



No.1 Pet and Aquarium Fair in Asia  
Based in Asia, Influence the World



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ChinaInternationalPetShow

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THE ONLY B2B INTERNATIONAL PLATFORM IN ASIA



# THE 25<sup>th</sup> CHINA INTERNATIONAL PET SHOW

# CIPS 2021

November 17-20, 2021

National Exhibition and Convention Center  
Shanghai, China

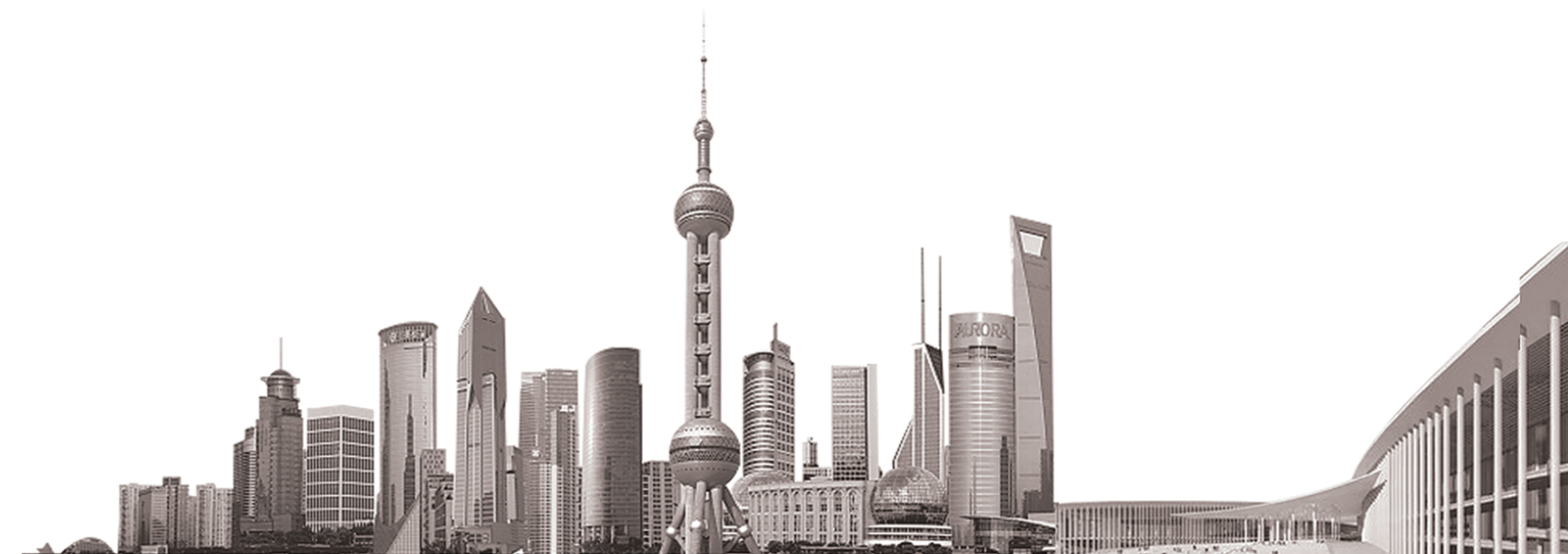
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ChinaInternationalPetShow



ChinaPetShow





# CIPS, the Only B-to-B International Platform in Asia

CIPS is the one and only b2b international pet industry trade show in Asia with 25 years of history.

CIPS is regarded as the yearly global gathering for pet professionals and labelled as the most important sourcing platform in the world pet industry and the only B2B show to enter into the Chinese and Asian markets.

CIPS adopts the online and offline dual-channel to open a new model in the post-epidemic era. The offline show provides face-to-face communications where products can be touched and demonstrated, while the online trade show provides zero-distance business negotiation and procurement convenience for international buyers who cannot attend the offline show. The world has unpredictably changed how we connect with one another, yet making connections is what doesn't change. CIPS Online Trade Show bridge the geographical gap between buyers and suppliers, provide real time real-time connectivity for merchants with a goal of boosting business.

**“In 1997, we participated at the first edition of CIPS as Tetra’s representative in China and have started this 24-year cooperation with CIPS. CIPS is the frontier or the eyes of China pet industry. We have confidence that CIPS will continue leading more Chinese brands to open the global markets and assisting more overseas brands to expand their Asian business.” - Mr. Ziqian Liu, General Manager of Spectrum Brands (China).**

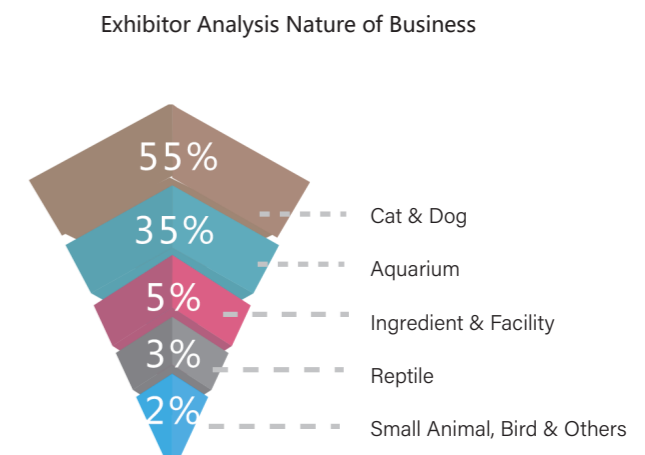
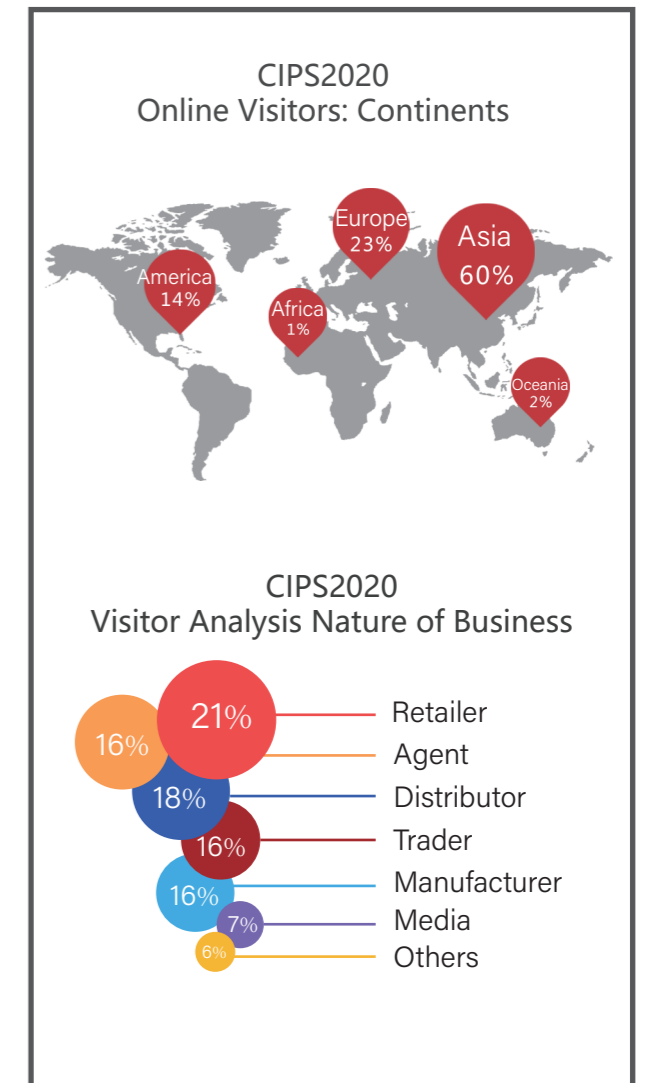
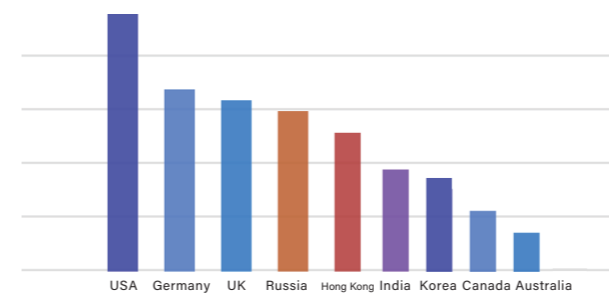


## Reviewing 2020 in Numbers

**600** Exhibitors on **70,000** sqm  
Displaying Area meeting with  
**30,000** Buyer from **74** Countries  
Regions.

By average, exhibitors close about **50%**  
annual order on CIPS.

The top **10** countries or regions in the international visitor are:





## Asia's Center of Innovation

### CIPS Innovation Award

Innovation is the top priority of CIPS. The CIPS Innovation Award is free and open to all enterprises (CIPS exhibitors or non-exhibitors) in the world together with PETS International, leading b2b media in the pet industry. In 2020, CIPS organizer got over 200 application products from all over the world which were judged by the top experts from 11 countries or areas. The criteria are not only about health, design or concept, but also take sustainability into consideration.

Products from the New Product Showcase, Smart Life Zone and Innovation Award, representing the highest level of the China's pet industry, are increasingly valued by the buyers.



## Industry's Hub of Distribution Channels

### GlobalPETS Forum Asia (GPFA)

CIPS and GlobalPETS has joined forces to launch Global Pet Forum Asia, which has become the very first forum that combined online and offline in pet industry, with 9987 overall viewers from both China and abroad, the number is keeping increasing. There are collisions and delivery of ideas, trend of the industry and practical methodology of building factories abroad, with the theme of Successful Branding & Design Strategies in Post-corona, GPFA will take business to the next level.

### China Pet Distributors & E-Commerce Conference

The conference invites distributors from all over China, e-commerce, marketing experts, and senior media professionals to explore the transformation and upgrading methods of Chinese pet industry players, and better respond to the new industry and economic situation.

### Match Meetings with Cross-Border E-Commerce

As E-Commerce is the mainstream since the corona, CIPS launches match meetings with AliExpress and Amazon to get suppliers entered the platforms.

### Pet shop & E-commerce Forum and Workshop

The combination of e-commerce channels and offline experience is becoming the mainstream of consumption. This conference aims to accelerate the pace of online and offline integration of e-commerce platforms and pet shops.



## Pet Food Industry Chain

### The 1st China International Pet Food Raw Materials Forum

The conference strongly invites domestic and international experts to give on-site reports. The agenda covers quality and safety of raw materials, the optimal use of traditional and innovative raw materials, supply chain, quality control measures and latest technology. It aims to build a platform for communication and cooperation between pet food companies and raw material suppliers.

### China International Pet Food Forum (CPIF)

The purpose of this conference is to strengthen the management of China pet food industry, promote the formation of a new dual-cycle development pattern, open up new prospects for win-win cooperation, enhance exchanges and cooperation with developed countries, and promote the healthy and orderly development of the pet industry.

## The One and Only Comprehensive Grooming Event

### CIPS Global Grooming Conference (CGGC)

CGGC aims to promote the integration of China's pet grooming industry with the world, and build a more international, diverse, open-up, fairer display and communication platform for the entire industry. Abundant events that includes exhibitions, competitions, seminars, workshops and performance shows, have attracted high attention and participation from industry professionals at China and abroad.

## The Strongest Aquarium Section in the World

### CIPS Global Ornamental Fish Championship

The Championship has 7 species. The world-class aquarium championship has the most comprehensive varieties, the largest scale, the highest quality, the strictest rules, and the highest prize.

### China International Pet Food Show

China International Pet Food Show is the only pet food themed trade show in the world. The event covers the whole industry chain and assists pet food enterprises to reach their potential customers.





## Exhibits Profile

### Articles for Dog & Cat

Food/Pet accessories/Clothes/Toys/Smart products/Training articles/Nutrition & health/Grooming/Medical equipment & medicine/Burial/Arts & crafts/Dogs & Cats/Others

### Aquaria

Tank/Lighting systems/Plants/Filter material/Ornaments/Feed/Medicine/Ornamental fish & shrimp/Aquariums/Aerators,pumps/Heaters & temperature regulators/Smart products/Garden, pond, & fountains/Aquascaping & biotope works/Arts & crafts/Others

### Pet Food Raw Materials and Technology

Raw materials & additives/Processing technology/Processing machinery/Packaging equipment/Packing materials/Environmental protection equipment/Labels & chips/Others

### Terraria

Terrarium, furniture/Ornaments/Reptiles and amphibia/Food/Medicine, health, & treatment/ Heaters & temperature regulators /Lighting systems/Accessories/Arts & crafts/Others

### Articles for small animals, rodents

Cages/Ornaments/Small animals/Food/Medicine, health, & treatment/Grooming/Litter/Accessories/Arts & crafts/Others

### Articles for bird

Cages, aviaries/Ornaments/Birds/Food/Medicine, health & treatment/Litter/Accessories/Arts & crafts/ Others

### Articles for Horse

Equestrian equipment/Ornaments/Food/Medicine, health & treatment/Litter & waste/Accessories/Arts & crafts/Others

### Media

Paper media/Online Media/Social Media/Radio, television/Others

### Miscellaneous

Associations, & NGOs/Financial institutions/Education & training/E-commerce/IT, communication technology/Marketing system/Inventory supervision & storage/Transportation/Customs clearance/Others



## CIPS Online Trade Show

A 24/7 online trade show that provides unlimited access products, various ways of communication with buyers all year round, free match meeting will be arranged on request.

**Website:** <https://online.cipscom.com/>

**Ways to communicate with buyers:** instant chat, video, livestream, one-on-one video conference

**What exhibitors should provide:** upload products pictures, videos, invite and chat with the visitors timely...

**Cost:** from 455 USD

## Special Methods of Participation for International Exhibitors

Due to the COVID-19, participation of overseas shows become almost impossible. However, CIPS provides the following ways to continue the communication, innovation and procurement for international exhibitors.

### 1. Exhibiting at CIPS as usual, with staff provided by CIPS for help.

CIPS provides translators or staff to receive the buyers and introduce the concerned products, if the exhibitors may not attend the show in person. The exhibitors could also talk with the buyers by video conference.

**What exhibitors should provide:** booth design, products samples, posters design, products descriptions.

**Cost:** refer to booth price

**Free of charge:** participation of CIPS Online Trade Show and one-on-one video match making meeting (valued 650USD)

### 2. Exhibiting at International Match-Making Area in CIPS

Participate at International Match Making Area in CIPS where you could have one showcase to display your products and brands. In the meanwhile, communicate with buyers via video conference.

**What exhibitors should provide:** products samples, posters design, products descriptions and wechat, email and other contact information.

**Cost:** 1500USD

**Free of charge:** participation of CIPS Online Trade Show and one-on-one video match making meeting (valued 650USD)



## Booth Price



### Shell scheme:

Equipment include wall, carpet, 1 reception desk, 3 chairs, 1 table, 2 lights, 1 waste basket, fascia board and 1 socket

### ▶ Shell scheme:

(Minimum application area is: 9 square meters)

- 195 USD/sqm (In Line)
- 210 USD /sqm (Corner)
- 225 USD/sqm (Peninsula)
- 240 USD/sqm (Island)

### ▶ Raw space:

(Minimum application area is: 18 square meters)

- 170 USD /sqm(In Line)
- 185 USD /sqm (Corner)
- 200 USD /sqm (Peninsula)
- 215 USD /sqm (Island)

## Customized Marketing Services and More

- 100+ international partners
- 100+ cooperation media
- 400k+ global industry data
- 100k+ wechat industry subscribers
- CIPS own social platform on Facebook, WeChat, Weibo, Tik Tok, Toutiao, etc
- 5 million more self-media direct exposures live during show
- Tailored marketing opportunities in media, print, live, events, conferences, competitions, etc.
- Lead marketing pre and post show
- And more...

## CIPS Online Academy Program

CIPS weekly online program offers a continuous learning opportunity for the 200k professionals working in retail and pet stores. Each class attracts 30k to 50k people to learn and interact skills on sales, management, grooming, healthcare, animal behavior, etc.