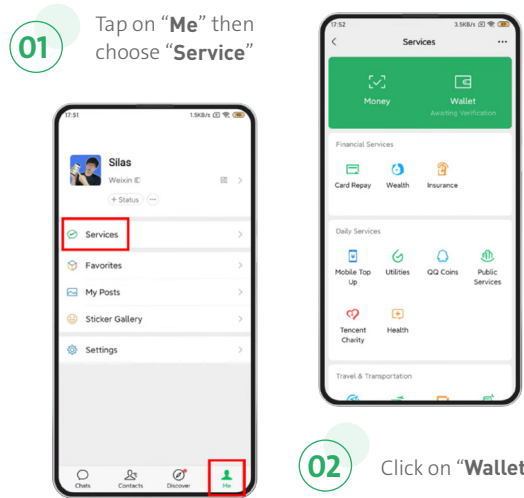
When you download WeChat through the app store, follow the guided steps to register WeChat. You may be asked to bind your Bank Card to confirm your identity.



04

## How to activate WeChat pay?

Click on "Wallet"



01

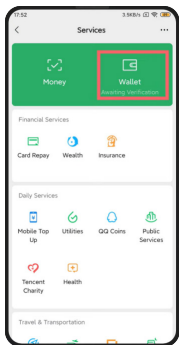
Tap on "Me" then choose "Service"

02

Click on "Wallet"

Note WeChat Pay service is not available for some countries. So, it may not work for now. That is because you're outside of mainland China. But when you're physically in mainland China, you will see the "Pay" button. It will show up when you're physically located in mainland China.

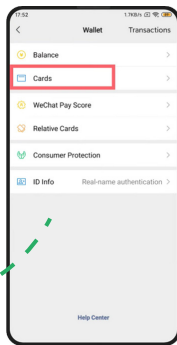
## How to add cards in WeChat pay?



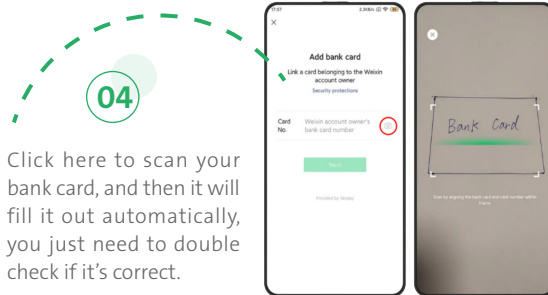
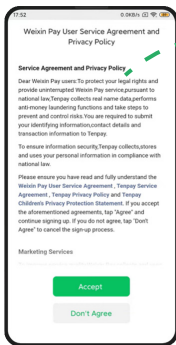
01 Click on "Wallet"



02 Click on "Cards"



03 Tap on "Add a Card" & accept the policy



04

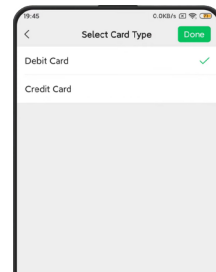
Click here to scan your bank card, and then it will fill it out automatically, you just need to double check if it's correct.



05

Then select Bank Card and Card Type

06 Select debit card or credit card



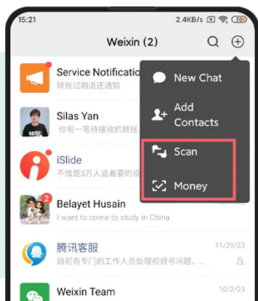
After that you need to fill out cardholder information, the identity information registered with bank.

If you're not from China Hongkong, Macau, or Taiwan, the ID card type is your passport. The mobile phone number held by your bank, is the one you provided when you applied for the bank card, if you have forgotten the phone number or it is no longer accessible, you need to contact your bank to update it.

## HOW TO PAY WITH WECHAT?

Click on the **"Plus"** icon on the top right corner, If you want to scan the QR code to make payment click on **"Scan"**. Scan it and enter how much money you need to pay, enter the payment password.

If you need to show your payment code, click on **"Money"**, the vendor or merchant will use scanning machine to scan it.



## TRANSPORTATION:

### HOW TO ORDER A TAXI?



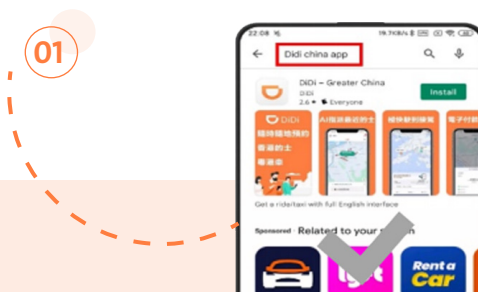
DiDi is the most popular ride-hailing app in China, often referred to as the Chinese version of Uber. DiDi, is a convenient and reliable ride-hailing service that operates in many countries around the world. It provides an easy-to-use app that allows users to request rides at any time and from any location. The app also provides price estimates before confirming the ride.

Payment is straightforward, with options to use international credit cards, Debit cards or other payment systems, like WeChat Pay and Alipay.

### HOW TO REGISTER DIDI?

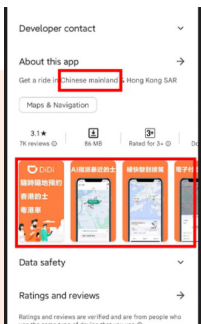
Download Didi app on Google Play store or Apple store and install it, registered account and logged in.

We do not recommend to download international version of DiDi, as the map is powered often by Google, and China blocks Google services, so Google map is not working in China. We recommend to download the Chinese version, and change the language for English.

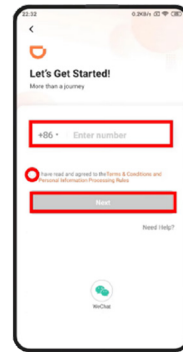
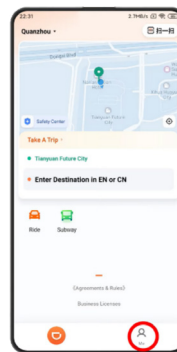


You can search Didi China App and you will see **"DiDi-Greater China"**. The featured images are in Chinese. Install it and open it.





Notice: It provides DiDi service for mainland China and Hongkong China separately.

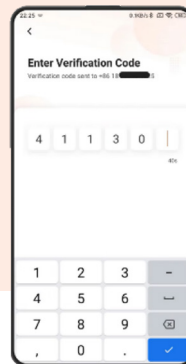


02

Select mainland China (中国内地) and click on “同意” to agree the privacy policy.



04



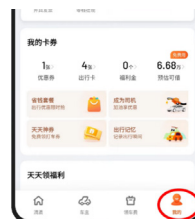
You will get an SMS code, enter it.

Now you have an DiDi account!

03

Then click “Me” and then select you country , enter your phone number to register it.

## Interface in English

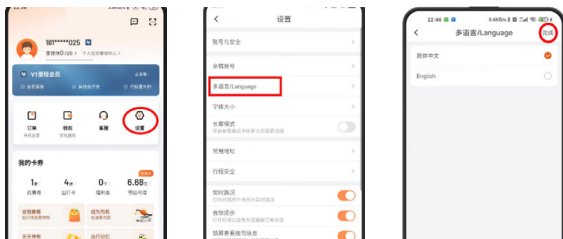


Step 01

If the interface is in Chinese language: Click on “Me 我的” at the bottom right corner.

## Step 02

Click on “**settings** 设置”, Language, select “**English**”, click on “**完成 Done**”

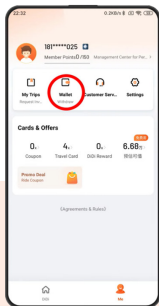


## HOW TO USE DIDI?

Before you order service, please add your payment first.

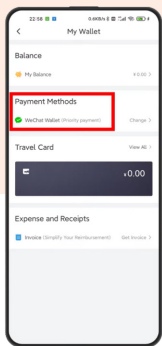
01

Click on “**Wallet**”



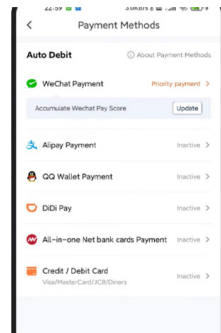
02

Click on “**Payment methods**”

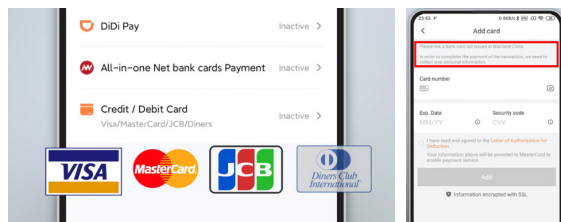


03

Link your Alipay or WeChat Pay to Didi.

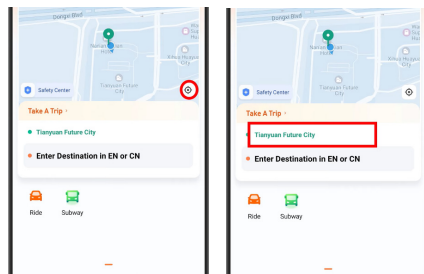


Notice: if you failed to get Alipay or WeChat pay. You can use your Visa cards/MasterCard/JCB Card or Diner Card. You can find “please link a bank card not issued in Mainland China.” It means, DiDi accepts international credit cards or debit cards. Just filling out the card info.



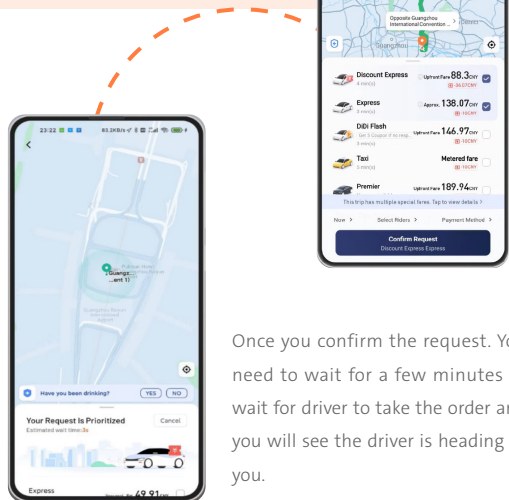
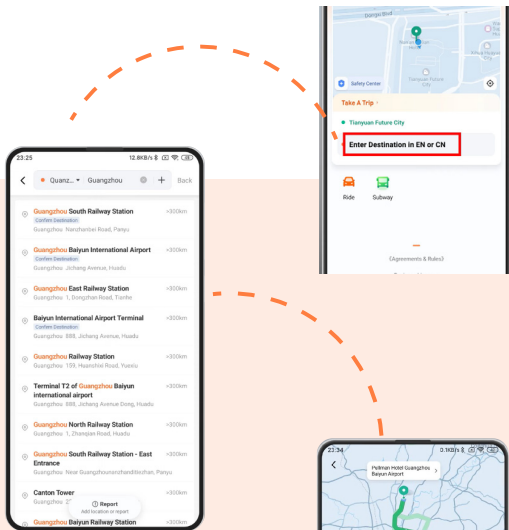
## HOW TO CALL A CAB WITH DIDI?

You need to enable your location first and then tap here to locate your current location. Please double check your current location. You can tap here once again to check if it's the right your current location.



It's very important to locate the right location, because you probably don't speak Chinese

Then click here to typing the destination. You can enter it in Chinese or English, and confirm the destination and select the car type.



Once you confirm the request. You need to wait for a few minutes to wait for driver to take the order and you will see the driver is heading to you.

You need to keep an eye on the car type, car color and car number. Just stay where you are. If you see the car is what you ordered. Don't be shy, just wave your hands when the driver is getting near.



When we get on the car, the driver may ask you what is the last four number of your phone number, don't be afraid, here is a table for your reference.

1	2	3	4	5
Yee	ar	Saan	Si	Woo
One	Two	Three	Four	Five
6	7	8	9	0
Leo	Chi	Ba	Joe	Ling
Six	Seven	Eight	nine	Zero

### Commonly Used Contact Numbers

Local Telephone Inquiry.....	114
Emergency.....	110
Fire Alarm .....	119
Ambulance.....	120
Weather Forecast.....	12121
Traffic Accident.....	122
Shanghai Tourist Hotline.....	962020
Travel Complain .....	6439-3615
Consumer complain .....	12315
Airport service.....	96990
Railway Service.....	12306

# Organizer contacts



Pet Fair Asia Ltd.  
3F, Business Mansion, Shanghai Exhibition Center  
No. 1333 Nanjing Road (W), Shanghai 200040, CHINA  
Tel: +86 21 6195 6088  
E-mail: pfa@globusevents.com

Aida Cuko  
International Business Director  
Tel: +86 13166153479  
aida.cuko@globusevents.com

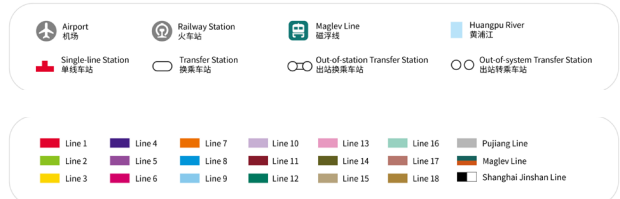
Sales Team  
Ms. Maria Duan  
Senior Sales Manager  
maria.duan@globusevents.com

Marketing Team  
Ms. Winnie Zhu  
Senior Marketing Manager  
winnie.zhu@globusevents.com

Mr. Clement Wong  
International Project Executive  
clement.huang@globusevents.com



# Shanghai Metro Map



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next year!

20-24 August

2025

