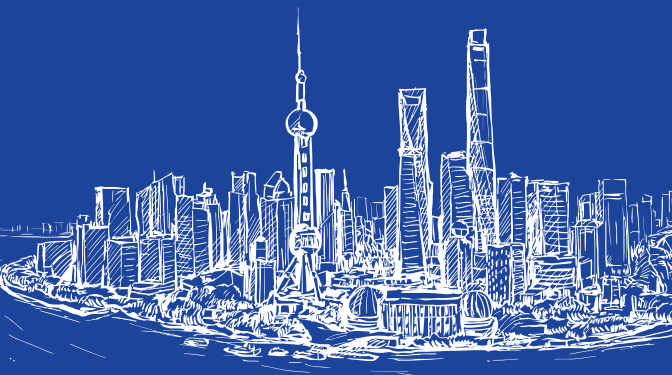




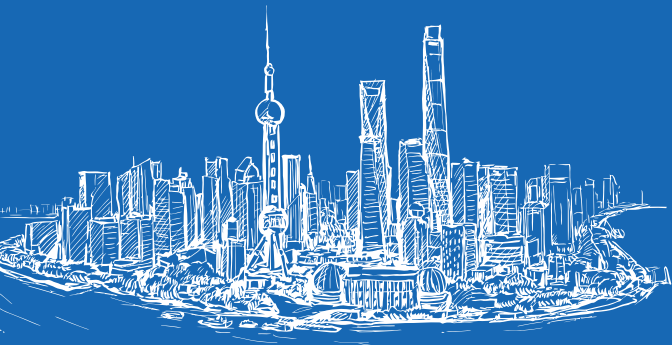
PET FAIR ASIA 2025
上海 SHANGHAI

POCKET GUIDE

Guiding you through the show & the city



SEE YOU
next year!
19-23 August
2026



Welcome to Pet Fair Asia

Dear Participants,

Welcome to Shanghai and to the 27th edition of Pet Fair Asia, the leading international pet industry platform in Asia-Pacific!

This year, over **2,600** exhibitors from across China and around the globe will gather under one roof, showcasing the latest breakthroughs, trends, and innovations in the pet industry. Spanning more than **310,000** sqm of exhibition space, the event will be buzzing with energy - from business discussions and negotiations to inspiring talks, knowledge exchanges, live demonstrations, and interactive activities - all designed to give you an unforgettable, hands-on experience of the pet industry's newest developments in Asia and beyond.

This guide has been specifically prepared to help you easily navigate the show.

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 Team

OPENING HOURS

Trade Visitor Days

	Open	Indoor closed	Outdoor closed
8/20 (Wed.)	09:00	—> 17:30	/ 17:30
8/21 (Thur.)	09:00	—> 17:30	/ 17:30
8/22 (Fri.)	09:00	—> 17:30	/ 19:00

Consumer Days

	Open	Indoor closed	Outdoor closed
8/22 (Fri.)	12:00	—> 17:30	/ 19:00
8/23 (Sat.)	09:00	—> 20:00	/ 21:00
8/24 (Sun.)	09:00	—> 15:00	/ 15:00



EXHIBITOR LIST Pet Fair Asia 2025

Scout all the participating companies and the products, get your own route and schedule meetings in advance.



QR code

INTERNATIONAL BUYERS Guided Booth Tours

Personalized guided tours, organized by the show organizer, are designed to connect international buyers of various pet product categories with carefully selected exhibitors that match their specific needs. Through targeted invitations, precise match-making, and point-to-point guidance, these tours aim to enhance business negotiation efficiency and create greater opportunities for procurement and collaboration.

Date and Time:
20 August 09:30-11:30

Tour Routes:
1. Pet Food
2. Pet Products & Accessories
3. Veterinary



CLUB Business Matching

The show organizer has arranged speed one-to-one meetings between more than 100 carefully selected hosted buyers and over 300 exhibitors participating in the program. These sessions enable participants to establish initial contact and schedule follow-up meetings at exhibitors' booths for more in-depth discussions.

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

Locations:
Pet Food / Pet Products & Accessories
📍 Business Matching Area **W1Q71, W1Q21**

Veterinary
📍 Pharmaceuticals and Stage Area **N4N01**



VIP LOUNGES

Opening hours:
Accessible at any time during opening hours

Locations:
· Outside Hall N1, inside the square
· Hall E1 G51

Access:
Accessible by VIP and media badge holders only



USEFUL Address

How to get to the venue?



EXPO VENUE

上海新国际博览中心 (SNIEC)
Shanghai New International Expo Centre



BY TAXI

Show the following address to your taxi driver:

📍 中国上海浦东新区龙阳路2345号
No.2345 Longyang Road, Pudong New Area, Shanghai, China



BY METRO

The closest metro station is less than 2 minutes walk from the exhibition center: Line 7, station "Hua Mu Road", exit 2.

From the Venue to the Airport and Train Station

✈️ Shanghai Hongqiao International Airport

Line 2 can take you directly to Hongqiao Airport Terminal 1 & 2 in 60 minutes.



✈️ Shanghai Pudong International Airport

Line 2 can take you directly to Pudong Airport Terminal 1 & 2 in 60 minutes.



🚆 Shanghai Hongqiao Railway Station

Line 2 can take you directly to Hongqiao Railway Station in 60 minutes.



ATTRACTIONS that you can reach BY METRO

📍 Jing'an Temple

One of the most famous temples in Shanghai which is located in Jing'an district, offering a serene retreat with beautiful architecture (Take metro **Line 2** or **Line 7**, and get off at Jing'an Temple Station).

📍 Lujiazui

A leading financial and commercial district in China and has become the most attractive place in Shanghai. It is home to iconic skyscrapers such as the Oriental Pearl Tower, Shanghai Tower, and Jinmao Tower (Take metro **Line 2**, and get off at Lujiazui Station).

📍 Nanjing Road Pedestrian Street

One of the most prosperous commercial streets in Shanghai. It is a bustling shopping street filled with stores, malls, and street vendors, lively both day and night (Take metro **Line 2** or **Line 10**, and get off at East Nanjing Road Station).

📍 The Bund

Also known as Wai Tan, a protected historical district in central Shanghai. With all its history and beauty, the Bund is now acclaimed as an outdoor museum of international architecture (Take metro **Line 2**, and get off at East Nanjing Road Station).



CURATED Pet-Friendly DESTINATIONS IN SHANGHAI

📍 Qiantan Leisure Park



Qiantan Leisure Park is a leisure activity and urban green living space with the theme of "ecological frontier", with leisure gardens, slow walking trails, bicycle paths, beaches, and other areas.

How to get there:

100 meters northwest of the intersection of Qiantan Avenue and Yuanzhao Road, Pudong New District



Show the following address to your taxi driver:
前滩休闲公园, 浦东新区前滩大道 (近园照路)

📍 Shanghai Expo Culture Park



August Exclusive!

Open-air Cinema:
Screenings start at 19:00 on Saturday & Sunday
Lawn Live & Summer Night Bazaar:
Friday to Sunday

How to get there:

No.100 Jikun Road, Shanggang Xincun sub-district, Pudong New District



Show the following address to your taxi driver:
上海世博文化公园

ESSENTIAL APPS FOR China & Shanghai



1. WeChat (微信)

WeChat is more than just a chat app—it's your all-in-one digital assistant in China.

- Payments: Use WeChat Pay to pay bills
- Communication: Chat via text, voice, or video with contacts
- You can link your international credit card to WeChat Pay for easy transactions



2. Alipay (支付宝)

Alipay is another go-to platform for digital payments, accepted almost everywhere.

- Foreign Card Support: Register with your passport and connect a credit card
- Convenience: Pay for services, book tickets, and transfer money effortlessly
- It's smart to have both WeChat Pay and Alipay as some merchants prefer one over the other



3. Didi — China's Ride-Hailing App (滴滴)

Think of Didi as China's Uber—it's the easiest way to catch a ride, especially if you're out late or in a rush.

- User-Friendly: Available in English with intuitive features
- Easy Payment: Connect it to WeChat Pay or Alipay for smooth payments
- Didi is your best bet when public transport isn't running or you're traveling off-peak



4. Navigation & Maps (高德地图)

Finding your way around Shanghai is easy with this navigation tool:

- Amap (高德地图): Available in English and packed with real-time transit and traffic info
- Amap is ideal for detailed public transport and walking directions

Product Categories



N1 / N2 / W5 / W4 E7 / E6 / E3

- Pet Food
- Pet Treats
- Prescription Diet
- Pet Fresh Food



E1

- Smart Home
- Pet Friendly Lifestyle

E2 / E3

- Carriers & Travel
- Clothing / Accessories
- Beds & Furniture

W1 / W2

- Grooming / Cleaning & Deodorizers
- Comprehensive Pet Products

W3

- Toys
- Comprehensive Pet Products



N4 / N5

- International Pet Food
- International Pet Products
- International Veterinary Medical & Pet Healthcare
- International Country Pavilions



E3 / E4

- Cat Litter/ Cleaning & Deodorizers
- Beds & Furniture/ Cat Climbing Frame/ Cat Cabinet
- Cat Scratchers/ Cat Toys
- Comprehensive Pet Products
- Pet Food



N3 / N4

- Pet Healthcare
- Veterinary Medical
- Veterinary Medical Device
- In-vitro diagnostics
- Test Paper / Reagent
- Veterinary Hospital
- Others



W6

- OEM/OBM/ODM
- Ingredients & Recipe & Additive
- Smart Factory
- Intelligent Warehousing / Logistics

W7 / W8

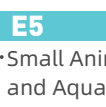
- Packaging materials & design
- Label & Printing
- One product One code marketing traceability
- Testing & Certification
- Others

W9/W10/W11/N7

- Processing Machinery & Equipment
- Packaging machinery & Equipment
- Test Equipment
- Others

N8

- Supply Chain Integration



E5

- Small Animals, Reptile, and Aquarium

HALL PLAN



PET FAIR ASIA NETWORK

Your Gateway to Asia's Pet Industry

PET FAIR EXHIBITIONS

BANGKOK | THAILAND

PET FAIR SOUTH EAST ASIA 2025

October 29 - 31, 2025

Bangkok International Trade & Exhibitions Center (BITEC)

SHENZHEN | CHINA

PET FAIR SOUTH CHINA 2025

December 5 - 7, 2025

Shenzhen World Exhibition & Convention Center

BEIJING | CHINA

PET FAIR BEIJING 2026

March 19 - 22, 2026

China International Exhibition Center (Shunyi Hall)

SHANGHAI | CHINA

PET FAIR ASIA 2026

August 19 - 23, 2026

Shanghai New International Expo Center

PET FAIR ASIA SUPPLY

August 19 - 21, 2026

Shanghai New International Expo Center

PET FAIR ASIA VETERINARY

August 19 - 23, 2026

Shanghai New International Expo Center

THE 14TH INTERNATIONAL PET INDUSTRY SUMMIT —ASIAN CEO SUMMIT



Date: August 19th

CN EN

Time: 13:00-18:00

Address: Grand Huan Ballroom, 3rd Floor, Himalayas Hotel Shanghai



ASIA PET FOOD SUMMIT



Date: August 20th

CN EN

Time: 09:00-17:00

Address: Grand Huan Ballroom, 3rd Floor, Himalayas Hotel Shanghai

OTHER EVENTS TAKING PLACE AT THE EXHIBITION VENUE

Event	Date	Time	Location
Asia Pet Hospital Management Conference	August 20th	10:00-17:30	Meeting Room M47 (2nd Floor between Hall N4 and N5) CN EN
PFA Supply FronTalk: Smart Factory and Logistics & Warehousing Technology Summit	August 20th	14:00-16:00	Hall W7 Forum Stage
Professional Skills Charging Station	August 20th	15:00-17:00	Hall E6 Forum Stage
Asia Pet Breeding Conference	August 21st	10:00-17:00	Meeting Room M47 (2nd Floor between Hall N4 and N5)
Asia Pet Industry Traffic Conference	August 21st	10:00-17:00	Meeting Room M36 (2nd Floor of Hall E6)
Pet Shop Asia Annual Forum	August 21st	13:00-17:00	Meeting Room M38 (2nd Floor between Hall E6 and E7)
Go Global Forum of Pet Industry	August 22nd	10:00-17:00	Hall E6 Forum Stage

13:00-13:15	Opening Address
Part 1	Global Trade Landscape
13:15-13:45	[Keynote Speech] Response Strategies to New Global Trade Landscape <i>Harry Zhang</i> National Lead, International Trade & Customs, Supply Chain, KPMG China
13:45-14:25	[CEO Panel Discussion] Strategic Decisions for Pet Enterprises Amidst Global Trade Shifts Moderator: <i>Zoe Zuo</i> , General Manager of Seek Pet Group Panelists: <i>Juan Xu</i> , General Manager of Royal Canin China <i>Michael Lou</i> , Chairman of World Pet Association, Founder of Patchwork Pet <i>Qin Hua</i> , Chairman of Gambol Pet Group Co.,Ltd., Founder of Myfoodie & Fregate <i>Xue Yuanchao</i> , Chairman and President of Tianyuan Pet <i>Guo Weixue</i> , Founder and CEO of PETKIT <i>Harry Zhang</i> , National Lead, International Trade & Customs, Supply Chain, KPMG China
14:25-14:55	[Trends Report] China Pet Industry Annual Report 2025 <i>Benny Hao</i> Vice President of apa, Owner of Pet Industry Collaboration and Incubation Academy
14:55-15:15	[Keynote Speech] Supply Chain Innovation and User Value Creation - Efficiency Advancement and Experience Upgrade in Pet Industry <i>Jia Maomao</i> General Manager, Pet Business Department, Retail Business Group, JD.COM
Part 2	Loneliness Economy & Emotional Value
15:15-16:15	[Keynote Speech] Emotional Consumption and the Pet Market <i>Atsushi Miura</i> Renowned Social Observer, Founder of Culture Studies, Japan's Leading Market and Consumer Research Company, Japanese Best-selling Author
Part 3	AI + Pet Industry
16:15-16:30	[Keynote Speech] From Dog Speech to Empathy: How AI Is Pioneering the Emotional Value Frontier <i>Arvin Sun</i> Founder& CEO, Traini

16:30-17:05	[Panel Discussion] How to Harness the Power of AI to Drive Product Innovation, Reshape User Experience and Upgrade Enterprise Business Models? Moderator: <i>Benny Hao</i> Vice President of apa, Owner of Pet Industry Collaboration and Incubation Academy Panelists: <i>Arvin Sun</i> , Founder& CEO, Traini <i>Jeff Chen</i> , Co-founder, Chief Executive Officer, Ucloudlink Group Inc. <i>Luo Bin</i> , Founder, Chairman and CEO, Chengdu Tommi Technology Co., Ltd. <i>Chen Li</i> , Chairman of Chongqing Qi Algorithm Company <i>Lin Tan</i> , Entrepreneurship Practice Mentor, Peking University HSBC Business School <i>Jia Tong</i> , General Manager, Shenzhen Xiaowen Intelligent Medical Care
Part 4	Human-Pet Integration: A Cross-Industry Perspective
17:05-17:25	[Cross-Industry Perspective] Fresh Food Commitment: Human Consumer Trends Enlightens Pet Food Evolution <i>Isaac Hou</i> , Founder of Pet & Fresh
Part 5	Full Life Cycle Health Management
17:25-17:45	[Panel Discussion] How Can Enterprises Ride the Trend of Lifecycle Health Management, and Reconstruct a New Paradigm for Sustainable Business Growth? Moderator: <i>Dr. Liu Lang</i> President of apa, Chairman of the Pet Industry Branch of China Animal Agriculture Association, Vice President of Chinese Veterinary Medical Association Panelists: <i>François Gergaud</i> , General Manager, Nestlé Purina PetCare <i>Ganesh Ramani</i> , General Manager, Mars Pet Nutrition China <i>Wei Zhao</i> , Head of Companion Animal business of Zoetis China
Part 6	Growth Potential of Non-Standardized Demands
17:45-18:05	[Panel Discussion] Non-standard Blue Ocean: The Entry and Layout of Cross-Industry Enterprises Moderator: <i>Kai Sha</i> , Head of Pet Business, Xiaohongshu E-commerce Panelists: <i>Shawn Yu</i> , Founder & CEO of GiGwi Brand <i>Willison</i> , Italy VICINO Head of Vicino Brand China <i>Cui Jie</i> , Head of Digital & eCom Asia and General Manager, Blueair China

09:05-09:15	Opening Address
Part 1	Global Insights 2025
09:15-09:30	Trade Trends and Future Opportunities of U.S. Pet Food in the Chinese Market <i>Alexander Blamberg</i> , Director of the Agricultural Trade Office(ATO), USDA
09:30-09:55	Global Pet Food Innovation Trends: Diversified Upgrades and Opportunities in China <i>Jack Zheng</i> , Chief Growth Officer, NielsenIQ
09:55-10:20	Western Sustainability Trends in Pet Food: Innovations Shaping the Future of Environmental Impact <i>Jim Lamancusa</i> , CEO, Pet Sustainability Coalition
10:20-10:45	Rooted in the Pet Industry Chain, JD Supply Chain Finance Helps Merchants Achieve Higher Turnover <i>Li Guanchao</i> , Finance Director, Corporate Finance Business Department, JD Technology
Part 2	Full-Cycle Nutrition and Feeding
10:45-11:10	Full Life-cycle Feeding Solutions Based on 28 Years of Global Expertise in Pet Care <i>Hao Chenlong</i> , Board Director and Vice President of China Pet Foods, CEO of Wanpy
11:10-11:35	Scientific Pet-raising Gives Rise to a Transformation in Product Segmentation: Functionality, Scenarios, and Emotional Value <i>Dr. You Zhongming</i> , Senior Strategic Vice President of Petpal Pet Nutrition Technology Co.,Ltd., Dean of the Petpal Pet Health and Nutrition Research Institute
11:35-12:05	Application and Prospect of Reduced Coenzyme Q10 in the Pet Field <i>Yu Ling</i> , MAG Invited Guest, Reduced Coenzyme Q10 Expert, Kaneka Corporation Beijing Office
12:05-12:35	Dialogue--Unleashing Product Potential: A Product Revolution Driven by Evolving Health Concepts: From Life Stage Feeding to Functional Nutrition Moderator: <i>Jessica Shen</i> Panelists: <i>Guoqian Zhang</i> , <i>Huang Li</i> , <i>lv Shaojun</i> , <i>Joanne Sun</i>
Part 3	Fresh Pet Food
14:00-14:25	Fresh Food Revolution in Pet Food Industry <i>Eva Xu</i> , Co-founder, Pet & Fresh
14:25-14:50	Cold Chain Focus: How Will the Pet Food Supply Chain Be Reshaped? <i>Liu Yu</i> , Senior Fresh Produce Supply Chain Expert, Senior Expert Consultant of Cold Chain Logistics Committee of CLP
14:50-15:30	Panel Discussion: Will Pet Fresh Food Be the Next Industry Trend? Moderator: <i>Yu Laoshi</i> Panelists: <i>Mike Pond</i> , <i>Joy Xu</i> , <i>Alex Sun</i>

Part 4	Functional Ingredients
15:30-16:00	Optimizing Pet Food Nutrition <i>Dr. Shiguang Yu</i> , Global Pet Nutr and Appl Director, dsm-firmenich
16:00-16:30	Dairy Application: Research of A2-type Cow's Milk in Pet Health <i>Huang Feng</i> , General Manager of Pet Food Department, Yuesui Dairy
Part 5	Quality Manufacturing
16:30-17:00	From Pasture to Bowl: Why Meat Source Management Determines Pet Food Quality <i>Liu Jie</i> , Brand Consultant, Safiyy
17:00-17:30	Reconstruction and Symbiosis: The Value Chain Revolution of China's Pet Economy <i>Wang Yingchun</i> , Chairman, Fubei Pet Food

CONTACT US

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Follow us

As an attendee of PET FAIR ASIA, you can take advantage of special discount vouchers at selected bars and restaurants located near the venue. Just show your badge and the coupons enclosed here to enjoy the benefits.

☎ Kerry Parkside 浦东嘉里城

🎫 The discounts are valid from 20 to 24 August 2025



☎ NO.206, 2F, Kerry Parkside
Enjoy a complimentary beer or wine with your meal



☎ L225A, 2F, Kerry Parkside
20% off on selected premium plum & yellow rice wine



☎ L101a, 1F, Kerry Parkside
Afternoon Tea Combo: Sweet & Savory Summer Delights – Only ¥ 29.9



☎ L102B, 1F, Kerry Parkside
20% discount on wine

