

2ND  
EDITION

# interpetfest

# PSV

INT'L PET FESTIVAL & EXPO **VIETNAM**

INT'L PET SOURCING FAIR **VIETNAM**



**SECC**, 799 NGUYEN VAN LINH,  
DISTRICT 7, HO CHI MINH CITY,  
VIETNAM



**23-26.04.2026**

09:00AM - 05:30PM

23,24  
**APRIL**



BUSINESS VISITORS

25,26  
**APRIL**



CONSUMER VISITORS

VIETNAM SMALL ANIMAL  
VETERINARY  
EXPERTS CONFERENCE



VIETNAM SECC  
GRAND DOG SHOW



PET  
COMPETITION



ISCC GROOMING  
COMPETITION VIETNAM



INTERNATIONAL  
CAT SHOW



PARROT  
SHOW

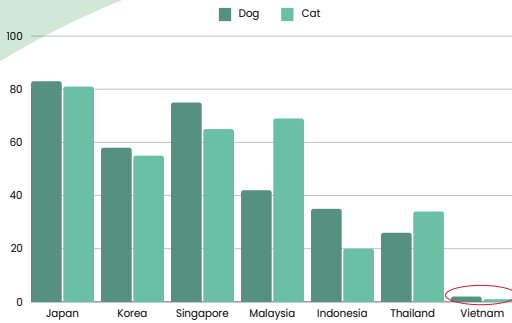


INTERNATIONAL  
FISH COMPETITION



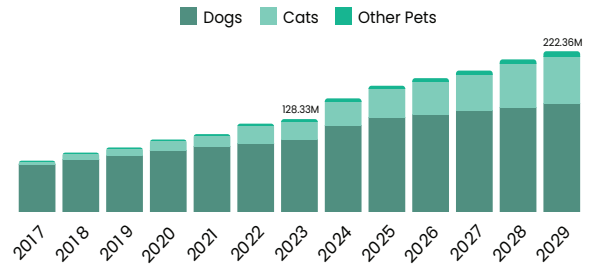
# VIETNAM PET MARKET INSIGHTS

Vietnam is a nascent market with low consumer awareness, recently opened up to promising growth. It will follow the developing history of Pet industry same as Thailand's, Korea's, Japan's, with the potential of **growing 20 times more**.



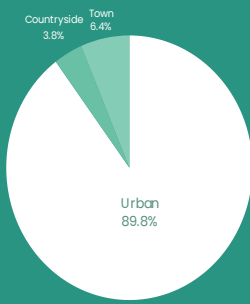
Graph 1. Percentage of dogs and cats consuming packaged pet food in Asia

In 2023, the market size of the Vietnamese pet food sector (all types of pet) was US\$128.33 million. The projected market size for 2029 is US\$222.36 million

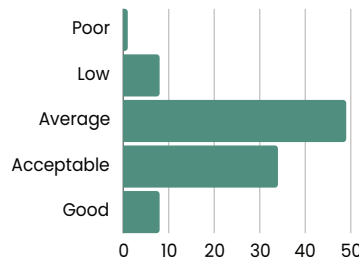
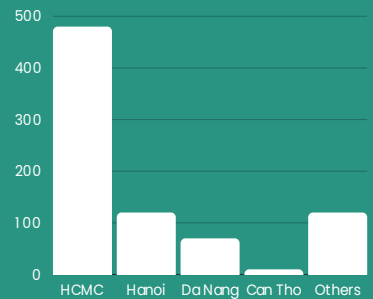


Graph 2. Value of Pet Food by Pet Type, USD, Vietnam, 2017-2029

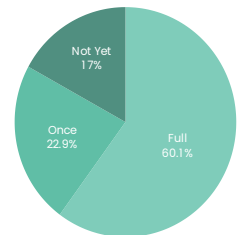
## WHERE ARE RESPONSIBLE PET OWNERS?



The exponential trend of pet ownership in Vietnam is particularly pronounced in urban areas, where 89.9% of households now own pets. Cities like Ho Chi Minh City have the highest rates of pet ownership among urban centers.

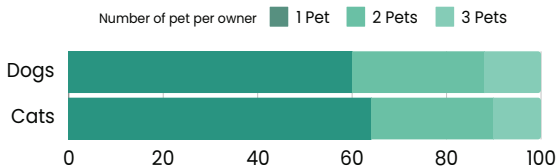


Graph 3. Level of Understanding about Pet Care



Graph 4. Vaccination

Knowledge about pets is improving so more and more owners welcome pets into their homes. They tend to invest more time and effort in educating themselves about proper pet care and nutrition, so they demonstrate a greater willingness to invest in their pets' well-being.



Graph 5. Number of pet each owner has

	2018	2019	2020	2021
Percentage	16.6%	17%	17.2%	17.3%
Number	4,399mil	4,568mil	4,673mil	4,755mil

Graph 6. Number of Households owning a dog  
Analysis 2018 - 2021

	2018	2019	2020	2021
Percentage	11.8%	12%	12.4%	12.5%
Number	3,127mil	3,224mil	3,369mil	3,436mil

Graph 7. Number of Households owning a cat  
Analysis 2018 - 2021

### Sources:

Euromonitor International form official statistics  
Pet Care in Vietnam by INTAGE VIETNAM LLC  
Pety Technology JSC

# SHOW OVERVIEW

**interPetfest** 2ND EDITION  
INT'L PET FESTIVAL & EXPO **VIETNAM**

**PSV**  
INT'L PET SOURCING FAIR **VIETNAM**

SECC, 799 NGUYEN VAN LINH, D.7, HCMC, VIETNAM



**250**  
BOOTHS



**400**  
BRANDS



**12+**  
COUNTRIES  
(EXHIBITORS)



**13.000+**  
BUSINESS VISITORS  
& CONSUMERS



Thursday  
**23.04.2026**  
09:00AM – 5:30PM  
Business Visitor Only



Friday  
**24.04.2026**  
09:00AM – 5:30PM  
Business Visitor Only



Saturday  
**25.04.2026**  
09:00AM – 5:30PM  
Business Visitor & Consumer Visitor



Sunday  
**26.04.2026**  
09:00AM – 5:30PM

## EXHIBITION PROFILE



**PET FOOD & TREATS**



**PET TOY & ACCESSORY**



**PET HOTEL & TRANSPORT**



**PET HEALTH & WELLNESS**



**PET CARE & GROOMING**



**PET SHOP & RETAIL STORE**



**PET GADGETS & TECHNOLOGY**



**EDUCATION & TRAINING**



**BREEDER**



**OTHER RELATED SERVICES**

## EXHIBITION ACTIVITIES

### BIZ-MATCHING



**VIETNAM SECC GRAND DOG SHOW 2026**

Co-host:



**INTERNATIONAL CAT SHOW 2026**

Co-host:

To be updated



**ISCC GROOMING COMPETITION 2026**

Co-host:



**INT'L FISH COMPETITION 2026**

Co-host:

To be updated



**VIETNAM SMALL ANIMAL VETERINARY EXPERTS CONFERENCE 2026**

Co-host:



**PARROT SHOW 2026**

Co-host:

To be updated



**PET COMPETITION 2026**

Co-host:



## • GLOBAL PETSHOW TOURS

1. The organizers of InterPetFest & PSV form delegations of Vietnamese buyers and exhibitors to attend well-known pet shows worldwide. 📍
2. Booth promotion of InterPetFest & PSV 2026 at major international pet shows across the globe. 📍
3. The organizers of InterPetFest & PSV visit pet shows in developed countries, we are eager to incorporate new ideas and new technologies into the 2026 edition and focus to expand international networks to benefit exhibitors and visitors. 📍



## • OUR LOYAL PARTNERS & SUPPORTERS

Sub-event Co-Host:



Overseas Partner:



Media Partner:



Insight Partner: TCM Research



# interpetfest 2025 REPORT



SCAN HERE FOR FULL REPORT

**200**  
BRANDS

**100+**  
BOOTHs

**9**  
COUNTRIES  
(Exhibitors)

**17**  
COUNTRIES  
(Visitors)

**9.163**  
BUSINESS VISITORS  
& CONSUMERS

**11.833**  
CHECK-IN

Name: **International Pet Festival & Expo Vietnam**

Organizer: **eventure** **GMEG** China Pavilion Organizers: **PSC** **IPP**

Date: **20-22 February, 2025** Venue: **SECC - 799 Nguyen Van Linh St, D.7, Ho Chi Minh City, Vietnam**

Sub-event cohort:

Pet Competition Diamond Sponsor: **maxime** **maxime** ISCC Grooming Diamond Sponsor: **ARTERO** **T2GROOM**

Vet Conference Silver Sponsor: **12** Strategic Partner:

Overseas Partner:

Media Partner:

## CONCURRENT EVENTS

### THE VIETNAM SMALL ANIMAL VETERINARY EXPERTS CONFERENCE (VSAVEC)



Co-host:

**189** VETERINARIANS  
**06** SPEAKERS  
**10** TOPICS

### VIETNAM SECC GRAND DOG SHOW



Co-host:



**70**  
PEDIGREE  
**30**  
PHU QUOC  
RIDGEBACK

### ISCC GROOMING COMPETITION VIETNAM



Co-host:



**100**  
CONTESTANTS  
**03**  
JUDGES  
From Singapore/China/Korea

### PET COMPETITION



Co-Host



**250** GAME PLAYERS  
**13** GAMES

### SEMINAR & WORKSHOP

**05** PET INDUSTRY SEMINAR SESSIONS  
**06** ISCC INTERNATIONAL GROOMING SEMINAR SESSIONS  
**07** PET OWNER WORKSHOPS  
**1180** AUDIENCES / 3 DAYS **28** SPEAKERS



# EXHIBITOR FEEDBACK



**Ms. Lê Thị Hồng Muội**  
Head of Companion Unit at Sistar Vietnam

2025 marks the first year that Sistar has the opportunity to participate in InterPetFest, an event that connects pet product suppliers with pet owners. This is a highly valuable and engaging networking event. This year, InterPetFest 2025 has already offered a diverse range of activities, including exhibition booths and competitions for pet owners and groomers. I hope that next year, the organizers will consider collaborating with veterinarians to provide health check-up sessions for pet owners attending InterPetFest.



**Mr. Ryan Ann**  
Management Partner - Eversparkles Pte Ltd - Singapore

InterPetFest has been a fantastic platform for us to connect with potential distributors and expand our network in the pet industry. The event provided valuable opportunities to explore new partnerships, and we look forward to growing our presence in this market.



**Ms. Đỗ Huyền Trang**  
Head of Pet Business Department at FivePet Vietnam

Our impression of InterPetFest this year is that it was a grand event, attracting many pet owners as well as small animal veterinary experts, pet shops, and clinics. With such an impressive scale, we will continue participating in next year's event. The quality of this year's program was already excellent, we hope the organizers will continue to expand promotional efforts and provide even more exciting contents in the future for pet owners and industry professionals alike.



**Mr. Gerald Ettinger**  
Technical & Marketing Manager at Maxime Pet Food, Aboitiz Foods - Philippines

Thank you and congratulations for your 1st InterPetFest edition. Your event was a big success and on the way to become one the main one-stop B2B/B2C Pet Care event in Vietnam. The objectives were reached: gathering B2B companies to create business opportunities, and providing a place for us to meet and communicate directly with Pet Parents, which was our main goal. We appreciated the organization, coordination, cleanliness and also the traction generated by the Pet Seminar on the first day. Looking forward to partnering again in the future, we are at your disposal to bring the following InterPetFest to the next level in Vietnam.



**Mr. Brice Proteau**  
General Manager Wello Pet Health Vietnam

I'm very happy to be at InterPetFest, the 1st event that dedicated to pet in Vietnam. I'm happy to be an exhibitor here, I think I'm ready to join next year and sure it will be even better. This is the 1st time SECC allows pet to enter the venue, so we have direct interaction with pet owners. The organizer is doing a good job. In the future, I believe the show will get much bigger.

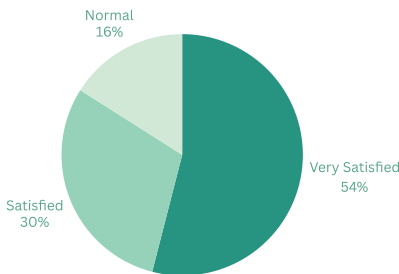


**Mr. Surasak Suwannapim**  
International Sales Manager, Sherwood Corporation - Thailand

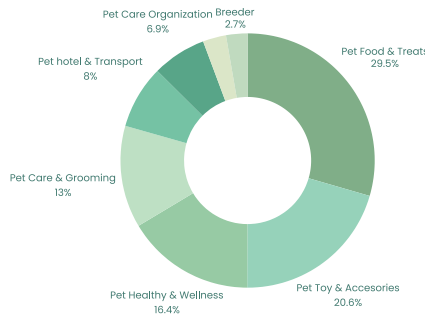
We are happy to explore Vietnamese pet market via InterPetFest 2025. It was a fruitful B2B pet expo for us as we have found our future distributors, understood the import procedure, met key business people. I also had a great chance at InterPetFest to know more about pet consumers and trends. We definitely recommend you to join.

**1.436 BUSINESS VISITOR** **7.727 CONSUMERS**

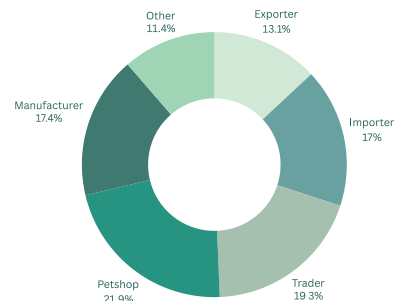
## Satisfaction Level



## Business Visitor Interested Field



## Business Visitor Classification



## TESTIMONIAL FROM BUSINESS VISITOR



**Mr. Pham Ty**  
CEO & Founder at ANTEX

I would like to compliment the organizers of InterPetFest for bringing the most professional pet event in Vietnam. The event offers various spaces and activities for both pets and their owners. Since this is the first year, the number of booths is still limited, but it covers a full range of pet products. I believe that the second edition will be even more successful.



**Mr. Tran Sinh**  
Owner & CEO at TASI Academy & TASI Pet Home

I am impressed with InterPetFest because this is the first time in Vietnam that an event has gathered a large number of international pet industry suppliers. I learned about the event three months in advance and planned to attend. At the event, I also had the opportunity to meet many high-quality suppliers.



Owner of "Mè"

InterPetFest left a strong impression on me with its scale, professional competitions, and the presence of many reputable brands. Most notably, this is the first exhibition in Vietnam that allows pets to attend alongside their owners. Thanks to InterPetFest, I had many adorable moments with my meow. I hope this amazing event will continue next year and be even more successful.



Owner of "Bác Thảo"

This was our first big pet event, and we had a great time! It was fun meeting fellow pet lovers and exploring cat products to improve our cat's life. The atmosphere was lively, and we were really happy with the quality of the event. We'd love to join more in the future!



Owner of "Lu"

InterPetFest was such a fun experience! The venue was cool and comfy, which was a huge plus for both pets and owners. There were so many fun activities to join, and I loved seeing all the top pet brands in one place. It's amazing to have an event where we can bring our pets along—I really hope it comes back even bigger next year!

# VISITOR ANALYSIS

# PARTICIPATION GUIDELINE

## SUBMIT APPLICATION

1. **For Overseas Exhibitors:**  
Submit Application  
www.interpetfest.com
2. **For Vietnamese Exhibitors:**  
Sign contract

## SEND DOWN PAYMENT

50% of the total booth cost within 1 week of application submission/contract signed

## SEND FINAL PAYMENT

Remaining 50% of the total booth cost by 26 February 2026  
Additional utility costs by 26 March 2026

## SHOW TIME

**23-26.04.2026**

Booth Type	Description	Super Early Bird (March - June)	Early Bird (July - Sep)	Regular (Oct - March)
<b>Market Booth</b> (M-Booth)	Only Applied to Vietnamese Pet Shop, Household Business, Start-up. Allow a minimum booth size 2m (L) x 2m (W) x 2.4m (H)	240 USD/sqm	260 USD/spm	280 USD/spm
<b>Vietnam SME Zone</b> (M-Booth)	Vietnamese Small and Medium Enterprise with products made in Vietnam Allow a minimum booth size 3m (L) x 3m (W) x 2.4m (H)	265 USD/sqm	285 USD/sqm	315 USD/sqm
<b>International Zone</b>	1. Vietnamese Company displaying imported products 2. Foreign Company in Vietnam 3. Oversea Company	390 USD/sqm	400 USD/sqm	420 USD/sqm
<b>SHELL SCHEME SET-UP</b>	*** Standard Shell Booth size 3m (L) x 3m (W) x 2.4m (H), will be provided: * Company signboard * Carpet flooring and trash bin * 1 Information desk with 2 chairs * 2 Fluorescent light * 1 Power outlet 5A/220V (Max 600W) ***Additional: 2 chairs + 1 round table for Booth size: 3m(L) x 4m(W) x 2.4m(H)	33 USD/sqm	36 USD/sqm	
<b>CORNER LOCATION</b>	Booth location with 2 open views	100 USD/location		
<b>PENINSULA LOCATION</b>	Booth location with 3 open views	150 USD/location		
<b>ISLAND LOCATION</b>	Booth location with 4 open views	200 USD/location		

\* All costs subject to VAT 10%

\* Additional order of Electricity, Furniture and Services, kindly contact the organizers for price details.

\* Exhibitor must follow Regulations of Shell Scheme Usage, Raw Space booth Construction, Utilities Usage issued by SECC and official contractors.

Only Vietnamese Exhibitors can join InterPetFest & PSV Co-marketing Campaign to promote the event via their marketing channels, will get a discount of maximum 10% on the total space rental cost (not applied on set-up and location fees)

INTERPETFEST CO-MARKETING CAMPAIGN	SNS (Facebook, Tiktok, Instagram, Twitter, LinkedIn, Youtube, on-site Livestream) - Choose at least 4 channels	DISCOUNT 5%
	Website, E Newsletter, E-Invitation, Email Signature	DISCOUNT 5%
	POSM displayed at Pet Shop, Retail Store, Office, Events, Vet Clinic...(standee, poster, leaflet, invitation)	DISCOUNT 5%

\*\*\* InterPetFest \*\*\*  
THE EXCELLENT  
CO-MARKETING BRAND

### Win 1 booth at InterPetFest & PSV 2027

The Exhibitor recruits the **highest number of on-site visitors** will win **one InterPetFest & PSV 2027's booth**

Maximum discount at 10% on total booth cost.  
Please contact the organizer for more detail of the program.

## SPONSORSHIP OPPORTUNITY

### Make your best decision now!

Becoming InterPetFest PSV Grand Sponsors (Diamond, Gold, Silver, Bronze) to approach 13,000 on-site Business Visitors & Consumers, get tremendous value of pre-show marketing benefits, stand out among hundreds of pet brands.

Becoming InterPetFest PSV single-event sponsors to reach your specific audiences at: ISCC Grooming Competition Vietnam, SECC Grand Dog Show, Vietnam Small Animal Veterinary Experts Conference, Parrot Show, International Cat Show, International Fish Competition, Pet Competition.

Part of your sponsorship amount will be dedicated to support animal welfare organization ensuring that your decision does not only benefit your brands but also makes positive impacts in the lives of pets in need



# THANK YOU OUR EXHIBITORS, PARTNERS & SUPPORTERS



## Invited Media



**Website :**  
www.interpetfest.com

**Address :**  
28 Thao Dien, Thu Duc City,  
Ho Chi Minh City, Vietnam

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TIKTOK

**interPetfest**  
INT'L PET FESTIVAL & EXPO **VIETNAM**

**PSV**

INT'L PET SOURCING FAIR **VIETNAM**

**23-26 April 2026 (To be confirmed)**

at SECC, 799 Nguyen Van Linh, Dist 7,  
Ho Chi Minh City, Vietnam

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