

CONFERENCE PROGRAM



GlobalPETS Forum 2027

January 18–20, 2027 | Lisbon · Portugal

SUPPORTED BY



M-PETS®



What to expect

The GlobalPETS Forum is a three-day conference for senior pet industry leaders. Every year, 300 executives from leading retailers, distributors and brands meet to discuss where the industry is heading and how to prepare for it. The format is built around a focused program of keynotes and panels from industry leaders and experts, with plenty of time between sessions for real, unhurried conversations with peers.

300
senior-level
executives

Three days at a glance

ARRIVAL

Monday

18 January

-
- 13:00** Pet retail tour
Limited capacity
-
- 19:00** Welcome dinner

MAIN DAY

Tuesday

19 January

-
- 09:00** Keynotes & case studies
-
- 17:25** GPF Award
-
- 19:00** Dinner at Estufa Fria

HALF DAY

Wednesday

20 January

-
- 09:30** Keynotes
-
- 12:20** Closing lunch

Why you should attend

- **The people:** Meet leaders you'd otherwise rarely get in a room with
- **The setting:** Peer conversations, not a sales floor
- **The track record:** Sold out four years running, so secure your seat early

// This is the **TOP** event in the industry. It's the best place for qualified discussions with the absolute leaders in our pet world – simply a must-attend.

Torsten Toeller, Founder of Fressnapf | Maxi Zoo

Your program in Lisbon

18
JAN

Monday

13:00–16:00
Pet retail tour
Limited capacity

19:00–22:00
Welcome dinner

19
JAN

Tuesday

- 09:00–09:15 **Welcome + Program overview**
- 09:15–09:50 **General consumer trends & impact on pet**
Sahiba Puri · Euromonitor
- 09:50–10:25 **The evolution of pet personas**
Matthieu Glayrouse · YummyPets

10:25–11:25 NETWORKING BREAK

- 11:25–12:00 **Innovations in the pet industry: What's succeeding and what isn't**
Mike Davies · NielsenIQ
- 12:00–12:35 **What makes a pet launch last: A framework for successful innovation**
Alison Morton · NielsenIQ

12:35–14:05 NETWORKING LUNCH

- 14:05–14:35 **The future of agentic commerce in pet**
Speaker to be announced
- 14:35–15:15 **AI case studies: How pet companies are using AI in their businesses**

15:15–16:15 NETWORKING BREAK

- 16:15–16:50 *Session to be announced*
- 16:50–17:25 **The story of the largest retailer from Iberia**
Aly Meyers · IskayPet
- 17:25–17:40 **GPF Award**
- 17:40–18:10 **Pre-dinner drinks**

19:00–22:30 DINNER AT ESTUFA FRIA

20
JAN

Wednesday

- 09:30–09:35 **Welcome back**
- 09:35–10:10 **How is Europe's leading online pet retailer doing?**
Lionel Desclée · zooplus
- 10:10–10:40 **Retail leaders panel**

10:40–11:15 NETWORKING BREAK

- 11:15–11:45 **Pet retail, Latin American style: The Laika playbook**
Manuela Sánchez Villamarín · Laika
- 11:45–12:15 *Session to be announced*
- 12:15–12:20 **Wrap-up**

12:20–13:45 CLOSING LUNCH



Monday 18 January

13:00

until 16:00

Pet retail tour

A guided afternoon visiting a selection of Lisbon's pet stores, with a first-hand look at how retailers in the Portuguese market present their ranges and serve their customers. A relaxed way to meet fellow attendees before the conference starts.

Limited capacity, with a waiting list

19:00

until 22:00

Welcome dinner at EPIC SANA Lisboa

The first evening of the Forum: an informal walking dinner to reconnect with familiar faces and meet new ones before Tuesday's program.

Sponsored by **Love Pet Alliance**



Get your ticket →

Tuesday 19 January

09:00

15 min

Welcome + Program overview + Loyalty awards

09:15

35 min

General consumer trends & impact on pet

Euromonitor maps the broad consumer trends shaping spending in 2027 and translates them into what they mean for pet owners, pet products and the retailers who sell them. This data-led opening sets the context for the rest of the program.

**Sahiba Puri**

Global Insight Manager – Pet Care, Euromonitor

09:50

35 min

The evolution of pet personas

Who are today's pet owners and how have they changed? Matthieu Glayrouse looks at how pet personas have evolved and how brands and retailers can use them to cater to owners more effectively.

**Matthieu Glayrouse**

Co-founder, YummyPets & LOOP

10:25**Networking break** 60 minSponsored by **M-Pets****11:25**

35 min

Innovations in the pet industry: What's succeeding and what isn't

NielsenIQ reviews recent launches across the pet category: which innovations are gaining traction with shoppers, which are falling away and the patterns behind both.

**Mike Davies**

Global Client Consulting Leader, NielsenIQ

12:00

35 min

What makes a pet launch last: A framework for successful innovation

Many launches start strong and then fade. Picking up where Mike Davies leaves off, Alison Morton shares NielsenIQ's framework for innovation that keeps selling after the launch period, with examples from other mature consumer categories.

**Alison Morton**

Innovation Business Partner, NielsenIQ

Tuesday 19 January

12:35 **Networking lunch** 90 min

14:05 **The future of agentic commerce in the pet industry**

30 min

When an AI agent decides what a pet parent buys, what happens to pet brands and retailers?

Speaker to be announced

14:35 **AI case studies: How pet companies are using AI in their businesses**

40 min

Pet companies share how they are using AI in their businesses today: what they built, what worked and what they learned along the way.



Marco Hierling
CEO, AlphaPet



James Collingham
CEO, VAFO Digital

15:15 **Networking break** 60 min

Sponsored by **IPV Pack**

16:15 **Session to be announced**

35 min

16:50 **The story of the largest retailer from Iberia**

35 min

How IskayPet grew into the largest pet retailer in Iberia and where it is heading next, told by its Chief Commercial Officer.



Aly Meyers
CCO, IskayPet

17:25 **GPF Award**

Out of 197 applications, five companies made the shortlist. Find out which one takes the award, live on stage.

Followed by pre-dinner drinks

19:00
until 22:30

Dinner at Estufa Fria

See next page →

Tuesday 19 January

19:00–22:30

Dinner at Estufa Fria



Estufa Fria is a former basalt quarry turned into a garden of lakes, waterfalls and plants from around the world, sheltered under a slatted wooden roof since the 1930s. Dinner is served in the Nave, a hall set into the hillside beneath ten concrete vaults, with a natural basalt outcrop at one end.

For many attendees, this dinner is the highlight of the Forum: a long, relaxed evening away from the conference rooms to carry on the day's conversations.

GETTING THERE

Shuttle buses

Shuttle buses take guests from the EPIC SANA Lisboa to Estufa Fria and back to the hotel after dinner.

Going directly?

Estufa Fria
Parque Eduardo VII
1070-099 Lisboa

[Get your ticket →](#)

Wednesday 20 January

09:30

5 min

Welcome back

09:35

35 min

How is Europe's leading online pet retailer doing?

The CEO of zooplus gives an update on Europe's leading online pet retailer: its current performance, its priorities and its view of the market.



Lionel Desclée
CEO, zooplus

10:10

30 min

Retail leaders panel

Leaders of specialist pet retailers from different European markets compare where they see growth, what keeps customers coming back and which decisions they have already handed to an algorithm.



Tobias Azevedo
CEO, ZU

+ more panelists to be announced

10:40**Networking break** 35 minSponsored by **CIPS****11:15**

30 min

Pet retail, Latin American style: The Laika playbook

Laika's co-founder and CEO shares the playbook behind Laika's pet retail business in Latin America and the lessons that carry over to other markets.



Manuela Sánchez Villamarín
CEO & Co-founder, Laika

11:45

30 min

Session to be announced**12:15**

5 min

Wrap-up

12:20**Closing lunch** until 13:45

Who you'll hear from

**Sahiba Puri**

Global Insight Manager – Pet Care,
Euromonitor

As the Global Insight Manager for Pet Care, Sahiba oversees Euromonitor's pet research globally.

**Matthieu Glayrouse**

Co-founder, **YummyPets & LOOP**

Matthieu co-founded pet parent social network YummyPets and has insights into the attitudes and behaviors of pet parents.

**Mike Davies**

Global Client Consulting Leader,
NielsenIQ

Mike uses NIQ's sales data to show which new pet products are winning with shoppers and which are fading.

**Alison Morton**

Innovation Business Partner,
NielsenIQ

Alison is an innovation consultant at NIQ, helping consumer goods companies build launches that last.

**Marco Hierling**

CEO, **AlphaPet**

Marco started AlphaPet as an online pet food shop in 2011 and built it into a platform of premium brands.

**James Collingham**

CEO, **VAFO Digital**

James helps the VAFO Group's portfolio companies scale digitally, including through smart use of AI.

**Aly Meyers**

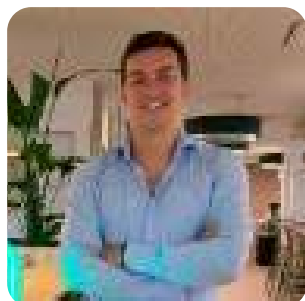
CCO, **IskayPet**

Aly is Chief Commercial Officer of the largest pet retail group in Iberia, with brands like Kiwoko and Tiendanimal.

Who you'll hear from

**Lionel Desclée**CEO, **zooplus**

Lionel is the former CEO of Belgium's largest pet retailer, Tom&Co, and is now at the helm of Europe's largest online pet retailer.

**Tobias Azevedo**CEO, **ZU**

Tobias is CEO of ZU, a leading Portuguese specialist pet retailer with 86 stores. He sits on Musti Group's management team, helping shape petcare retail across the Nordics and Iberia.

**Manuela Sánchez****Villamarín**CEO & Co-founder, **Laika**

Manuela is building a tech-forward pet retail leader in Colombia and expanding across Latin America.

[Get your ticket →](#)



One of Lisbon's finest five-star hotels is home to GPF 2027. Excellent service, food and facilities make hotel EPIC SANA Lisboa the perfect setting for the quality conversations the Forum is known for. And it's probably one of the best venues we've ever had.

Stay at the EPIC SANA Lisboa

To get the most out of the event, we recommend booking your stay here too.
(not included in your ticket)

Book your room at the event rate →

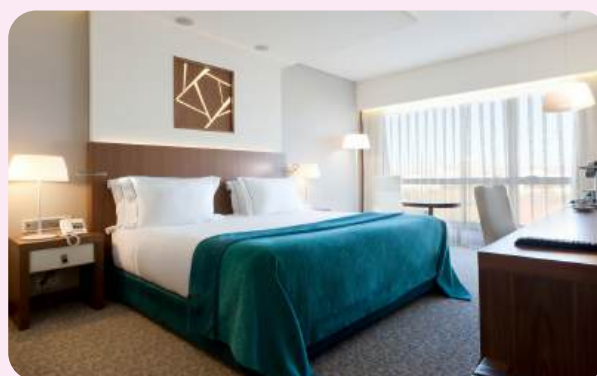


Exhibit at GPF 2027



Put your brand in front of 300 senior executives from Europe's pet industry. A table top gives you your own spot in the networking area from the welcome dinner on Monday to the closing lunch on Wednesday, including every coffee break and lunch in between. Only 22 tables are available.

TABLE TOP

€2,495 + VAT

(Does not include an attendee ticket)

[Book a table top →](#)

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Info & tickets: globalpetindustry.com/forum