

1-3
MARCH 2023

EXPOFORUM | ST. PETERSBURG
PETERBURGSKOYE SHOSSE, 64/1



PET **INDUSTRY**

INTERNATIONAL EXHIBITION
OF GOODS AND SERVICES
FOR PETS

ORGANISER

EXPOFORUM

PETINDUSTRY.EXPOFORUM.RU





PETINDUSTRY is the largest specialized trade fair for pet goods and services industry in North-West of Russia.

A three-day event is an opportunity to:

- ✓ get acquainted with latest market trends
- ✓ enhance brand awareness and build brand image
- ✓ establish personal contact with industry leaders
- ✓ sign beneficial contracts
- ✓ socialize in a highly professional environment
- ✓ save your time and reach professional goals with comfort



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SECTIONS



Products for dogs and cats

pet food, treats, grooming supplies, accessories, clothing, toys



Products for small animals

pet rodents, birds



Veterinary medicine



Animal training schools



Fishkeeping



Terrariumistics



Professional associations



Media



PETINDUSTRY EXPO

■ Stand exhibition

business meetings, communication, presentations of products and services to the target audience (representatives of companies, pet stores, veterinary clinics, grooming salons etc.)

■ Business matchmaking

an opportunity to **conclude contracts directly** with manufacturers and distributors of pet goods and food, veterinary medicines and feed additives, equipment and consumables as well as services and to **personally verify the quality** of purchased goods.

■ Gallery of New Products

Russian and foreign manufacturers present new goods, products and services in different categories: pet nutrition, feed additives, accessories, veterinary medicines, services.



PETINDUSTRY

BUSINESS PROGRAM

- **Business events**

a series of seminars, discussions, trainings and master-classes from leading consultants, business coaches and market leaders, who will tell about effective ways of promoting pet goods

- **Veterinary conference**

leading specialists of the industry will share relevant information on the latest trends in the field of treatment and professional maintenance of pets

- **Breeder congress**

lecturers will discuss current problems of breeding and petkeeping

- **Cat&Dog grooming seminars**



PETINDUSTRY

ALL-RUSSIAN GROOMING FESTIVAL

«GroomingFest-SPb»

- Grooming and Cosmetics Seminars
- Master classes from Russian grooming champions



Petindustry is held in conjunction with the

Veterinary Surgical Congress

Organized by: St. Petersburg Veterinary Society



- Over 20 sections
- Moderators and lecturers - leading veterinarians of the Veterinary Clinic of Dr. Sotnikov, as well as leading narrow-profile veterinary surgeons of St. Petersburg and Russia
- More than 2000 listeners - medical specialists



VISITOR'S PORTRAIT

FIELD:



COMPANY TYPE:



PARTICIPANT'S PORTRAIT

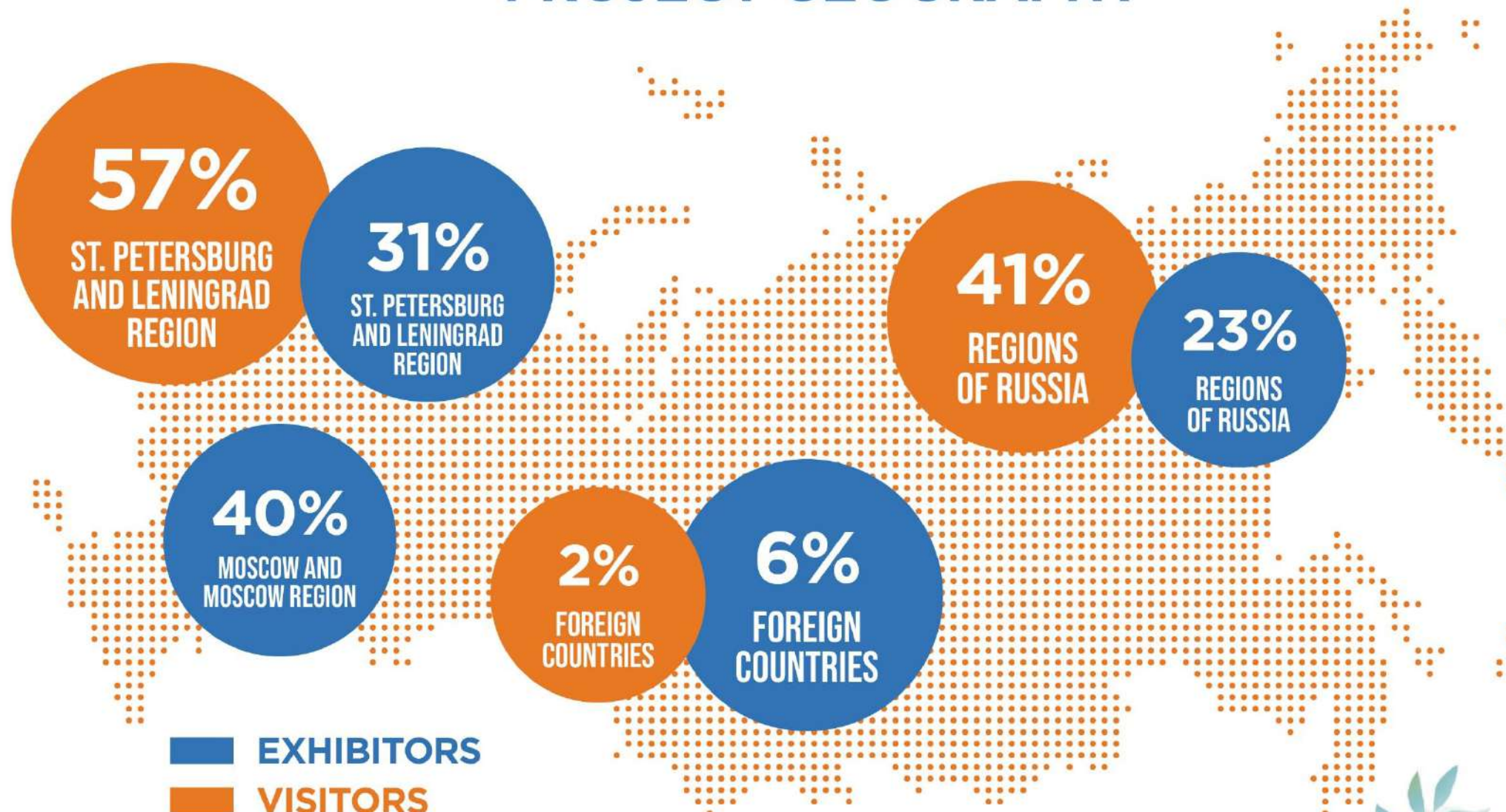
FIELD:



COMPANY TYPE:



PROJECT GEOGRAPHY



EXHIBITORS
VISITORS



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ОТЗЫВЫ УЧАСТНИКОВ ЦДК

For now, we are waiting for results. Everything is fine. Great format. This is not our first time participating in the event.
We are looking forward to coming again.

Sergei Edmarovich
director, ТД НЕКА-S (ТД НЭКА-С)

Negotiations went well. I cannot tell what kind of deals exactly we will conclude with new partners... there are still some nuances to discuss. But overall I would say that we are likely to start new partnership with at least three companies. This is indeed a very interesting and productive format.

Bocharova Nadezda
deputy director, Здоровье животных

Thank you for such a great opportunity. We found a lot of interesting products. The format is really great, but I wish there was different rooms for negotiating for large and small stores.

Kiseleva Diana Andreevna
deputy director, Зверята

- A gathering of the most creative, enthusiastic and resourceful industry players
- An opportunity to establish partnerships and share experiences with colleagues
- Unique professional event for pet industry in the largest city of Northern Europe
- Excellent opportunities for the development and prosperity of your business.



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OUR ADVERTISING OPPORTUNITIES TO PROMOTE YOUR SERVICES



- over 500 advertising spots on the venue
- advertising spaces directly from the owner
- brand integration with the event
- website ads
- shuttle ads
- radio and TV ads
- advertising in specialized and citywide press
- advertising on the websites of partners and exhibitors
- mailings through partners and organizers
- advertising on exhibition portals and specialized portals
- info agency ads
- metro ads
- social media ads
- newsletters
- direct mail
- call center



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WELCOME TO SAINT PETERSBURG

St. Petersburg was founded in 1703 by Peter the Great. Our city is famous for its outstanding monuments and is known all over the world as a major economic center with significant financial, industrial and investment resources.

EXPOFORUM Exhibition and Convention Centre is a **world-class venue** in St. Petersburg, designed for business and cultural entertainment events of any scale and level: exhibitions, congresses, forums, concerts, sports competitions, etc.

WE ARE CONVINCED THAT VISITING THE CITY AND THE EXHIBITION WILL BRING YOU NEW IMPRESSIONS, JOY OF COMMUNICATION WITH COLLEAGUES AND SUCCESS IN BUSINESS!



PETINDUSTRY

MOREOVER...

- Hilton and Hampton hotels right on the venue
- Catering during the event
- 5 minutes drive from Pulkovo Airport
- Full set of world class services: logistics, design, touristic and promotion services and much more



SEE YOU

MARCH 1-3, 2023

HOST:

EXPOFORUM INTERNATIONAL, LTD.

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