

3rd Edition

petfair[®] 2024
SE ASIA

BANGKOK, THAILAND

30 OCTOBER - 1 NOVEMBER 2024

**THE INTERNATIONAL PET INDUSTRY HUB
IN SOUTH EAST ASIA**

THE GLOBAL PET INDUSTRY IS RETURNING TO BANGKOK IN 2024.

Organized in Thailand's vibrant capital, Pet Fair South East Asia provides the international pet industry with a fully business-to-business Partnership Hub for Distribution, Retail, and Sourcing. The show, which celebrated its second edition in 2023, is jointly organized by VNU Asia Pacific, based in Bangkok, Thailand, and VNU Asia, based in Shanghai, China.

In only its second edition in 2023, Pet Fair South East Asia welcomed a total of 9,646 trade visitors from 74 countries on the show floor and featured 281 exhibiting companies from 43 countries, proving that its industry reach extends well beyond the ASEAN region.

The third edition of the show will take place from October 30 to November 1, 2024, with an extended hall capacity at Bangkok International Trade & Exhibition Centre (BITEC). The show's project team is already looking forward to welcoming back the global pet industry to the beautiful city of Bangkok and to raising the bar again, both in terms of numbers and the overall show experience.

THE TOP REASONS TO EXHIBIT

- 🐾 A **strategic market entry and market expansion platform** for the pet industry in Asia and surrounding regions
- 🐾 Trade visitors from well-over 70 countries within a **fully B2B concept**
- 🐾 A show floor featuring leading global pet industry players and companies covering **the whole pet industry value chain**
- 🐾 A **Global sourcing hub** for private-label pet food and ingredient solutions
- 🐾 A premium and special tradeshow experience paired with **Thailand's world-class hospitality.**



2023

THE SECOND EDITION IN NUMBERS



9,646

TRADE VISITORS



43

COUNTRIES EXHIBITING



1,088

CONFERENCE PARTICIPANTS



74

COUNTRIES VISITING



281

EXHIBITORS



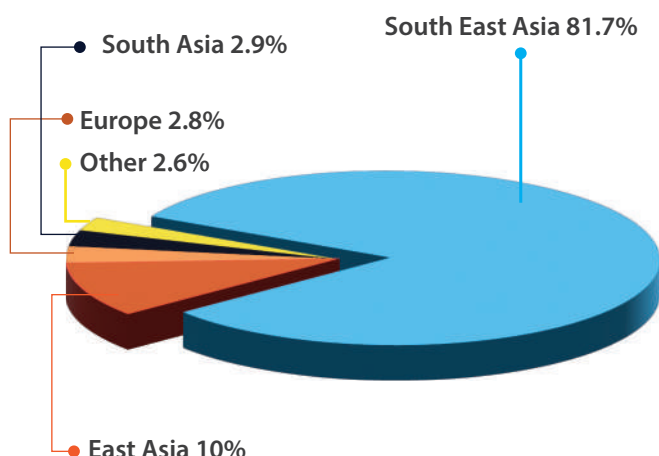
30

CONFERENCE SESSIONS

VISITORS 2023

TOP 5 VISITORS COUNTRIES

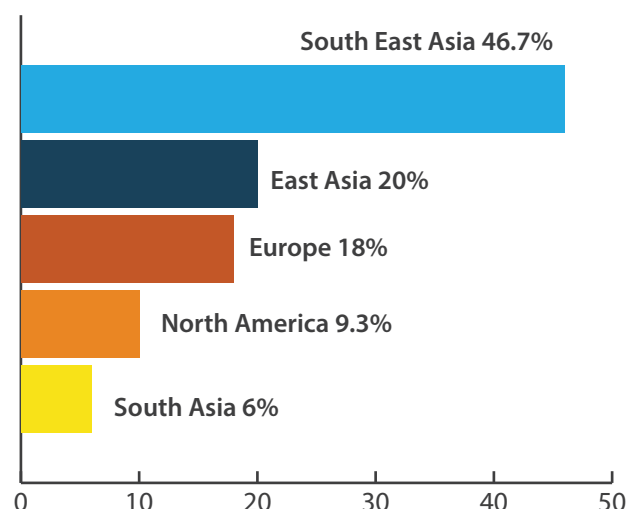
1. Thailand
2. Malaysia
3. China
4. India
5. Philippines



EXHIBITORS 2023

TOP 5 EXHIBITING COUNTRIES

1. Thailand
2. China
3. Korea
4. USA
5. India



PRODUCT CATEGORIES

- 🐾 Pet Food
- 🐾 Pet Treats
- 🐾 Pet Healthcare / Supplements
- 🐾 Pet Accessory
- 🐾 Pet Hygiene
- 🐾 Pet Food Ingredients
- 🐾 Pet Grooming
- 🐾 Pet Technology
- 🐾 Pet Furniture
- 🐾 Pet Apparel
- 🐾 Pet Carrier
- 🐾 Machinery & Packaging Solutions

VISITOR PROFILE 2023

Importer	17.5%
Distributor	16.4%
Brand Owner	15.2%
Retailer	10.1%
OEM Manufacturer	9.9%
Wholesaler	8.1%
Ingredient Supplier	4.2%
Veterinarian/Animal Hospital	2.6%
Media	2.6%
Packaging Supplier	2.5%
Grooming/Hotel Services	2.4%
Consulting	2.4%
Investor	2.0%
Breeder	1.4%
Machinery Supplier	1.3%
Association	0.7%
Government	0.7%

SE ASIA
Networking Night
ONE NIGHT IN BANGKOK
V.2

Date: Thursday 26 October 2023
Time: 19:00 - 00:00 hrs.
SKY BAR & RESTAURANT



BOOTH PACKAGE

Remark: Exclusive Thai VAT (7%)

Administration Fee (for Show Guide, Matchmaking, Product Showcase, Social Media): 295 USD

Administration Fee (for Show Guide, Matchmaking, Product Showcase, Social Media) – Thai Pet Avenue: 5,500 THB

 (November – February)

 (February – October)

	 Large raw space (100 sqm - 200 sqm)	 Medium raw space (49 – 99 sqm)	 Small raw space (18 – 48 sqm)	 Premium Shell Booth (18 sqm)	 Premium Shell Booth (18 sqm)	 Basic Shell Booth (12 sqm)	 Thai Pet Avenue Booth (Thai Companies Only) (9 sqm)
Aisle (1 side open)	210 USD / sqm	230 USD / sqm	255 USD / sqm	305 USD / sqm	320 USD / sqm	70,000 THB / booth	2,500 USD / booth
Corner (2 sides open)	222 USD / sqm	242 USD / sqm	267 USD / sqm	315 USD / sqm	330 USD / sqm		
End of Row (3 sides open)	227 USD / sqm	247 USD / sqm	272 USD / sqm	320 USD / sqm	340 USD / sqm		
Island (4 sides open)	232 USD / sqm	252 USD / sqm	277 USD / sqm	325 USD / sqm	345 USD / sqm		
Aisle (1 side open)	230 USD / sqm	250 USD / sqm	275 USD / sqm	325 USD / sqm	340 USD / sqm	80,000 THB / booth	2,800 USD / booth
Corner (2 sides open)	245 USD / sqm	265 USD / sqm	290 USD / sqm	340 USD / sqm	355 USD / sqm		
End of Row (3 sides open)	250 USD / sqm	270 USD / sqm	295 USD / sqm	345 USD / sqm	360 USD / sqm		
Island (4 sides open)	255 USD / sqm	275 USD / sqm	300 USD / sqm	350 USD / sqm	365 USD / sqm		

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SE ASIA

MEET THE PEOPLE BEHIND THE SHOW

In today's rapidly evolving landscape of geopolitics and technology, the world is undergoing profound and dynamic transformations. The fact that thousands of pet industry stakeholders from all parts of the world will be gathering over the next three days on a show floor that didn't even exist two years ago is certainly a testament to this ongoing change in the world.

In this context, we are excited to continue developing a powerful trade platform that offers both commercial value and personal enjoyment to its attendees in the years to come.



Get in touch with us

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