



SuperZoo and Pet Fair South East Asia join forces to bring the United States and Asian Pet Industry Together

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SuperZoo, the leading pet industry tradeshow in North America, and Pet Fair South East Asia, the pet industry's new trade hub in Asia, are excited to announce their new show cooperation. This partnership aims to unite the United States and Asian pet industry and promote intercontinental collaboration among stakeholders.

Throughout 2023, the organizers of SuperZoo and Pet Fair South East Asia, The World Pet Association and VNU Asia Pacific, will be working together on various levels, including cross-promotion of their respective shows and conference content creation.

"We are honored to have World Pet Association and SuperZoo as a global partner for the United States of America, the world's largest pet market," says Johannes C. Kraus, Project Manager at Pet Fair South East Asia. "This new partnership will certainly accelerate collaboration between the U.S. and Asian pet industry stakeholders."

Mike Karsting, Senior Vice President of Events at The World Pet Association, comments, "We are thrilled to partner with Pet Fair South East Asia and work together to bring the global pet industry closer. This collaboration will provide a unique opportunity for businesses to connect and explore new opportunities worldwide."

SuperZoo 2023 is set to take place from August 16-18, 2023, in Las Vegas, Nevada, USA. Pet Fair South East Asia will follow two months later, from October 25-27 in Bangkok, Thailand.

About SuperZoo:

SuperZoo boasts the most buyer participation of any trade show for the pet retail industry in North America. SuperZoo provides pet retail and industry professionals with leading-edge education and access to the most comprehensive array of market-ready products for a hands-on experience for retailers to competitively differentiate themselves. For the ninth consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), the show attracts retailers, product suppliers and service providers at this must-attend annual event. For more information: www.superzoo.org.

Info & Enquiries: www.superzoo.org

About Pet Fair South East Asia:

Organized in Bangkok (Thailand), Pet Fair South East Asia provides the international pet industry with a B2B Partnership Hub for Distribution, Retail, and Sourcing. With trade visitors from over 60 different countries present at the inaugural 2022 edition, the three-day pet industry tradeshow has proven that its buyer reach goes well beyond the South East Asian region, covering additional key growth markets such as the Middle East, India, and Oceania. The 2023 edition is expected to feature over 300 exhibiting companies and will display a wide range of product segments for both brand and private label business on the show floor.

Info & Enquiries: www.petfair-sea.com