



## Fact Sheet

**Trade Show Exhibition:** Pet Fair South East Asia 2020

**Date and Time:** Wednesday 14th - Friday 16<sup>th</sup>, 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 Distribuion Co., Ltd.

#### Pet Products

- Avant Pet Resources Sdn Bhd
- Flexi - Bogdahn International GmbH & Co. KG
- Shaw Pet Co., Ltd.
- Sinhan Aquas 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





**TPFA**  
สมาคมการค้าอาหารสัตว์เลี้ยงไทย  
Thai Pet Food Trade Association



- Media Partners



- Launch Partners



# Pet Fair South East Asia 2020

Fact & Figure for announcement

## Space (sqm.)

Exhibition Space (gross area)	8,500
Sold Space (net space)	4,200

**Exhibitor Company** 250

**Retention Rate** N/A

## Sq.m. Comparison

Local	1,200
International	3,000
Total	4,200

## Number of Company

Local	50
International	200
Total	250

## Figure for Public

Exhibitor	250 (19 countries)
Visitor (expect)	7,000 (12 countries)

**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

## Species/Industry Segment

Pet Food	120 companies
Pet Care/Pet Health	50 companies
Pet Products	61 companies
Pet Accessories	12 companies
Veterinary	2 companies
Online/ Marketing/Services	5 companies
Total	250 companies

## Invited Buyer Figure

International	300
Local	0
Total	300

**Conference** 3

64 sessions

64 international speakers

## 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@vnuexhibtionsap.com](mailto:kattika@vnuexhibtionsap.com)

**Organized by:** **VNU** | ASIA PACIFIC **VNU** 万耀企龙