

Pet Fair Asia

Adapting to the Demands of the



Mr. David Zhong, managing director of VNU Exhibitions Asia

Recently, PETS International had an interview with Mr. David Zhong, Managing Director of VNU Exhibitions Asia to discuss the background of the changes in the concept.

Pet Fair Asia is renewing the format of their event; the two-day B-to-B exhibition will now be combined with:

- Online international matchmaking portals that can help you find your sourcing partners
- A one-day symposium, entitled PETSLink Asia, discussing the challenges of doing business in Asia (September 19, 2005)
- The two-day Pet Fair Asia Professional, a strictly B-to-B exhibition event (September 20 - 21, 2005)
- Optional sourcing tours to Chinese pet-product production companies (with translator and other necessary arrangements provided)

Why is Pet Fair Asia changing its concept?

In order to meet the demands of the ever changing global business environment, VNU Exhibitions Asia plans to offer a reconstructed Pet Fair Asia. It is our goal to offer to the visitor, as well as the exhibitor, a platform through which the best possible business opportunities can be formed. To reach this goal, Pet Fair Asia will be offering a variety of new services to make an exhibition in Asia as valuable as possible.

What are the changes found in the new Pet Fair Asia Professional?

There are two very important changes to the Pet Fair Asia concept. First, Pet Fair Asia currently hosts a business-to-business show in conjunction with a business-to-consumer show. For the newest instalment, the consumer show will not be offered at the same time. Instead, Pet

Fair Asia Professional will focus on international business relationships and opportunities to expand your production and distribution channels. Second, in cooperation with PETS International, Pet Fair Asia Professional will host a symposium, entitled PETSLink Asia, that is focused on the current trends and concerns with doing business and sourcing in Asia, and especially, China. PETSLink Asia will provide the information needed to successfully link your business to the global market, part of it is also the online international matchmaking portals that can help you find your sourcing partners before the event will start.

What is the benefit of Pet Fair Asia Professional for the International pet market?

PETSLink Asia as well as the online matchmaking portal will offer an opportunity for interested parties from the global pet industry an avenue through which they can meet potential sourcing partners from Asia. The forum will also provide an assortment of appealing and informative programs to help motivate and educate the global customer about the pet industry and the particulars of doing business in Asia. Joint venture plans, OEM opportunities, rules & regulations, and relevant laws will be discussed during the symposium.

On the Internet before the show, and during Pet Fair Asia Professional, a "matchmaking area" will be established in order to facilitate the communication between interested sourcing partners. The trade show floor can be a busy place, so the matchmaking area will provide a convenient location where you can communicate with potential partners more efficiently and effectively. This service will be included in the PETSLink Asia package.

What are your goals to be achieved at Pet Fair Asia Professional?

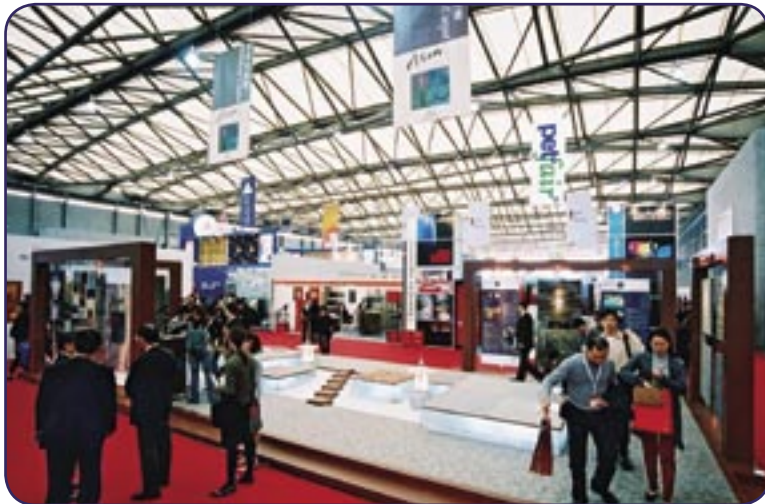
Our goals for the next event are to provide the best possible means through which interested parties from China and abroad can meet and develop successful business relationships. As the Chinese pet industry and production capabilities continue to develop, VNU Exhibitions Asia will provide platforms where visitors can meet the appropriate companies for which they are looking. Whether it's meeting new clients or suppliers, getting inspired by professional presentations, learning what the latest trends and developments are within the market, or meeting new colleagues from around the industry, it's fascinating what exhibitions can generate. Meeting face to face is the very best way to develop business.

Main facts of Pet Fair Asia Professional

- The dates: September 20-22, 2005.
- Location: the Shanghai New International Expo Centre (with convenient access to Pudong International Airport)



Global Market



Shanghai International Expo Centre, Shanghai

Why do you organise the PETSLink Asia conference in joint effort with PETS International?

The partnership between PETS International and VNU Exhibitions Asia provides a dependable, trustworthy organizing team with experience in China and around the globe. By combining the industry knowledge of PETS International with the organizing experience of VNU Exhibitions Asia, PETSLink Asia, in conjunction with Pet Fair Professional, will ultimately become the not-to-be-missed event in the Asian pet industry. ■

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The Chinese pet market, Facts & Figures:

- With 1.3 billion inhabitants, China is the world's most populous country;
- Consistent GDP growth around 9% for the last several years;
- The money spent on promotions rose 40%, to \$14.5 billion, in 2003; making China the 6th largest promotional market in the world, behind the US, Japan, Germany, the UK, and France;
- German car giant Volkswagen has been selling more cars in China than in Germany since 2003
- The top two wishes of the Chinese consumer:
First... a house
Second... a pet!

Pet Fair Professional in more detail

a. Matchmaking

Finding partners to fit your needs

Online international matchmaking portals will help you to find your sourcing partners before the event and will let the exhibitors and the visitors to prepare their exhibition efforts more effectively and efficiently.

During the exhibition, matchmaking services will be offered in order to facilitate meetings that will help jump-start your business relationships.

Will be available to participants in PETSLink Asia and to visitors who pre-register.

b. PETSLink Asia

Linking your business to the Asian market (September 21, 2005)

The a one-day symposium entitled PETSLink Asia will inform and train international buyers, manufacturers, and professionals who are interested in China's pet market.

The symposium will discuss and present:

- The Asian market in figures and future trends
- Logistics, regulation & laws, and means of accountability
- Establishing partnerships/joint ventures/OEM
- Case studies of Chinese and international companies with experience in global trade and the pet industry

c. Pet Fair Asia Professional

A strictly B-to-B exhibition event (September 22-23, 2005)

The two-day Pet Fair Asia Professional business-to-business exhibition will display a variety of products from the pet and aquatic industries. Pet Fair Asia Professional is the place to meet China's suppliers of the pet industry if you want to source in China. The exhibition is also a convenient way to make your entrance into China's emerging and growing domestic consumer industry. Numerous Chinese traders and retailers will be attending.

d. Sourcing Tours

See Chinese production capabilities first-hand. They will provide optional facility tours that allow you to see first-hand the production methods of potential partners and provide for you a better understanding of the quality of Chinese sourcing facilities and their ultimate possibilities (September 24).