CONFERENCE PROGRAM



GlobalPETS Forum 2027

January 18–20, 2027 | Lisbon · Portugal

SUPPORTED BY

LOVE PET ALLIANCE

M-PETS®

IPV PACK People and pack

CIPS China International Pet Show

OVERVIEW

What to expect

Jan 18–20, 2027
Lisbon · Portugal

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 & panels
17:25	GPF Award
19:00	Dinner at Estufa Fria

HALF DAY

Wednesday
20 January

09:30	Keynotes & panels
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**

TIMETABLE

Your program in Lisbon

Jan 18–20, 2027
Lisbon · Portugal

18 JAN Monday

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

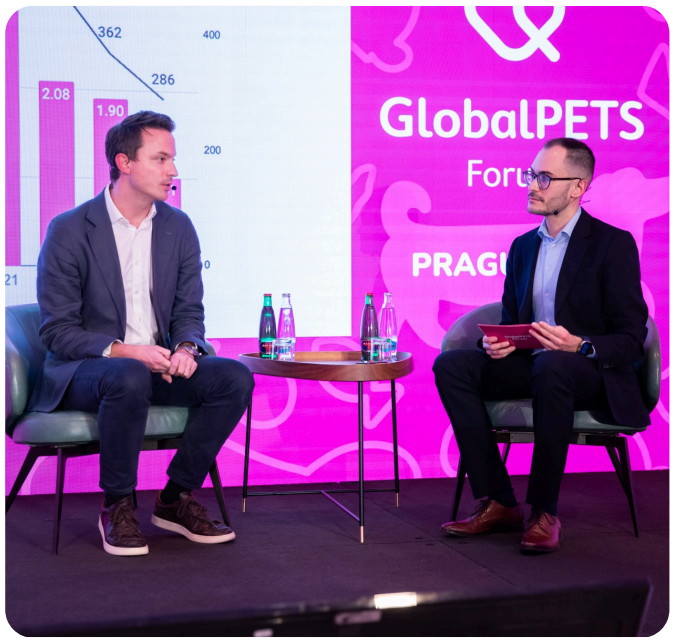
19:00–22:00
Welcome dinner

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	**[Panel] Securing the visit: Retail leaders on growth and the store of 2030**
16:50–17:25	**Building Iberia's largest pet retailer: The IskayPet journey** 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	**Online pet retail: The zooplus story** Lionel Desclée · zooplus
10:10–10:40	**The pet shopper's online journey** Victoria Mauriello · Similarweb
10:40–11:15	NETWORKING BREAK
11:15–11:45	**[Panel] Winning the battle for consumers: Growth strategies for pet brands**
11:45–12:15	**Pet retail, Latin American style: The Laika playbook** Manuela Sánchez Villamarín · Laika
12:15–12:20	**Wrap-up**
12:20–13:45	CLOSING LUNCH



**Timings and session topics are subject to change.*

PROGRAM IN DETAIL

Monday 18 January

Afternoon & evening
13:00–22:00

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 →

PROGRAM IN DETAIL

Tuesday 19 January

Morning & lunch
09:00–14:05

09:00
15 min

Welcome + Program overview + Loyalty awards

09:15
35 min

General consumer trends and their 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.



Sahiba Puri
Global Insight Manager – Pet Care, Euromonitor

09:50
35 min

The evolution of pet personas

How have pet owners changed? Matthieu Glayrouse looks at how pet personas have evolved and what that means for brands and retailers.



Matthieu Glayrouse
Co-founder, Yummypets & LOOP

10:25 **Networking break** 60 min — Sponsored 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 NIQ's framework for innovation that keeps selling after the launch period.



Alison Morton
Innovation Business Partner, NielsenIQ

12:35 **Networking lunch** 90 min

PROGRAM IN DETAIL

Tuesday 19 January

Afternoon & evening
14:05–22:30

14:05
30 min

The future of agentic commerce in the pet industry

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

Speaker to be announced

14:35
40 min

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

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 **CIPS**

16:15
35 min

Securing the visit: Retail leaders on growth and the store of 2030

In this panel, Europe's specialist pet retailers compare where they see growth and what keeps customers coming back.



Tobias Azevedo
CEO, ZU



Yiannis Gavrielides
CEO, Pet City

16:50
35 min

Building Iberia's largest pet retailer: The IskayPet journey

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

Five of 197 applicants made the shortlist. Find out who wins, live on stage.

Followed by pre-dinner drinks

19:00
until 22:30

Dinner at Estufa Fria — Sponsored by **Zoomark** · See next page →

Tuesday 19 January

Evening
19:00–22:30

19:00–22:30

Dinner at Estufa Fria

SPONSORED BY ZOOMARK



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 →

PROGRAM IN DETAIL

Wednesday 20 January

Morning
09:30–13:45

09:30
5 min

Welcome back

09:35
35 min

Online pet retail: The zooplus story

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

The pet shopper's online journey

How do European pet shoppers find and choose products online today? Similarweb shares data on where the journey starts, what impact AI is having, and who wins the visit/sale.



Victoria Mauriello
Head of Advisory Services, CPG & Retail, Similarweb

10:40 **Networking break** 35 min — Sponsored by **IPV Pack**

11:15
30 min

Winning the battle for consumers: Growth strategies for pet brands

The people behind three pet brands on how to win in the coming years. Will growth come from online, or is the shelf still what counts as pet retail consolidates?



Matthieu Haurit
CEO,
Zolux



Katharina Miklauz
Co-founder & CMO,
PetCo GmbH



Mark Womersley
Managing Director,
Burgess

11:45
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

12:15
5 min

Wrap-up

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

SPEAKERS · TUESDAY 19 JANUARY

Who you'll hear from

Jan 18–20, 2027
Lisbon · Portugal



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 the 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.



Tobias Azevedo

CEO, **ZU**

Tobias is CEO of ZU, a Portuguese specialist pet retailer with 86 stores, and sits on Musti Group's management team.



Yiannis Gavrielides

CEO, **Pet City**

Yiannis is CEO of Pet City, Greece's largest pet retail chain, with more than 100 stores.



Aly Meyers

CCO, **IskayPet**

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

SPEAKERS · WEDNESDAY 20 JANUARY

Who you'll hear from

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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.



Victoria Mauriello

Head of Advisory Services, CPG & Retail, **Similarweb**

Victoria partners with retailers and CPG brands to turn shopper intelligence and market data into growth strategies.



Matthieu Haurit

CEO, **Zolux**

Matthieu leads Zolux, a French family group and one of Europe's leading pet players. It designs, makes and distributes products for all pets in more than 50 countries.



Katharina Miklauz

Co-founder & CMO, **PetCo GmbH**

Katharina co-founded PetCo, an Austrian family company building super-premium pet food brands. It focuses on regional production and sustainability.



Mark Womersley

Managing Director, **Burgess**

Mark leads Burgess Pet Care, a family-owned UK maker of dry food for dogs, cats and small animals. Its farming roots go back to the 1600s.



Manuela Sánchez Villamarín

CEO & Co-founder, **Laika**

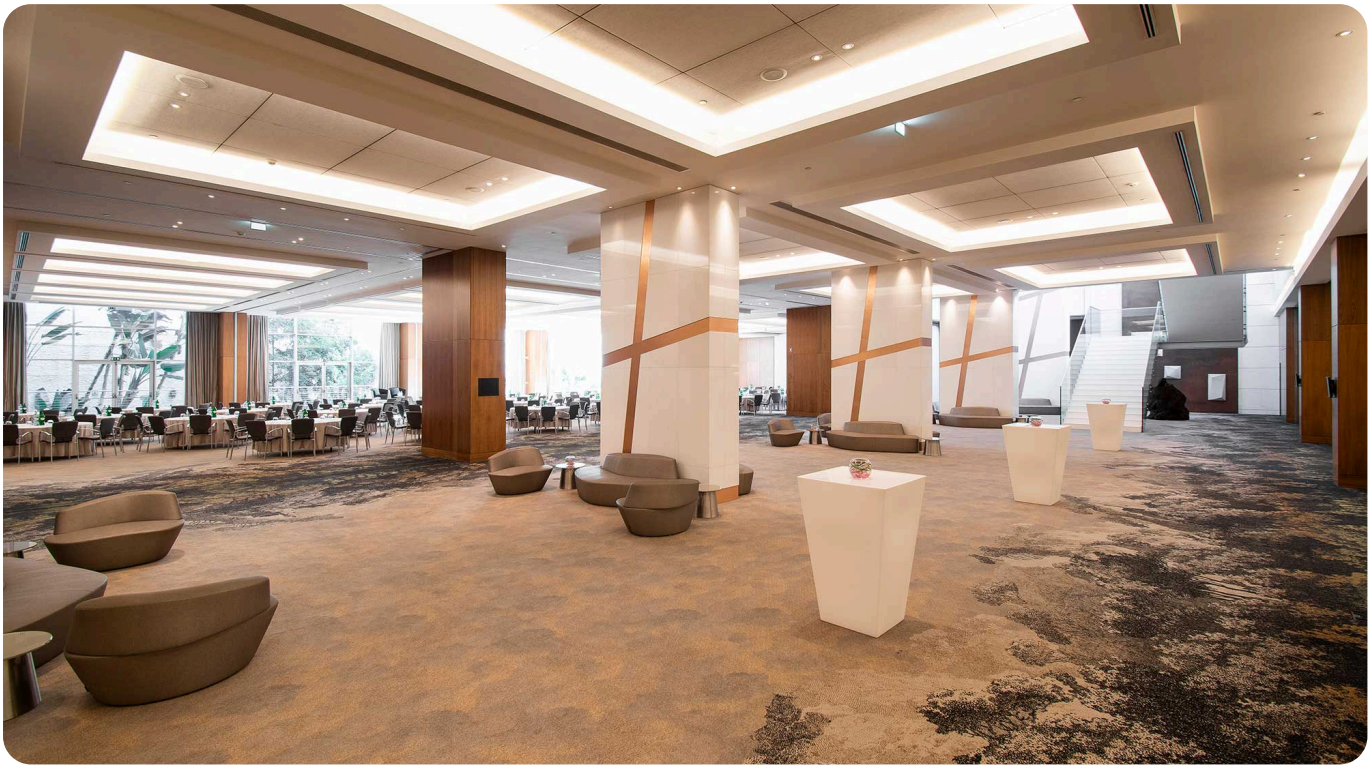
Manuela is building a tech-forward pet retail leader in Colombia and expanding across Latin America.

Get your ticket →

VENUE & HOTEL

EPIC SANA Lisboa

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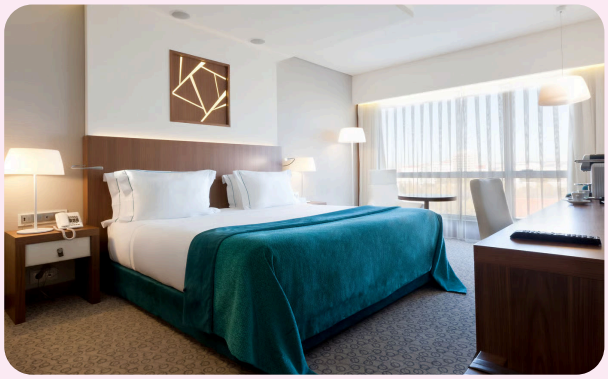


One of Lisbon's finest five-star hotels is home to GPF 2027. Excellent service, food and facilities make the EPIC SANA Lisboa the perfect setting for the quality conversations the Forum is known for. And it's probably one of the best venues we've ever had.

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 →



EXHIBITING

Exhibit at GPF 2027

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Lisbon · Portugal







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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CIPS
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Info & tickets: **globalpetindustry.com/forum**