

## **PET FAIR SOUTH EAST ASIA re-adjusts its schedule for 2021**

Bangkok – Shanghai, March 15, 2021

**Facing ongoing uncertainty with regards to business travel within Asia, the organizers of Pet Fair SEA took the decision to proactively adjust their schedule for 2021. As a result, a comprehensive 12-month virtual roadmap is being introduced for both exhibitor and buyer communities ahead of the newly scheduled live tradeshow in Bangkok, Thailand. The new show dates are confirmed to be February 16-18, 2022.**

The slow Covid-19 vaccine rollout and the resulting continuous uncertainty with regards to global business travel have led the organizers of Pet Fair SEA to re-assess the situation and their planned schedule for 2021. As a result, VNU Asia Pacific (Bangkok, Thailand) and VNU Asia (Shanghai, China), have decided to postpone the physical tradeshow (originally scheduled for October 2021) to 16-18 February 2022 at the Bangkok International Trade & Exhibition Centre (BITEC).

For 2021, the organizers have launched a comprehensive virtual roadmap consisting of three fully virtual events accompanied by various online conferences centered around Pet Fair SEA's mission to create an ASEAN Pet Industry Hub for Distribution, Retail and Sourcing of Pet Food, Pet Supplies and Veterinary Products.

The first event will be 'Pet Link Asia - Buyers' Club' organized by VNU Exhibitions Asia, taking place from May 18-21, 2021. The four-day virtual event will feature a comprehensive match-making program for international product, procurement and sourcing managers with top pet industry suppliers from all over Asia.

The year's second virtual event will be 'PreConnect by Pet Fair SEA', which will take place from June 24-25, 2021. The first edition of PreConnect in October 2020 successfully united 60 exhibitors with over 500 pet industry buyers. Nearly 50% of the visitors consisted of South East Asia-based Importers & Distributors seeking for new partnerships in their respective markets. PreConnect will serve as the ideal market test opportunity for brands newly arriving to South East Asia ahead of the live show in February 2022. A third edition of 'PreConnect' is planned to follow later in Q4 2021.

"Pet Fair SEA is a newly launched event and as such, we are particularly committed to meet the highest standards both in terms of exhibitor's ROI and visitor's satisfaction. We have therefore decided to adapt the schedule now, so we can ensure planning certainty for all involved stakeholders and at the same time be able to meet the high expectations towards the premiere" explains Pet Fair SEA Project Leader Johannes Kraus. "Nevertheless, the global pet industry is currently seeing new record-highs and industry suppliers as well as demand side are increasingly utilizing digital event formats for their current business development. In this context, we are excited to continue providing our virtual value platforms to the industry throughout 2021."

## **About Pet Fair South East Asia**

With its mission to create an ASEAN Pet Industry Hub for Distribution, Retail and Sourcing of Pet Food, Pet Supplies and Veterinary Products, Pet Fair SEA is the South-East Asian edition of the 'Pet Fair Network', the world's largest innovation hub for the global pet industry with shows in Shanghai, Beijing, Guangzhou, and Bangkok. Pet Fair SEA provides international pet brands with a strategic platform into South East Asia's fast-emerging pet markets uniting the region's key distribution and retail players. With Thailand ranking the 4<sup>th</sup> largest pet food exporting country worldwide, the show furthermore serves as a Global Pet Food Sourcing Hub. Pet Fair SEA is scheduled to take place from **16-18 February, 2022 in Bangkok, Thailand** and will feature a comprehensive Hosted Buyer Program.

More information on Pet Fair SEA and the upcoming virtual events can be found at [www.petfair-sea.com](http://www.petfair-sea.com)

## **About VNU Asia Pacific**

VNU Asia Pacific is part of the VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai and Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In South East Asia, Jaarbeurs has formed a Joint Venture with TCC Assets, a leading corporate conglomerate in the fast-growing region. From its business hub in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. The company's constantly evolving show portfolio includes brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences and Biotechnology industries. For more information, please visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)

## **About VNU Exhibitions Asia**

As one of the earliest exhibition organizers in China, VNU Exhibitions Asia has been a leader in China's exhibition industry for more than twenty years. Through the joint efforts of over 300 outstanding employees, the company hosts more than 35 top exhibitions and conferences in China and abroad each year, with a total exhibition area of over 1,000,000 square meters. The company is headquartered in Shanghai, China. For more information, please visit [www.vnuexhibitions.com.cn](http://www.vnuexhibitions.com.cn)

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## **The Pet Fair Network Schedule**

Pet Fair Beijing (Beijing, China)	19-21 May, 2021
Pet Fair Asia (Shanghai, China)	18-22 August, 2021
Pet Fair South East Asia (Bangkok, Thailand)	16-18 February, 2022