

## Bangkok to become the pet industry's 2022 meeting place in Asia

*Bangkok, May 31, 2022*

**Pet Fair South East Asia – The ASEAN Pet Industry Partnership Hub for Distribution, Retail, and Sourcing – is set to take place from October 26-28, 2022 at the BITEC Exhibition Center in Bangkok, Thailand. Three exciting Days of Networking, Learning and Deal-Making are awaiting ASEAN's and the international pet industry community in Bangkok.**

Organized by the VNU Group, Pet Fair South East Asia is the latest regional expansion of the 'Pet Fair Brand' (e.g. Pet Fair Asia in Shanghai) offering the international pet industry the first fully B2B pet industry tradeshow platform for South East Asia's fast-emerging pet markets.

The three-day tradeshow unites key distribution, retail and veterinary player providing export-oriented companies with a strategic market-entry and market expansion platform for South East Asia, but also additional markets such as India and the Middle East. With Thailand being the 4th largest pet food exporting country worldwide, the show furthermore functions as a Global Sourcing Hub for Private Label Petfood, Treats and Ingredient Solutions.

Pet Fair South East Asia in Bangkok is a sister event of Pet Fair Asia in Shanghai. With the ongoing travel restrictions in China however, Pet Fair South East Asia will become only international B2B meeting hub in Asia. As a result, the organizers are happy to announce that already 85% of the exhibiting space has been booked as of May 2022.

More than 120 companies from various markets such as the US, Canada, Europe, India, China, Japan, South Korea and South East Asia will be exhibiting their product portfolios and solutions in the search for new win-win distribution, retail and sourcing partnerships. In addition to that, the show will feature a highly international conference program over three days featuring the latest pet industry insights and trends.

"Pet Fair South East Asia from October 26-28, 2022 gives me the perfect opportunity to finally meet my distributor network all over Asia face-to-face again after these challenging times", states Miguel Deleare, Area Sales Manager of exhibiting company Versele-Laga from Belgium. "I am more than excited to join South East Asia's first fully B2B Pet Industry Tradeshow and get in touch with the novelties in the pet food market."

Pet Fair South East Asia's visitor access will be free-of-charge. The show will feature an Industry Networking Night as well as a Hosted Buyer Program for the region's top distributors, retailers and private label buyers.

For more information and to pre-register as a visitor, visit [www.petfair-sea.com](http://www.petfair-sea.com).

Companies interested in securing one of the few remaining exhibitor slots can enquire for more information via [petfairsea@vnuasiapacific.com](mailto:petfairsea@vnuasiapacific.com).