

interPetfest

EXPO · MARKET · EVENT · CONFERENCE

INTERNATIONAL PET FESTIVAL & EXPO VIETNAM

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

 **Thursday**
20.02.2025

09:00AM - 5:00PM (Business Visitor)

 **Friday**
21.02.2025

9:30AM - 4:00PM (Business Visitor) 4:00PM - 7:00PM (Consumer Visitor)

 **Saturday**
22.02.2025

9:30AM - 7:00PM (Business Visitor & Consumer Visitor)

MUST-ATTEND EVENT FOR:

-  **PET BUSINESS**
-  **PET SHOP**
-  **VETERINARIAN**
-  **PET LOVER**
-  **GROOMER**
-  **PET BREEDER**
-  **PET SHELTER**

**VIETNAM'S ONLY
PET-EXCLUSIVE
EVENT**



**THE LARGEST
B2B2C
PET EVENT
IN VIETNAM**



**VIETNAM SECC
GRAND DOG SHOW 2025**



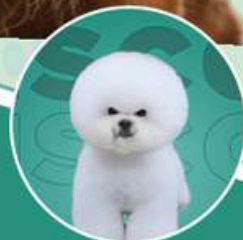
**VIETNAM SMALL ANIMAL
VETERINARY
EXPERTS CONFERENCE**



**INTERPETFEST
DOGATHON**



**PET
COMPETITION**



**ISCC GROOMING
COMPETITION
VIETNAM**

SHOW REPORT

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The first-ever **InterPetFest 2025** successfully took place from **February 20-22 at SECC, District 7, Ho Chi Minh City**, marking a new milestone for Vietnam's pet industry. As the largest pet-focused exhibition in the country to date, the event welcomed **over 9,163 visitors** and gathered more than 100 exhibitors from both local and international markets.

SHOW OVERVIEW

InterPetFest 2025 not only provided a premier platform for business networking and industry growth but also delivered an engaging and entertaining experience for pet owners and enthusiasts.





200
BRANDS


100+
BOOTHS


9
COUNTRIES
(Exhibitors)


17
COUNTRIES
(Visitors)


9.163
BUYERS
& VISITORS


11.833
CHECK-IN

DAY 1 RECAP
Click here to view

DAY 2 RECAP
Click here to view

Show name **International Pet Festival & Expo Vietnam**

Date **20-22 February, 2025**

Location **799 Nguyen Van Linh, D.7, HCMC**

Organizer   China Pavilion Organizers:  

Co-host       

Pet Competition Diamond Sponsor:  

ISCC Grooming Diamond Sponsor:  

Vet Conference Silver Sponsor: 

Strategic Partners           

Overseas Partners        

Media Partners            

Onsite Media           



OPENING CEREMONY

Held from February 20-22 at SECC, District 7, Ho Chi Minh City, InterPetFest 2025 marked a significant milestone for Vietnam's pet industry. The event brought together over 100 exhibitors from both local and international markets, attracting more than 9,163 visitors.

The overwhelming response to this debut edition highlights Vietnam's rapidly growing pet industry and the strong demand for more industry-focused events in the region.

The **InterPetFest 2025 Opening Ceremony** was a significant highlight, bringing together key figures from Vietnam's pet industry, government representatives, and international trade organizations. The ceremony was honored by the presence of **Mr. Nguyen Huu Hoai Phu, Vice Director of Ho Chi Minh City Department of Agriculture and Rural Development** alongside esteemed representatives from prominent associations, including:

- **Mr. Nguyễn Hữu Hoài Phú** – Vice Director of Ho Chi Minh City Department of Agriculture and Rural Development
- **Ms. Nhan Lieu** – CEO of Eventure JSC
- **Mr. Harper Lee** – CEO of GMEG Korea
- **Ms. Chang Yeng** – Chairwoman of China Pet Industry Association
- **Mr. Nguyễn Tiến Đạt** – General Director of SECC
- **Assoc. Prof. Lê Quang Thông** – Dean, Faculty of Animal Science and Veterinary Medicine Vice President, Vietnam Veterinary Association President, Vietnam Small Animal Veterinary Association
- **Mr. Phạm Quang Hợp** – Director of the Center for Economic Restructuring Consultancy and Support, Ho Chi Minh City Department of Agriculture and Rural Development
- **Mr. Brice Proteau** – General Manager of Wello Pet Health
- **Mr. Nguyễn Thanh Đào** – President of Ho Chi Minh City Advertising Association (HAA)
- **Mr. Cao Minh Kim Qui** – Executive Director / General Secretary at Vietnam Kennel Association
- **Prof. Nguyễn Thị Hương** – Honorary Professor, PhD, President of Vietnam Veterinary Association, Chairman of the Board of Directors of Central Veterinary Medicine Joint Stock Company No. 5 (Fivevet)
- **Madam Usasri** – Representative of Thai Trade Center - Ho Chi Minh City
- **Madam Zaimah Osman** – Trade Commissioner of MATRADE HCMC
- **Mr. Đoàn Minh Thuận** – VKA Handler Committee Chairman, VKA Events Management & Organization Vice Chairman
- **Mr. Néstor Santos Franco** – Economic & Trade Counsellor of Spain for Vietnam
- **Dr. Gerald Ettinger** – Technical Marketing Manager, Maxime Petfood / Aboitiz Foods
- **Dr. Mai Ngọc Tuyền** – Veterinary Doctor, Founder of Vietnam Small Animal Veterinary Conference
- **Mr. Thọ Đình** – Vietnam ISCC Master
- **Mr. Nhân Nguyễn** – Co-Founder/Producer at World Cat Federation Vietnam by Association of Vietnam Feline



Concurrent Events Highlights SECC GRAND DOG SHOW 2025

02 DAYS (21-22 FEB)

70 PEDIGREE DOGS

30 PHU QUOC RIDGEBACK



SUB-EVENT COHOST:



JUDGES PANEL:



Mr. Nenad Davidovic



Mrs. Natasa Davidovic



Mr. Swee Lin Sim Krissada



Mr. Yuji Yatake



Mrs. Pai ChiaTai



Mr. Banson Hsu

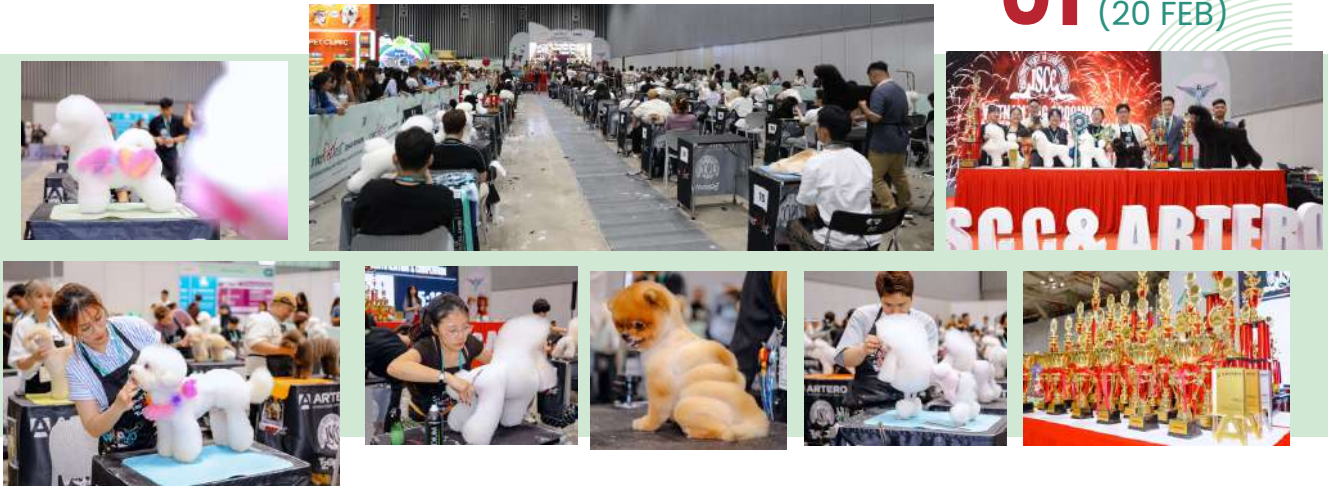
Dog show invitation letter: Sent out to

100

 Breeders and pet experts

Concurrent Events Highlights ISCC GROOMING COMPETITION VIETNAM

100 CONTESTANTS 01 DAY (20 FEB)



SUB-EVENT COHOST:



DIAMOND SPONSOR:



JUDGES PANEL



Master THỌ ĐÌNH



Mr. Kingsly Tan



Mr. Qiu Qiqin



Ms. Um Kyuri

ISCC Grooming Competition invitation letter: **120** grooming teachers, grooming experts, and groomers.



ISCC INTERNATIONAL GROOMING SEMINAR **01 DAY (21 FEB)**

118 SEMINAR PARTICIPANTS

06 INSTRUCTORS



Mr. Kingsly Tan



Mr. Qiu Qiqin



Ms. Um Kyuri



Mr. Hino Yang



Ms. Yang Ni



Mr. Tony Zhu

Concurrent Events Highlights

PET INDUSTRY WORKSHOP 01 DAY (20 FEB)

Organizers: **eventure** **GMEG**
CREATING MOMENTS



Moderator



Mr. Brice Proteau
General Manager, Wello Pet Health

Other Panelists



Ms. Tatiana Masalska-Laska
Chief Experience Officer, TGM Research



Ms. Thuyen Vu
Chief Marketing Officer, TGM Research



Ms. Dinh Thi Thuy Trang
Consultant in regulatory affairs, director Ngan Thong Trading Service Import Export Company Limited.



Professor Thong
President VSAJSC



Ms. Yang Cheng
President, CIQA - Pet Industry Committee



Mr. Gerald Ettinger
Technical & Marketing Manager, Maxime Pet Food, Abolito Foods



Mr. Loc Phan
Chairman, Vietnam Food (VNF)



Dr. Diep Ngoc Truc
DVM, MVM, CEO & Founder, Trust Vet Hospital



Mr. Truong Kim Quang
25 years-experienced in FMCG & Pet Products



Mr. Phung Viet Linh
Director, An Dong Thinh



Dr. Thai Thi My Hanh
CEO & Founder, Detpas



Mr. Doan Minh Thuan
VKA Handler Committee Chairman, VKA Events Management & Organization Vice-Chairman



Mr. Bui Quang De
Director of DBpet Company, specializing in distributing pet accessories and food.

85 PARTICIPANTS / SESSION **05 TOPICS & PANEL DISCUSSIONS**

10:30 - 10:45 AM	Pet Industry Seminar	Overview and prospects of the pet market in Vietnam	<i>Mr. Brice Proteau - General Director, Wello Pet Health</i>
10:45 - 11:30 AM		Revealing key insights and trends in pet care in Vietnam in 2024	<i>Ms. Tatiana Masalska-Laska - Director of Customer Experience</i> <i>Ms. Thuyen Vu - Marketing Director, TGM Research</i>
11:30 - 11:45 AM		Q&A related to TGM's presentation	Q&A
11:45 - 12:15 PM		Importing pet related products into Vietnam: regulations and laws	<i>Ms Dinh Thi Thuy Trang - Legal consultant</i>
12:15 - 12:30 PM		Q&A related to the presentation on Legal Management	Q&A

Pet Industry Seminar	1:30 PM - 3:00 PM	Panel Discussion in Vietnamese: How do the actual actors get ready / prepared for the future development of the Petcare in Vietnam?	<p><i>Mr. Le Quang Thong - Head of Animal Husbandry and Veterinary Department, University of Agriculture and Forestry</i></p> <p><i>Mr. Phung Viet Linh - Director, An Dong Thinh</i></p> <p><i>Mr. Truong Kim Quang - 25 years of experience in FMCG and pet products industry.</i></p> <p><i>Mr. Doan Minh Thuan - Chairman of VKA Coaching Committee, Vice President of VKA Event Management & Organization</i></p> <p><i>Mr. Bui Quang De - Director of DBpet company, specializing in distributing pet food and accessories</i></p>
	3:15 PM - 4:45 PM	Panel Discussion in English: Why investing in the Vietnamese Petcare market? Recommendations for new comers?	<p><i>Mr. Loc Phan - Chairman, VNF JSC</i></p> <p><i>Mr. Gerald Ettinger - Technical & Marketing Manager, Maxime Pet Food</i></p> <p><i>Mr. Le Quang Thong - Chairman of VSAVA</i></p> <p><i>Ms. Yang Cheng - Chairman, CIQA Pet Industry Committee</i></p> <p><i>Ms. Tatiana Masalska-Laska - Director of Customer Experience, TGM Research</i></p> <p><i>Dr. Diep Ngoc Truc - DVM, MVM, CEO & Founder of Trust Vet Veterinary Hospital</i></p>
		Recap & Conclusions of Vietnam Pet Industry	<i>Mr. Brice Proteau - General Director, Wello Pet Health</i>

Concurrent Events Highlights

PET OWNER WORKSHOP

01 DAY (22 FEB)

Organizers: **eventure** **GMEG**
CREATING MOMENTS



Dr. Mai Ngoc Tuyen
DVM and Founder of Funpet, SAOVet, and Fullpet.



Mr. Mark O Connor
Dog Trainer and Dog Walker



Mr. Ta Minh Phuc
Founder and Trainer of Metal Training



Mr. Le Quang Hoang
Founder: BossDog



Mr. Le Nhat Long
Founder & CEO: HavePaws



Artist Tran Ba Da
Cà Mau Province
Ornamental Creature Club



Mr. Nguyen Thien Phong
Master of Education,
director of the Connect Music
and Arts Center.



Ms. Nhan Lieu
CEO & Founder,
Eventure and InterPetFest

- TOPICS**
- Train the dog to relieve itself in appropriate spots
 - Love is Action Ideas for Nourishing Pets & Interaction/Q&A with Dr. Mai Ngoc Tuyen
 - Leash Walking & Dog Body Language
 - Tan Chau Bantam Chickens in Vietnam - From Tradition to Integration
 - "The Command ""Wait"" - Essential Skill for Dogs"

DOG OBEDIENCE AND PROTECTION SHOW 02 DAYS (21-22 FEB)



Mr. Ngô Văn Quốc
Founder Silver Arrow

Concurrent Events Highlights

INTERPETFEST FUND CEREMONY

01 DAY (22 FEB)



With deep gratitude, 50 million VND was donated to five rescue organizations: SNNC, Have Paws, Laws for Paws, Forever Wheelchair and SAR as a token of appreciation and encouragement to continue their noble mission. And this is just the beginning! We will keep supporting rescue stations, with Dogathon & Pet Festival – Run for the Future of Vietnam’s Dogs & Cats coming up at 3rd quarter of 2025!



Concurrent Events Highlights

PET COMPETITION

03 DAYS
(20-22 FEB)



Sub-event co-hosts



Diamond sponsors:



Mr. Đoàn Minh Thuận



Mr. Nguyễn Hồng Nhân



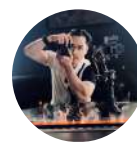
Mr. Tạ Minh Phúc



Ms. Đào Ngọc Hồng



Ms. Võ Thanh Xuân



Mr. Phan Thanh Vũ



Mr. Võ Quang Minh Nhật

Thursday - 20.02.2025

Stage B	Pet Competition
9:30 AM - 11:00 AM	Dog Speed Eating (Small Dogs < 10kg)
11:00 AM - 12:30 PM	Dog Speed Eating (Large Dogs > 10kg)
2:00 PM - 3:30 PM	Dog Racing (Small Dogs < 10kg)
3:30 PM - 5:00 PM	Dog Racing (Large Dogs > 10kg)

Friday - 21.02.2025

Stage B	Pet Competition
9:30 AM - 11:00 AM	Dog Training Workshop
11:00 AM - 12:30 PM	Dog Agility Show (Small Dogs < 10kg)
12:30 PM - 2:00 PM	Dog Agility Show (Large Dogs > 10kg)
2:00 PM - 4:00 PM	Corgi Show
4:00 PM - 6:00 PM	Corgi Racing

Saturday - 22.02.2025

Stage B	Pet Competition
9:30 AM - 11:00 AM	Beautiful Dog (Open Show)
11:00 AM - 12:30 PM	Phù Quốc Ridgeback (Open Specialty Show)
12:30 PM - 12:40 PM	Performance of Working-Sport Dogs in IGP
12:40 PM - 1:30 PM	Dog Talent Show
1:30 PM - 3:00 PM	Dog Fashion Show
3:00 PM - 4:00 PM	Cat Fashion Show
4:00 PM - 7:00 PM	Beautiful Cat (Open Show)

13
GAMES

2
WORKSHOP
& PET PERFORMANCE

250
GAME PLAYERS

Concurrent Events

Vietnam Small Animal Veterinary Experts Conference

02DAYS
(20-21 FEB)

Sub-event co-hosts:



Silver sponsors:



SCIENTIFIC COUNCIL



Ph.D. Nguyễn Bá Tiếp



Ph.D. Trần Thị Thảo

GUEST SPEAKERS



Host: Mai Ngọc Tuyền, DVM



Ph.D. Nguyễn Bá Tiếp



DVM. Chawapa Wattanaprateep



DVM. Cúc



DVM. Mark Lan



DVM. Lâm Kim Hải

9:00 AM - 10:00 AM	Spinal Anatomy, Complications, and Injury Treatment Protocols.	<i>PhD. Nguyen Ba Tiep</i>
10:15 AM - 11:00 AM	Application of Spinal Anesthesia in Abdominal and Posterior Body Surgery	<i>Mai Ngoc Tuyen, DVM</i>
11:00 AM - 12:00 PM	Detailed Technique of a Spine Surgery	<i>Mai Ngoc Tuyen, DVM</i>
2:00 PM - 3:00 PM	Biliary Obstruction Treatment Case, Ultrasound Diagnostic Techniques.	<i>Chawapa Wattanaprateep, DVM from Thonglor Bangkok - Thonglor Bangkok Pet Hospital.</i>
3:30 PM - 4:30 PM	Urinary Diseases in Dogs and Cats, "Gender Transition," and Risk Management	<i>Mai Ngoc Tuyen, DVM</i>
4:30 PM - 5:15 PM	Standardization of 300 Treatment Protocols, Digital Transformation in Small Animal Veterinary Medicine	<i>Mai Ngoc Tuyen, DVM</i>

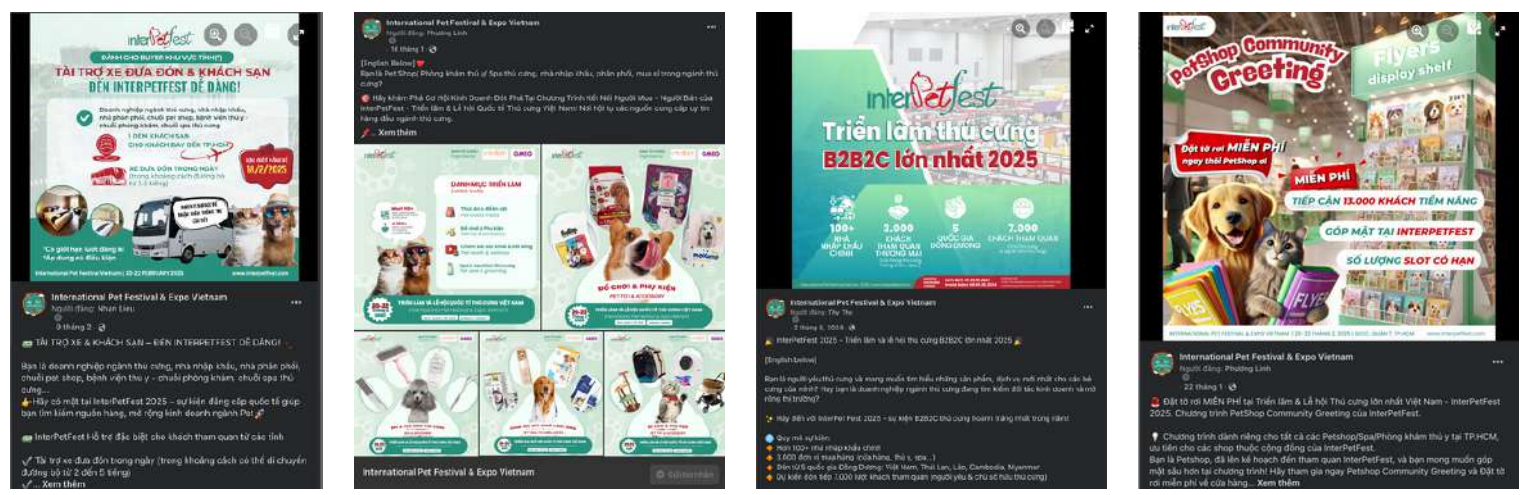
8:45 AM - 9:45 AM	Diabetes Mellitus in Cats and a Successful Treatment Case	<i>Mark Lan, DVM</i>
9:45 AM - 10:45 AM	Immune-mediated hemolytic anemia in a dog: a case report.	<i>Coc, DVM</i>
10:45 AM - 11:45 AM	Periodontal diseases' classification and impact on animals' health And Tooth extraction techniques	<i>Lam Kim Hai, DVM from Fivevet Pet5H</i>
11:45 AM - 12:00 PM	Giving souvenirs to the advisory board, speakers, sponsors, and end announcements and take souvenir photos	<i>VSAVEC Organizer</i>

10 TOPICS **6** SPEAKERS **2** SCIENTIFIC COUNCIL **189** ATTENDEES

BIZ MATCHING MARKETING

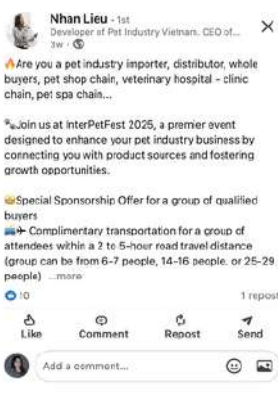
-Call Center: 4 biz matching callers from 2nd Jan, 2025 till 18th Feb 2025

-Facebook Advertisement



-Linkedin Advertisement

- E-mail Marketing



Result:

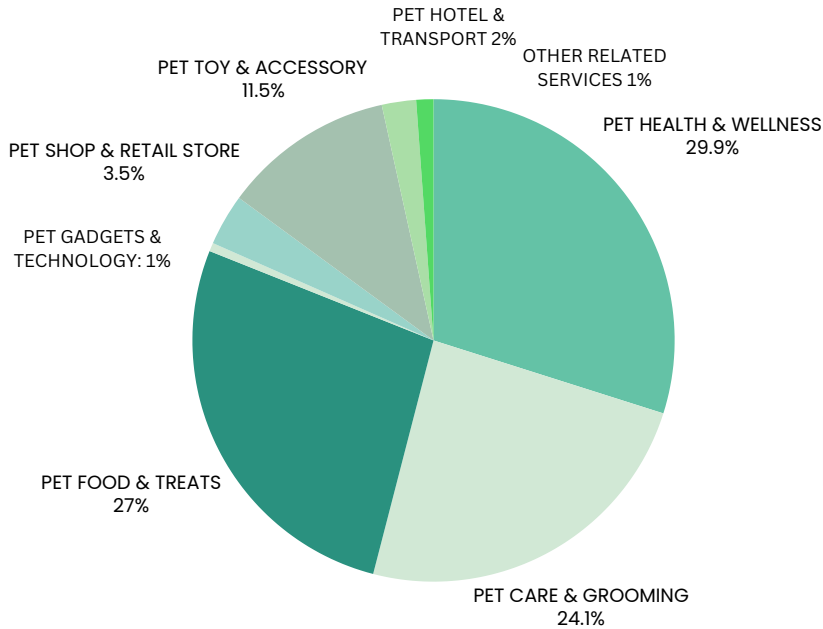
1.436 On-site Business Visitors

83% Business Visitors found their interested items at InterPetFest

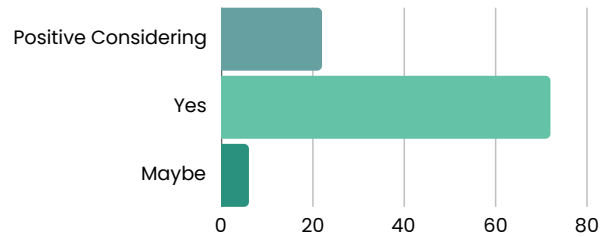
61% Business Visitors (Distributors/Whole buyers) were discussing on their intentions to import/distribute/retail pet items from InterPetFest's exhibitors.

EXHIBITOR ANALYSIS

Exhibitor Business Field



Next Year Participation Rate



TESTIMONIAL FROM EXHIBITORS



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

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, Abotiz Foods

Thank you and congratulations for your 1st InterPetFest edition. Your event was a big success and on the way to become one of 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

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

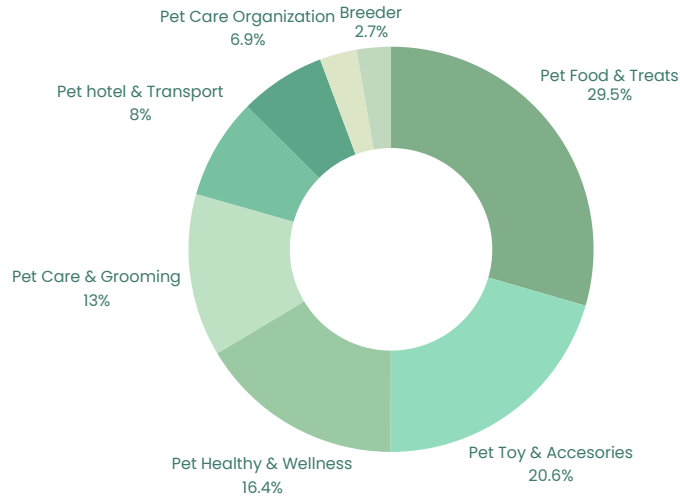
We are happy to explore Vietnamese pet market via InterPetFest 2025. It was a fruitful B2B pet expo for us as we have found our future distributors, understood the import procedure, met key business people. I also had a great chance at InterPetFest to know more about pet consumers and trends. We definitely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

VISITORS ANALYSIS

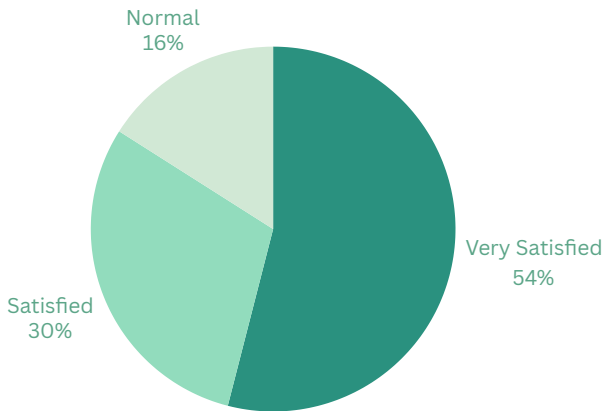
1.436 BUSINESS VISITOR REGISTRATION

7.727 CONSUMERS REGISTRATION

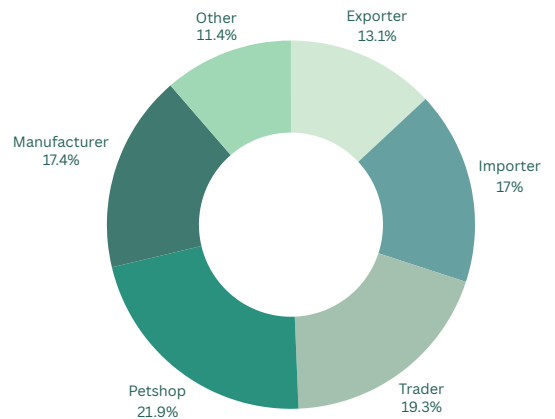
Visitor Interested Field



Satisfaction Level



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 "Bắc 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!

TESTIMONIAL FROM CONSUMER

THANK YOU OUR EXHIBITORS, PARTNERS & SUPPORTERS



Invited Media



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www.interpetfest.com

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SEE YOU NEXT YEAR

inter**Pet**fest **2ND EDITION**

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

PSV

PET SOURCING FAIR **VIETNAM**

23-26 April 2026 (To be confirmed)

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