Fact Sheet

Trade Show Exhibition: Pet Fair South East Asia 2020

Date and Time: Wednesday 14th - Friday 16th, October 2020 (9:00-17:30)

Venue: Bangkok International Trade & Exhibition Centre (BITEC), Hall 98

Concept: B2B to build up a new business hub for pet industry in South East Asia

Organized by: VNU Exhibitions Asia Pacific Co., Ltd. - VNU Exhibitions Asia

Objective:
1. To let thought-leadership drive the pet industry in South East Asia
2. To scale and market the early market of South East Asia pet industry
3. To unite the global pet industry to be bridged to South East Asian Nations
4. To bring world class conference to South East Asia
5. To build up the stronger pet industry in South East Asia

Exhibitor Profile:

Pet Food
- Absolute Nutrition Co., Ltd.
- AG-Science Co., Ltd.
- AKPPE (Association of Korea Pet Product Export)
- Ampro Pet Nutrition
- Asian Group Services Co., Ltd. (Monchou)
- Bearing Petcare Thailand Co., Ltd.
- Bunny Tierernahrung GmbH
- DSM Nutritional Products (Thailand) Ltd
- Holland Diervoeders (Group Depre)
- International Pet Food Co., Ltd.
- Kit Cat International Pte Ltd.
- Kodanmal Group Co., Ltd.
- Nektech Pet Food Co., Ltd.
- PCG
- Pet Focus Co., Ltd. (Betagro)
- Pet Treats Co., Ltd.
- Pet World Marketing Sdn Bhd (ProDiet)
- Premier Canning Industry Co. Ltd.
- RH (Beijing) Tech Consulting Ltd.
- Rush Direct Inc.
- Sea Value Plc.
- Solid Gold Inc.
- Southeast Asian Packaging and Canning Ltd. (Kingfisher)
- SPF Diana (Thailand) Co., Ltd.
- Thai Inaba Food Co., Ltd.
- Thai Union Manufacturing Co., Ltd.
- Tropical Canning (Thailand) Public Co., Ltd.
- United Petfood Producers NV
- Yantai China Pet Foods Co., Ltd. (Wanpy)

Pet Care/Pet Health
- Absolute Pet International Pte Ltd.
- O-Square Distribution Co., Ltd.

Pet Products
- Avant Pet Resources Sdn Bhd
- Flexi - Bogdahn International GmbH & Co. KG
- Shaw Pet Co., Ltd.
- Sinhan Aquos Co., Ltd.
- Rolf C. Hagen Group
- Roses Top Dog Ltd.

Pet Accessories
Veterinary
Online/ Marketing/Services

Delegate/Visitor Profile:
- Traders/distributors
- Veterinarians
- Retailers
- Entrepreneurs

Estimated Visitors: 8,500 pax

Conference:
- Pet Fair SEA Press Conference | December 13th, 2019
- Pet Food Forum (tentative)
- WSAVA Forum (tentative)
- PetXpert: Future Petfood ingredients
- Next Generation Petfood: Ideas, trends, and leading

Sponsorship:
- Association

[Image]
- **Media Partners**

  - clubpets
  - PET INDUSTRY NEWS

- **Launch Partners**

  - solid gold
  - monch\'u
  - ProDiet
  - Instinct
  - Ostech
  - HAGEN
  - PCG
  - Absolute Nutrition Co., Ltd.
  - Thai Union
  - Wanpy
**Pet Fair South East Asia 2020**  
*Fact & Figure for announcement*

<table>
<thead>
<tr>
<th>Space (sqm.)</th>
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<tbody>
<tr>
<td>Exhibition Space (gross area)</td>
<td>8,500</td>
</tr>
<tr>
<td>Sold Space (net space)</td>
<td>4,200</td>
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</tbody>
</table>

| Exhibitor Company               | 250 |

| Retention Rate                  | N/A  |

<table>
<thead>
<tr>
<th>Sq.m. Comparison</th>
<th></th>
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<tbody>
<tr>
<td>Local</td>
<td>1,200</td>
</tr>
<tr>
<td>International</td>
<td>3,000</td>
</tr>
<tr>
<td>Total</td>
<td>4,200</td>
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</table>

<table>
<thead>
<tr>
<th>Number of Company</th>
<th></th>
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<tbody>
<tr>
<td>Local</td>
<td>50</td>
</tr>
<tr>
<td>International</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>250</td>
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<thead>
<tr>
<th>Figure for Public</th>
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<tbody>
<tr>
<td>Exhibitor</td>
<td>250 (19 countries)</td>
</tr>
<tr>
<td>Visitor (expect)</td>
<td>7,000 (12 countries)</td>
</tr>
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| Pre-register (As of 17/04/20)   | N/A  |

| New countries of exhibitor      | The Netherlands, UK, Germany, France, Spain, Australia, Belgium, USA, Canada, Japan, Korea, China, Taiwan, India |

| New Comer                      | 100% |

| Countries Pavilion             | 5    |

<table>
<thead>
<tr>
<th>Species/Industry Segment</th>
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<tbody>
<tr>
<td>Pet Food</td>
<td>120 companies</td>
</tr>
<tr>
<td>Pet Care/Pet Health</td>
<td>50 companies</td>
</tr>
<tr>
<td>Pet Products</td>
<td>61 companies</td>
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<tr>
<td>Pet Accessories</td>
<td>12 companies</td>
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<tr>
<td>Veterinary</td>
<td>2 companies</td>
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<tr>
<td>Online/ Marketing/Services</td>
<td>5 companies</td>
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<tr>
<td>Total</td>
<td>250 companies</td>
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<table>
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<tr>
<th>Invited Buyer Figure</th>
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<tbody>
<tr>
<td>International</td>
<td>300</td>
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<tr>
<td>Local</td>
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<tr>
<td>Total</td>
<td>300</td>
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<table>
<thead>
<tr>
<th>Conference</th>
<th>3</th>
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<tbody>
<tr>
<td>64 sessions</td>
<td></td>
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<tr>
<td>64 international speakers</td>
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</table>
**Highlight Sessions**

Keynote speakers from World Thought-leaders:
- USA, Jacinthe Murreau
- Germany, Thorsten Toeller
- Australia, Share Ryan
- Thailand, Mr. Jacques Boshoff
- Asia CEO Summit

**Number of Delegate**

320

**Newest companies joining Pet Fair South East Asia for the 1st time**

All companies

**Biggest sq.m. increase compared with the last edition**

N/A

*Request Factsheet: kattika@vnuexhibitionsap.com*