

# 30 years' worth of pet trade fair exhibitions

In this, our 30<sup>th</sup> anniversary year, we take a look at a number of important topics for our industry: how these have developed over the years to leave their mark on the pet industry and how they are expected to evolve in the years to come.

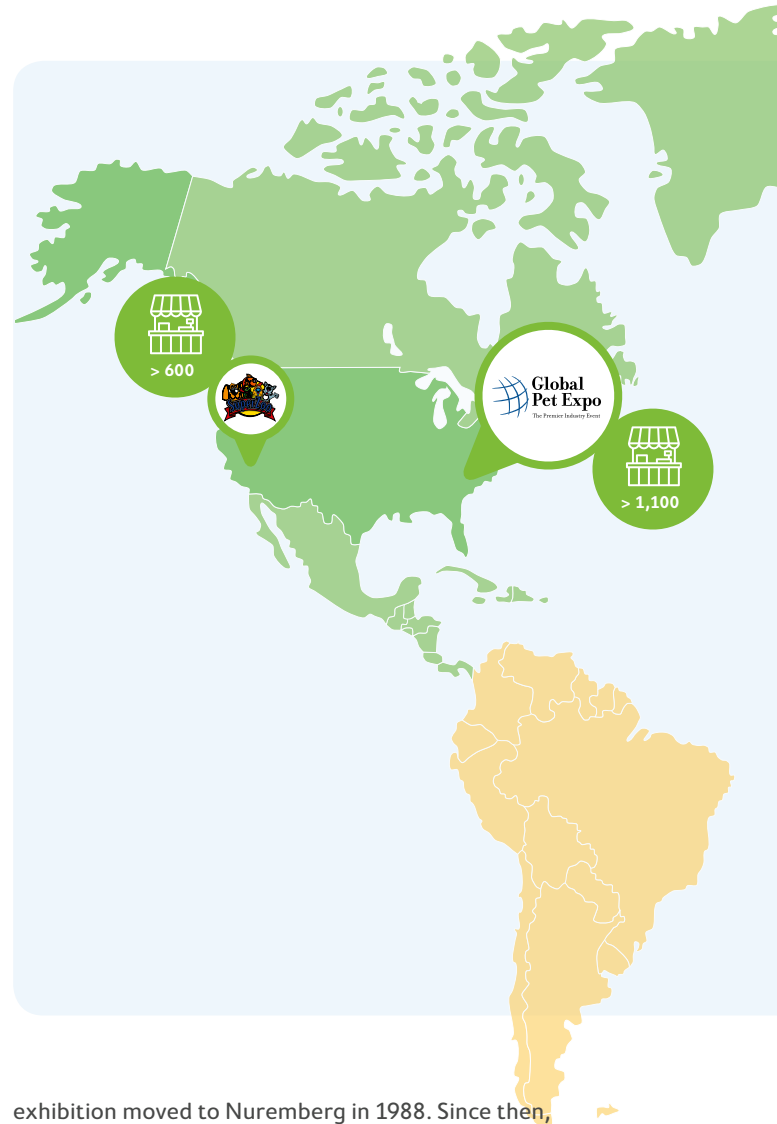
## Trade fairs

One such topic is trade fairs. We can safely say that 30 years ago life was much easier: international trade was still in its infancy. Now, many of us in the pet industry spend a significant part of our time traveling to pet farms the world over. Such fairs have evolved into becoming important meeting places for industry players.

### The trade fairs that matter

#### Europe

From its humble beginnings in 1950, Interzoo has become the world's leading exhibition of pet supplies and even is a major driver for industry innovation. A bi-annual event, Interzoo quickly grew to become the place to be. In 1984, Interzoo reached the limits of its capacity in Wiesbaden: with 350 exhibitors and increasingly professionally designed stands. The

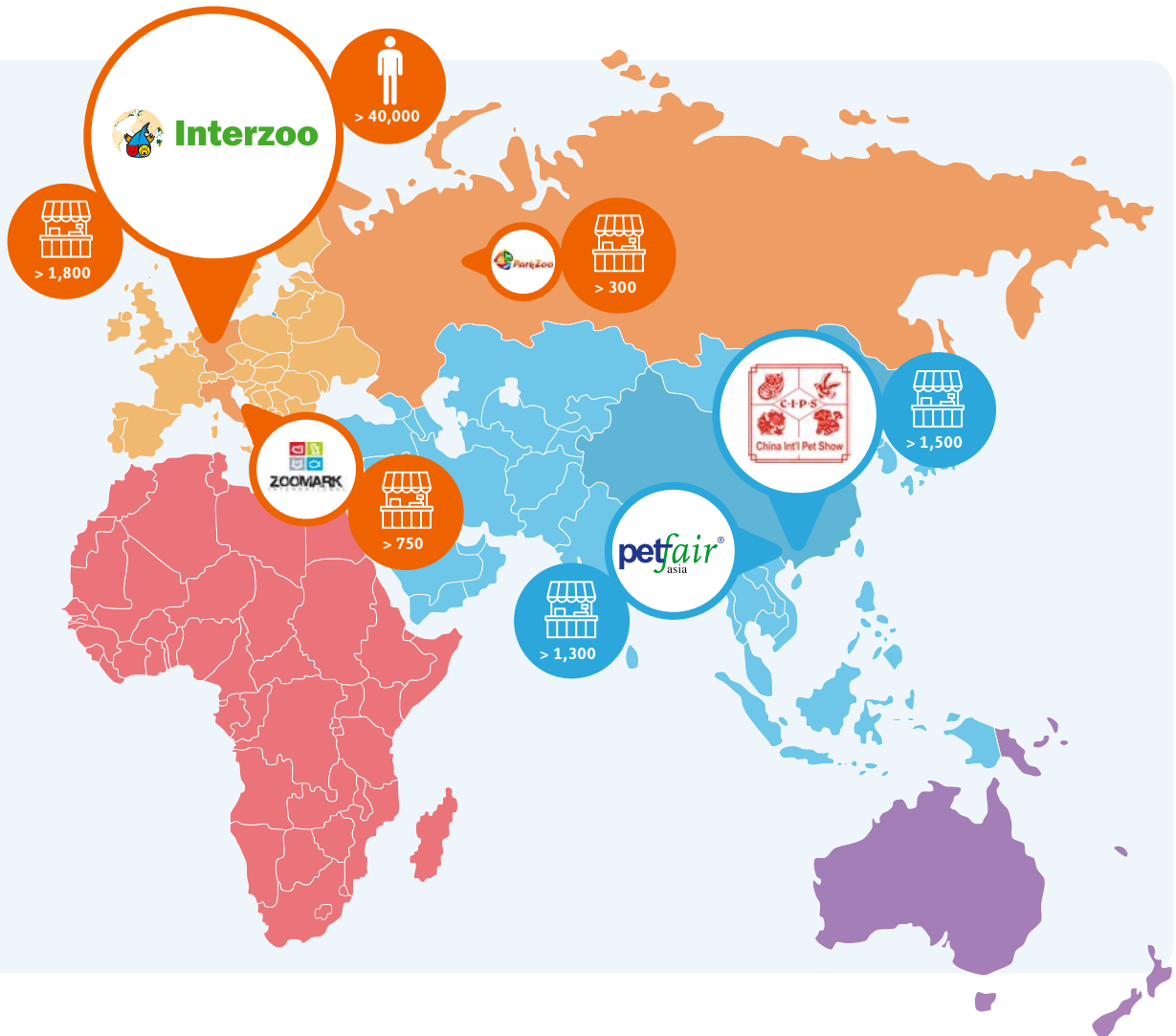


exhibition moved to Nuremberg in 1988. Since then, it has grown exponentially with over 1,800 exhibitors and 40,000 visitors (versus 13,700 visitors in 1990).

In 1985, Zoomark in Italy launched a new European fair: to be held in the non-Interzoo year! Every two years, Zoomark hosts over 750 exhibitors.

#### Asia

The 22<sup>nd</sup> CIPS is due to be held in Guangzhou in September. The show brings together pet and aquarium manufacturers and suppliers from all over the world. With 1,500 exhibitors it is the largest pet show in the Asia-Pacific region, followed closely by Pet Fair Asia. Pet Fair Asia hosts its 21<sup>st</sup> edition in Shanghai. Both fairs have their own specific character and market position within the international pet industry.



### North America

This year, APPA celebrates its 60<sup>th</sup> anniversary. In the early days, this annual fair was not open for international exhibitors or visitors. Since partnering with PIDA, the fair has evolved into the international event it is today. Another thing that has changed since is its name, which now is: Global Pet Expo.

SuperZoo saw its inception in 1950. At the time, it provided an opportunity for pet supply manufacturers to meet for what was the first 'Animal Crackers Inc.' trade show. In 2000, the national industry trade show became known as SuperZoo. In 2004, SuperZoo settled in Las Vegas, where a growing exhibitor and buyer base increased national and international attendance. Over the years, the show has welcomed thousands

of unique exhibitors that serve the business needs of the more than 10,000 global retailers and service professionals who flock to the show each year.

### Other regions

The mid-nineties saw the advent of the first major fairs in other regions, including Brazil and Russia. These now all fulfil an important role in their regional market. The significance of the Russian market is underlined by the collaboration between Zoomark and Parkzoo in Moscow.

### Market developments

Since the mid-nineties, the growth of pet retail chains has put traditional retail channels under considerable pressure, even resulting in a step-by-step shake up.

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Trade fairs have also been impacted: Pet Expo, Pet Index, Spanish events and many others have been forced to reconsider their format. Even now, national shows are still adapting their business model to the fact that there are less business partners with direct purchasing power.

Since 2000, the discussion of the day is as to what the impact of online channels will be on the pet trade industry. For many years, online was considered something not to be taken too seriously. However, the chewy.com versus Petsmart case and the ambitions of amazon.com in the pet market, have made clear that online is more than here to stay. In Europe, online retailer Zooplus has shown impressive growth in sales figures for many years in a row already. The growth of such online channels means that pet retail chains will need to find an adequate answer to this new and fierce competition. It will also mean that suppliers will have to deal with buyers with a huge buying potential. One thing is certain: the influence of online will impact pet trade fairs significantly in the years to come. ♦



**Corine van Winden**  
CEO, PETS International  
corine@pets.nl  
globalpets.community