

2026 **3-5**
MARCH



EXPOFORUM | ST.PETERSBURG
PETERBURGSKOYE SHOSSE, 64/1

PET INDUSTRY

VII INTERNATIONAL EXHIBITION
OF GOODS AND SERVICES
FOR PETS

ORGANIZER

EXPOFORUM

PETINDUSTRY.EXPOFORUM.RU



PETINDUSTRY

IS THE LARGEST SPECIALIZED TRADE FAIR FOR PET GOODS AND SERVICES INDUSTRY IN NORTH-WEST OF RUSSIA. TODAY IT IS ONE OF THE MOST REPUTABLE BUSINESS EVENTS IN THE PET INDUSTRY, ANNUALLY BRINGS TOGETHER LEADING REPRESENTATIVES OF THE COMMUNITY

THREE DAYS OF THE EXPO ARE A UNIQUE OPPORTUNITY TO:

GET ACQUAINTED WITH LATEST MARKET TRENDS

ESTABLISH PERSONAL CONTACT WITH INDUSTRY LEADERS

SOCIALIZE IN A HIGHLY PROFESSIONAL ENVIRONMENT

● ENHANCE BRAND AWARENESS AND BUILD BRAND IMAGE

● SAVE YOUR TIME AND REACH PROFESSIONAL GOALS WITH COMFORT

● SIGN BENEFICIAL CONTRACTS



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SECTIONS

PRODUCTS
FOR DOGS
AND CATS

VETERINARY
MEDICINE

TERRARIUMISTICS

PROFESSIONAL
ASSOCIATIONS

PRODUCTS
FOR SMALL ANIMALS

FISHKEEPING

ANIMAL TRAINING
SCHOOLS

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



CENTER OF BUSINESS CONTACTS

THE ONLY B2B NEGOTIATIONS IN RUSSIA FOR BUYERS AND SUPPLIERS OF THE PET INDUSTRY

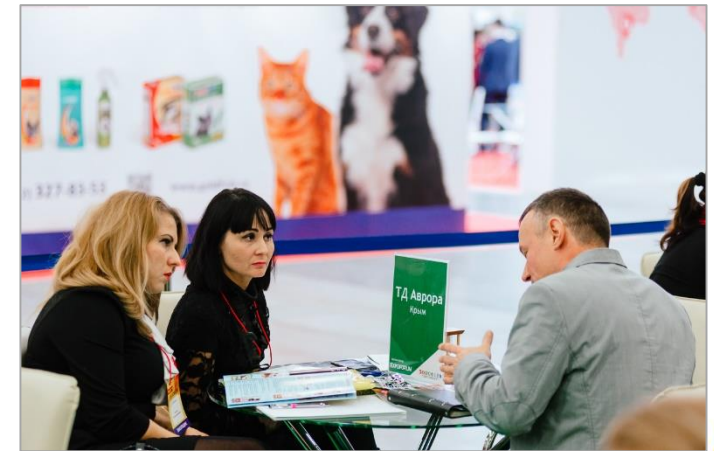
BUYERS

The Large Russian and global buyers and marketplaces who want to find profitable offers of pet products with interesting offers.



SUPPLIERS

Producers and suppliers of pet products and services wishing to enter new markets, regions and countries.



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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



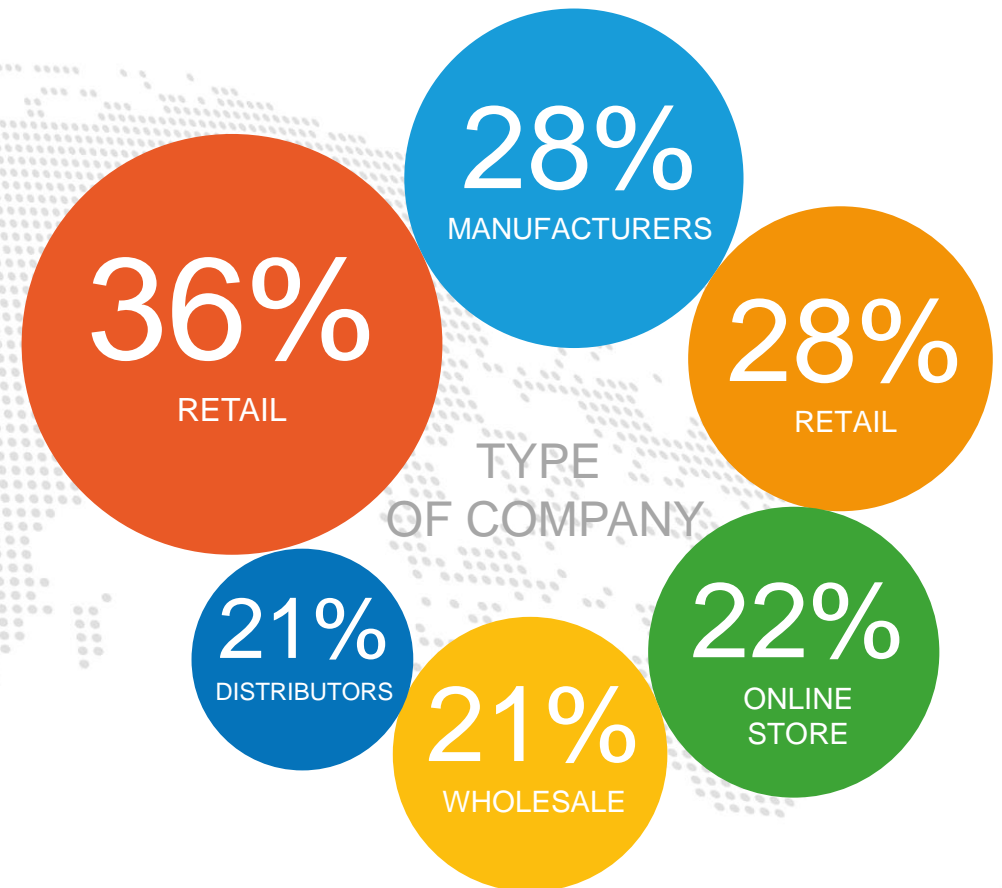
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VISITORS

FIELD OF ACTIVITY

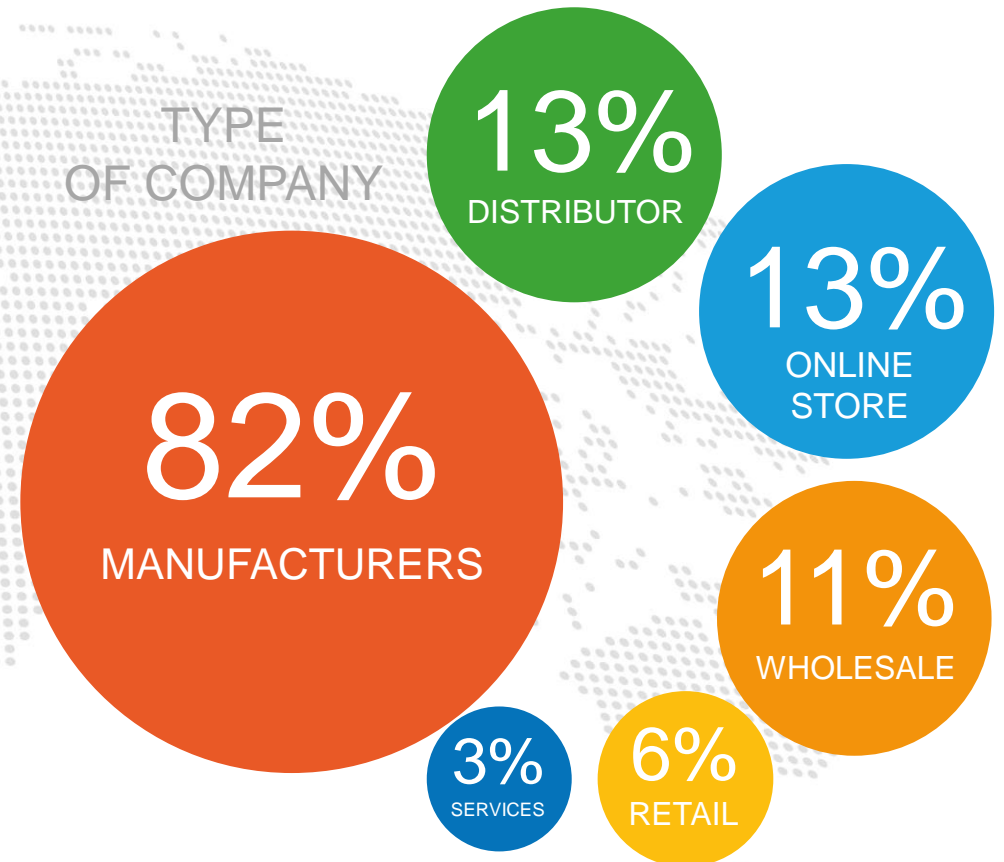


EXHIBITORS

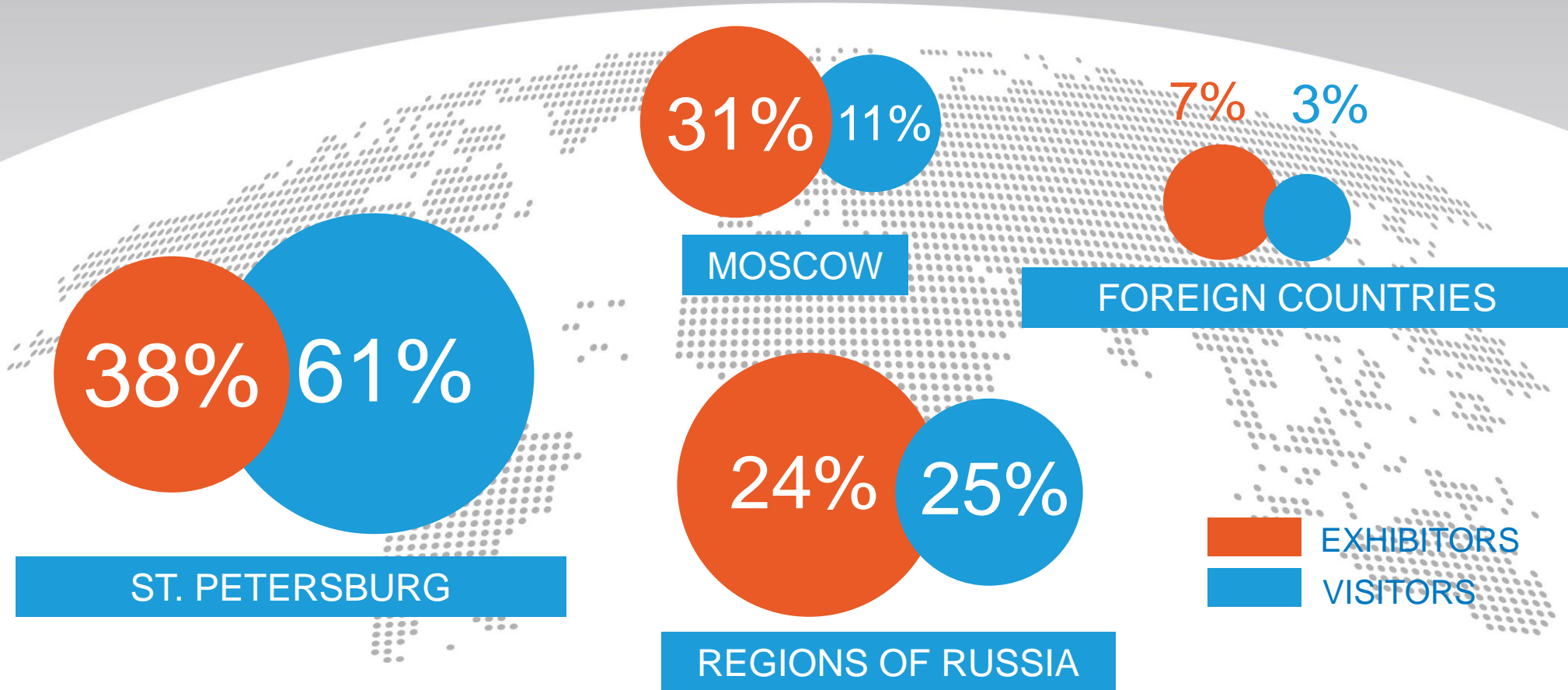
FIELD OF ACTIVITY



TYPE OF COMPANY



GEOGRAPHY OF THE PROJECT



CENTER OF BUSINESS CONTACTS. REWIEWS

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, TD NEKA-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.



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



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!



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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

3 – 5 MARCH 2026

HOST:
EXPOFORUM INTERNATIONAL, LTD.

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