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CIPS 2019: Innovations and new product developments at Asia's leading pet industry show

Just a few months to go: from 20 to 23 November 2019, the 23rd China International Pet Show (CIPS) will welcome industry representatives for expert-level discussions at the Shanghai National Exhibition and Convention Centre. About 1,500 exhibitors from all around the world are expected to utilise the 130,000 square metres of exhibition space to present their innovations and new product developments. From pet food to accessories and aquarium supplies, industry visitors can look forward to the full range of products and services for the pet industry. The show will be accompanied once again by a wealth of special events like the GlobalPETS Forum Asia. "CIPS is the best industry platform in Asia for both national and international trade," says Yang Cheng, President China Great Wall International Exhibition Co.

During the past 23 years, CIPS has become established as one of the most important B2B shows for pet accessories in Asia. This year it expects to attract 1,500 national and international exhibitors and 65,000 visitors from almost 100 countries. A total of 130,000 square metres of exhibition space gives exhibiting companies from the likes of China, India, Italy, Germany, the UK and Turkey plenty of opportunity to display their innovations and new product developments. The range of products on offer covers feed, nutrition and care products, through to toys and digital gadgets for pets. As in previous years, there is a special focus on aquarium requirements. "In addition to the range of products and services on offer, we place particular emphasis on innovation and smart products," comments Yang. As a major meeting place for the industry in the Asian region, CIPS is a popular platform for all brands and experts in the areas of production, marketing and retail.

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Long history of happy exhibitors at CIPS

Feedback and support from exhibitors in the lead-up to CIPS 2019 has been gratifying. Manufacturers like Moderna Products from Italy, Agrobioters from France and Ankur Exports from India believe in the show's relevance, and intend to continue exhibiting at CIPS. For international companies, CIPS is a useful platform to address the growing pet market in China and Asia as a whole.

Imported goods and the premium segment are still the focus of strong demand among Chinese pet owners. An analysis by Euromonitor International shows that smaller dogs and cats are becoming increasingly popular.

Supporting programme for experts and the community

The show is complemented by the supporting programme. The day before the show starts, for example, the GlobalPETS Forum Asia will be held once again, this time with the theme of "Global Pet Business". The CIPS Innovation Award is also part of the programme once again in 2019, in which a jury of experts will honour particularly innovative products in various categories. Also on the supporting programme is the CIPS Global Ornamental Fish Championship, designed for the fishkeeping community and covering 20 different species.

Global pet skills

The China International Pet Show (CIPS) is held annually, alternating between Guangzhou and Shanghai. The 23rd event in the series will be held in Shanghai from 20 to 23 November 2019. For another show on a similar theme organized by NürnbergMesse, see:

- **PET South America, São Paulo, Brazil**

International Trade Show for Pet Industry Suppliers in Latin America; 21-23 August 2019, São Paulo Expo, Brazil

More information about the China International Pet Show 2019 is available at: www.cipscom.com

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About NürnbergMesse Group

NürnbergMesse Group is one of the 15 largest trade fair companies in the world. It comprises NürnbergMesse GmbH and its 14 subsidiaries and affiliates . The company employs more than 1,000 people at ten locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. Its portfolio includes around 120 German and international trade fairs and congresses. Every year, up to 35,000 exhibitors (international contingent: 44%) and up to 1.5 million visitors (26% from outside Germany) take part in the Group's own, partner and guest events.

All press releases and more detailed information, video impressions and photos are available from: **www.nuernbergmesse.de/press**