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CIPS 2020: Trade fair onsite and online for the first time

Premiere at the 24th edition of the China International Pet Show (CIPS): In 2020, the trade fair was held in hybrid form for the first time and successfully combined the face-to-face exhibition in Guangzhou with a nine-day online event. Asia's meeting place for the pet industry brought together around 600 exhibitors and around 30,000 visitors - mainly from the Asian region. The complementary online event facilitated business contacts with around 1,500 participants from 74 countries and regions. The next CIPS will take place from 17 to 20 November 2021 in Shanghai, China.

The China International Pet Show is held annually by the China Great Wall International Exhibition Company and supported by NürnbergMesse in international sales. It is one of the most important trade fairs for pet and aquarium supplies in the Asian region. The spectrum of products ranges from food, nutrition and care products to housing, toys and digital pet gadgets. For the 24th edition, the trade fair focused on trends and innovations.

On-site and digital a success

In 2020, for the first time as a hybrid event, CIPS once again proved its importance as a door opener to the Asian region. The four-day on-site fair impressed around 600 exhibitors and 30,000 visitors. With special protection and hygiene measures such as QR codes, mandatory masks, wider aisles as well as the expansion to several halls, the organiser ensured the safety of the fair participants on site. At the same time, live streams on selected products extended the presence fair into the digital space.

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During the additional nine-day online event, participants from 74 countries – including Australia, Germany, Hong Kong, Russia and the USA – were presented with a total of over 9,000 products and held almost 300 matchmaking appointments.

On-site professional programme: trends & innovations in view

With a total of 28 events for various specialist areas, CIPS organised an extensive supporting programme for visitors on site. Highlights included the 6th GlobalPETS Forum Asia, the first edition of the China International Pet Food Ingredients Conference and the China International Pet Food Forum. The focus on aquaristics attracted participants from more than 20 countries, among others, with its Global Ornamental Fish Championship. Visitors could discover the latest innovations in the industry at the CIPS Innovation Award and the New Product Showcases. The products awarded or exhibited there show a clear trend for the pet industry: pet food is becoming healthier and accessories more and more design-oriented. In addition, numerous other lectures and symposia were held.

The next China International Pet Show will take place from 17 to 20 November 2021 at the National Exhibition & Convention Center in Shanghai.

Pet expertise worldwide

The China International Pet Show (CIPS) is held annually, alternating between the cities of Guangzhou or Shanghai. NürnbergMesse also supports or organizes other trade fairs for the pet industry worldwide:

- **Interzoo, Nuremberg / Germany**
World's leading trade fair for the international pet industry, organized by Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF), 1 to 4 June 2021 as online event "Interzoo.digital"
- **PET South America, Sao Paulo / Brazil**
International Trade Show for Pet Industry Suppliers in Latin America, 18 to 20 August 2021, Sao Paulo / Brazil

Further information on the China International Pet Show 2021 is available at: en.cipscom.com

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About the NürnbergMesse Group:

The NürnbergMesse Group is one of the 15 largest exhibition companies in the world. It is made up of NürnbergMesse GmbH and its 15 subsidiaries and affiliates. More than 1,000 employees work for the company at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. In addition, the NürnbergMesse Group has a network of foreign representatives active in over 100 countries. The portfolio includes around 120 national and international trade fairs and congresses in analogue, hybrid or digital form. Every year, up to 35,000 exhibitors (internationality 44 %) and up to 1.5 million visitors (internationality of trade visitors at 26 %) take part in the own, partner and guest events.