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25 years of CIPS: Successful digital edition of gathering place for pet industry in Asia

From November 17 to 20, 2021, the 25th China International Pet Show, or CIPS for short, was held for the first time as a complete digital event due to the Corona pandemic. Asia's most important industry gathering for pet supplies was also convincing online across the board. Over 600 exhibitors gathered on the CIPS digital platform over four days, meeting pet manufacturers, brands, buyers and service providers from all over the world. CIPS is organized annually by China Great Wall International Exhibition Co. in cooperation with NürnbergMesse.

With its 25-year history, the China International Pet Show is one of the most important trade shows for pet and aquarium supplies in Asia. In 2021, it was held for the first time as a digital-only event and also was a complete success. On the online platform (<https://online.cipscom.com/>), more than 600 exhibitors from all over the world presented a total of more than 6000 products, 35% of which were novelties. The spectrum ranged from food, care and medicine products to housing, toys and digital pet gadgets.

In addition to the exhibitors, the online edition of CIPS gathered buyers from a total of 73 countries and regions; in addition to China, the most important nations included Germany, the United States, Japan, Russia, the United Kingdom and Italy. In order to network supply and demand in a targeted manner, CIPS organized several match meetings via Zoom, which were very well received.

Attractive digital supporting program

Asia's industry gathering for pet supplies also had an attractive and varied supporting program in digital form. The GlobalPETS Forum Asia (GPFA) was also held online this year. Organized by CIPS and GlobalPETS, the conference featured inspiring keynote speakers from China, Germany, France, Italy, the Netherlands and the United States. Presentations took a look at opportunities and challenges facing the global pet industry during the Corona pandemic and

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provided an outlook on future developments as well as trends. The future topic of "innovations" also played a major role at the digital event. For the fifth time in total, the CIPS Innovation Award was presented to particularly innovative products by a jury of national and international experts. A total of 18 products were honored in six categories, including feed, ingredients and additives, snacks, design, accessories and equipment, and aquariums.

Register now!

The next China International Pet Show will be held from November 17-20, 2022, then again, as always in even years, in Guangzhou at the China Import & Export Fair Complex. "If you want to gain a foothold as an exhibitor on the Asian market or expand existing contacts, we are happy to support you with an exhibition participation in China," says Katharina Neumann, Manager International Events at NürnbergMesse.

Pet expertise worldwide

In addition to CIPS, NürnbergMesse 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);
24 to 27 May 2022, Nuremberg / Germany
- **PET South America, Sao Paulo / Brazil**
International Trade Show for Pet Industry Suppliers in Latin America;
17 to 19 August 2022, Sao Paulo / Brazil

Further information on the China International Pet Show 2022 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 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.