

BANGKOK
OCTOBER 14-16, 2020

EXCLUSIVELY B2B | INNOVATION SOURCE 7500 BUYERS | 300 EXHIBITORS

PET FAIR SEA

south-east asia



Business Community | ASIA
www.petfair-sea.com



The Pet Food Industry in SEA is changing rapidly with the propagation of the humanization trend. The consumer is more mindful in the quality and transparency of pet nutrition. The disruption of e-commerce from a rising contingent of millennials are changing the retail patterns while elevating the pet food business to a whole new era.

Mr Choy Peng Yew,
CEO of Pet World Marketing Sdn Bhd

An emergent middle class with increased societal affluence coupled with a greater awareness of animal welfare will mean a greater demand for high quality companion animal veterinarians & veterinary services in South East Asia

Dr. Shane Ryan
President WSAVA: World Small Animal Veterinary Association



Pet parents tend to look to people working in the pet industry to provide expert advice on pet care. Groomers are often the first source of information for pet owners. The priority for groomers today should be to provide a safe, hygienic, well-planned, professional establishment, to show compassion and respect to the animals in their care and to support education and training.

International Groomers Association
Lynn Leonardi (IGA Director)

The pet industry in Australia has had some major changes, particularly in retail. There is a domination of 2 major retailers and demise of some smaller ones. However, the small ones can still compete by keeping animals. Our relationship with the rest of SEA has been good, mainly in importing but also exporting.

Mr. Bob Croucher
- The publisher of Pet Industry News

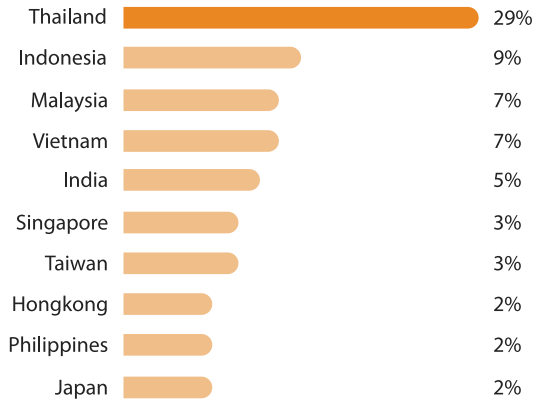


Since our inception, PLC has been working tirelessly to translate love and passion for pets into real value, by offering pets and pet owners alike unparalleled access to quality products and services in an environment that is unique and fun. All this is in line with our vision to be Asia Pacific's leader in pet care services.

David Ng
Executive Director and CEO, Pet Lovers

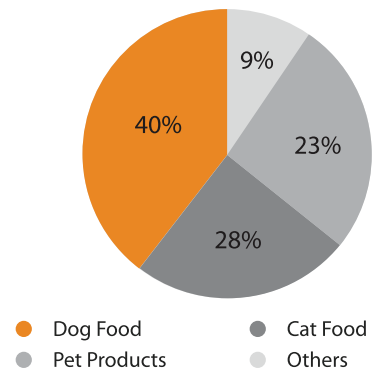
WHO WILL YOU MEET ?

Top 10 Visitors



7,500 Trade Buyers

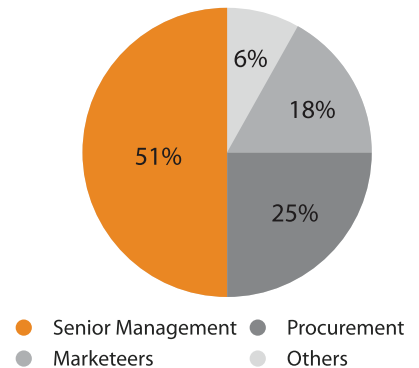
Market Drivers



Visitor's Profile

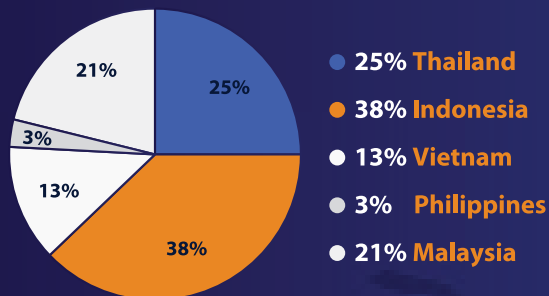


Community Level



PET INDUSTRY: SOUTH-EAST ASIA

Market Size Pet care 4 Billion USD

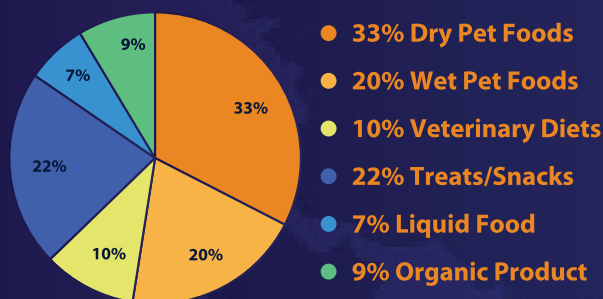


4 Billion dollar market share

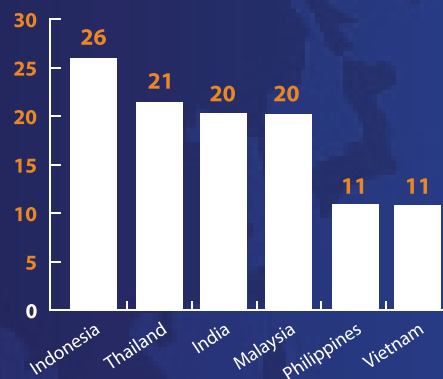
Emerging Market Growth SEA:



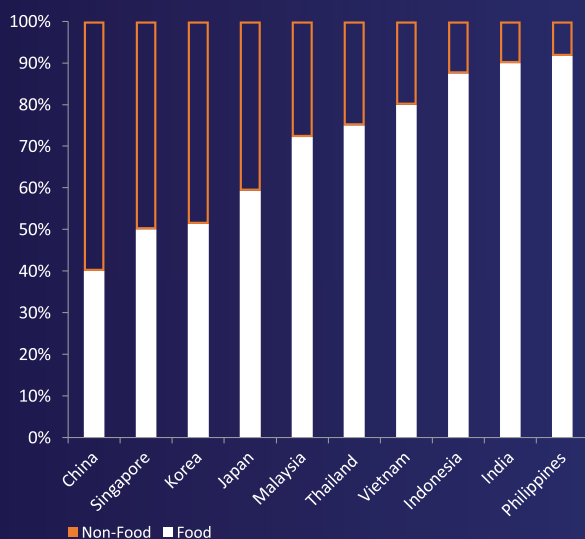
ASEAN Pet Food Market Share (%), By Product Type



Companion animal population SEA: Dogs + Cats



Pet Food Market Share SEA



Trends

- ASEAN region to reach in 2030 the same market volume as China in 2020.
- Countries with an immediate need of more foreign brands. Limited competition.
- Strong demand for imported high-quality dry pet food & snacks.
- High potential for pet chew toys, smart products and accessories.
- Thailand and Indonesia are currently the best performing markets.



Believes in sustainable growth with quality is key. As a leading pet hospital in Thailand, Thonglor Pet Hospital aims to innovate in ways to improve pet lives by pushing the boundaries of veterinary practices in Thailand.

Kitika Chaisupatanakul
Founder and CEO - Thonglor Hospital Group

“MONCHOU” is a French word meaning “darling” representing the love between my pet and me. We are ready to give back a live-long happiness by MONCHOU’s premium products, to take care of our lovely pet with love.

Somsak Amornrattanaichai
- CEO of Manchou



Fuelled by a fast-growing middle class and the trend towards premiumization, we will be seeing high growth rates in the wet, dry and snack food category all over Asia in the coming years.

Torsten Toeller
- CEO & Founder FRESSNAPF GROUP

BOOTH PRICING

RAW SPACE (min 24 m²)

- Early Bird : USD 260/m²
- After Dec. 27 : USD 280/m²

SHELL SCHEME (min 12 m²)

- Early Bird : USD 300/m²
- After Dec. 27 : USD 320/m²

PREMIUM SHELL SCHEME

- Early Bird : USD 320/m²
- After Dec. 27 : USD 340/m²

WHY SHOULD YOU EXHIBIT?

- The **only B2B exhibition** in South-East Asia.
- Secure market shares in the **fastest growing region** worldwide - a **20 billion USD market** by 2030.
- **Scale up your distribution** to several markets at once : Thailand, Indonesia, Malaysia, Singapore, Philippines, Vietnam, Cambodia, Laos, Myanmar, Brunei, India, Sri Lanka, etc.
- Pre-arranged meetings with **highly qualified hosted buyers**.
- Attend **world-class conference** focusing on innovation, pet health and business trends.

LAUNCH PARTNERS



Booth Reservation

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Venue

Bangkok International Trade and Exhibition Center (BITEC) - Hall 98

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