



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



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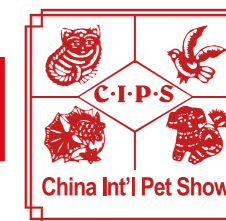
 ChinaInternationalPetShow

 ChinaPetShow



we chat

THE ONLY B2B INTERNATIONAL PLATFORM IN ASIA



THE 24th CHINA INTERNATIONAL PET SHOW

CIPS 2020

November 12-15, 2020

China Import & Export Fair Complex
Guangzhou, China

 ChinaInternationalPetShow

 ChinaPetShow



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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 24 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.

Keep increasing number of exhibitors, and visitors and key decision-makers have never stopped throwing high enthusiasm on CIPS and concurrent activities. Asia, especially China, are the most attractive consuming market you cannot ignore, as well as the most favored manufacturing base you should cooperate with.

With intense programs and different themed conferences, CIPS is expected to be a marvelous opportunity for all professionals in the world to trade, connect, network, and build brands.

"CIPS is the best show we have been to for many years. We are surprised at how big and how fast China pet market is growing, especially with premium products and modern products. We are very happy to be here and will come back next year."

- Mr. John Walgate, Managing Director of Vitalin (UK).

"In 1997, we participated at the first edition of CIPS as Tetra's representative in China and have started this 23-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 2019 in Numbers

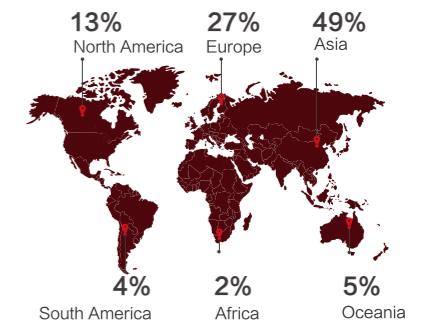
1,387 Exhibitors from **24** Countries/Regions
on **130,000** sqm Displaying Area meeting with
80,000 Buyer from **90** Countries/Regions

33.7% of the Exhibitors are International Brands

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



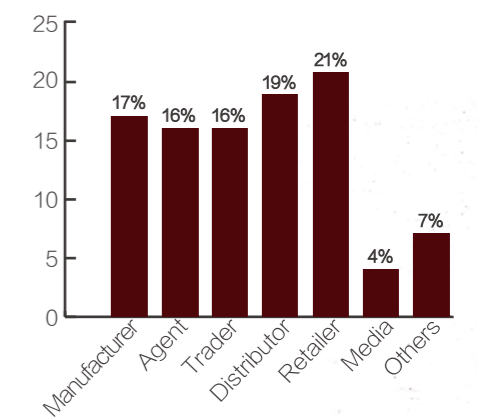
CIPS 2019 Overseas Visitor Geological Analysis



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

Korea, USA, Japan, Russia, UK, Germany, Thailand, Australia, Malaysia, Indonesia.

CIPS 2019 Visitor Analysis by Nature of Business





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, the most influential b2b media in the pet industry. In 2019, CIPS organizer got over 200 application products from all over the world which were judged by the top experts from 15 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



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.

GlobalPETS Forum Asia

CIPS and GlobalPETS have joined forces to launch Global Pet Forum Asia, analyzing the latest trends worldwide, especially in Asia. There are collisions and delivery of ideas, social networking with decision makers. With the theme of Successful Branding & Design Strategies in Today's World, GPFA will take business to the next level.

China Pet Retailers Conference

It is a high-end forum for outstanding pet shop operators in the field of retail services. It mainly discusses the development trend of the pet retail industry, gains insight into growth opportunities, and advocates a symbiotic and win-win industry atmosphere.



Pet Food Industry Chain

China International Pet Food Forum (CPIFF)

Leading brands still dominate China market, domestic pet food manufacturers are faced both with challenges and opportunities, and new brands enter the market from some niche areas. It is time for us to concentrate on the driving force of pet food industry: quality and branding.

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.

New Rise of Healthcare

Healthcare & Medical Equipment Area

Focus on pet healthcare, including pet medical supplies, medicines, nutrition. This area will become the driving force for the new growth of China's pet economy.



The One and Only Comprehensive Grooming Event

CIPS Global Grooming Conference

CIPS has promoted the exchange of Chinese and foreign pet grooming industry by holding a series of high-level, international and professional activities. Rich event formats, including 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 expanded to 20 species. The world-class aquarium championship has the most comprehensive varieties, the largest scale, the highest quality, the strictest rules, and the highest prize.



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

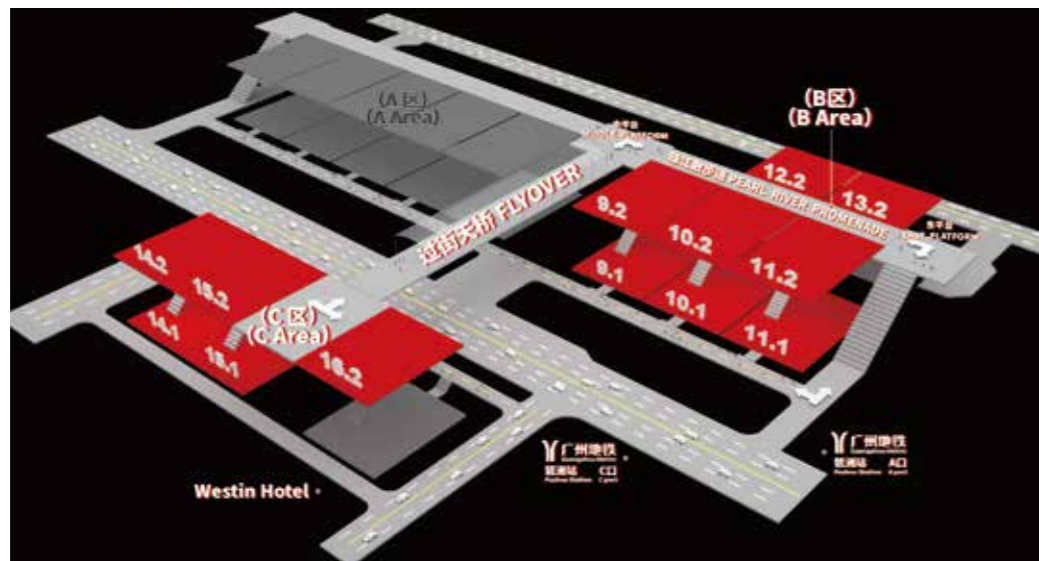
Paper media/Online Media/Social Media/Radio, television/Others

Miscellaneous

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

Floorplan

(B Area) 9.1, 10.1, 11.1, 9.2, 10.2, 11.2, 12.2, 13.2 Hall
(C Area) 14.1, 15.1, 14.2, 15.2, 16.2 Hall



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
- 200k+ 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 Education 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.