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October 2021

CIPS 2021: Asia's leading pet trade fair will again rely on a hybrid concept this year

This year, the China International Pet Show celebrates its 25th anniversary. Also known as CIPS, the show invites industry representatives to exchange expertise from November 17 to 21, 2021 at Shanghai National Exhibition and Convention Center, with a parallel opportunity for digital exchange. Over 1,500 exhibitors from all over the world are expected to present their new products and innovations on 130,000 gross square meters of exhibition area. The trade public will find everything from pet food and accessories to terrariums and aquaristics that will make the heart of pet experts beat faster. This year, a large number of special events, such as the GlobalPets Forum, will again supplement the program.

China Great Wall International Exhibition Co. organizes the China International Pet Show annually in cooperation with NürnbergMesse. In the past 25 years, it has established itself as one of the most important B2B exhibitions for pet accessories in Asia. On an exhibition area of 130,000 gross square meters, more than 1,500 exhibitors will present their new products and innovations to an international trade audience. Companies from 120 countries will be represented. The product portfolio ranges from pet food, nutrition and care products to clothing and housing, toys and digital pet gadgets. As in previous years, a special focus will be on the aquatics sector.

The China International Pet Show is the industry get-together in the Asian region, providing a platform for brands and experts from sales, retail and production. Varieties of special events enrich the program this year. The GlobalPets Forum, which will also take place online, focuses particularly on the changes in the industry during the pandemic in the production and consumer markets of several countries.

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Dual concept: trade fair onsite and online

Last year, the online event was already a complete success. Thus, China Great Wall International Exhibition Co. is again focusing on a dual trade show concept when hosting this year's CIPS. The on-site event allows face-to-face networking and product experience, while the online show allows international visitors who cannot travel to Shanghai due to existing travel restrictions to engage in business negotiations and procurement convenience almost without distance. International exhibitors can therefore book so-called "Non-Present Packages". These are available in three different variants and allow exhibitors to make contact with visitors even without physical presence, as well as offering their products/services on the Asian pet market. For more detailed information, please contact the project team of NürnbergMesse, as the aim of CIPS is to build geographical bridges and connect buyers with suppliers in real time.

Supporting program for experts and community

A comprehensive supporting program completes the trade fair attendance at CIPS. The GlobalPETS Forum Asia will again be held on the day before the start of the trade show. Here, the changes that have occurred in the production and consumer markets of various countries in the course of the corona pandemic will be addressed and discussed. In addition, this year, the Innovation Award is part of the high-quality program, particularly innovative products are chosen here by a selected jury of experts from several categories. Another interesting point of the professional program is the CIPS Global Ornamental Fish Championship. The ornamental fish competition is held for 20 species and targets the aquaristic community.

Pet expertise worldwide

The China International Pet Show (CIPS) is held annually, alternating between the cities of Guangzhou or Shanghai. The 25th edition will open his doors in Shanghai from November 17-20, 2021.

NürnbergMesse also organizes:

- **PET South America, Sao Paulo / Brazil**

International Trade Show for Pet Industry Suppliers in Latin America, 30 November to 2 Dezember 2021, Sao Paulo / Brazil

And on behalf of the organizer Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF):

- **Interzoo, Nuremberg / Germany**

World's Leading Trade Fair for the International Pet Industry organized by Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF), 24 to 27 May, 2022, Nuremberg, Germany.

For more information on the China International Pet Show 2021, visit:
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 includes NürnbergMesse GmbH and that company's 15 subsidiaries and affiliates. The Group employs more some 900 people at eleven locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. It also has a network of international representatives in more than 100 countries. Its portfolio comprises some 120 national and international exhibitions and conferences held in person and as digital events, focusing on five general fields: Retail & Consumer Goods, Building & Construction, Process Technology, Electronics & Security, and Social & Public. Its events safeguard jobs; generate tax revenues as well as billions of euros in purchasing power effects each year, making NürnbergMesse a major economic engine for the Nuremberg metropolitan region and Germany as a whole.