

**2ND
EDITION**

inter**pet**fest

INTERNATIONAL PET FESTIVAL & EXPO **VIETNAM**

HIGHLIGHTS: PET SOURCING FAIR VIETNAM
AQUATIC SHOW VIETNAM

SECC, DISTRICT 7 – HO CHI MINH CITY



28 AUGUST, 2026

B2B ONLY



29-30 AUGUST, 2026

B2B & B2C



VIETNAM VETERINARY CONFERENCE



PET INDUSTRY SEMINAR



ISCC & ISFC GROOMING COMPETITION



VIETNAM SECC GRAND DOG SHOW



INTERNATIONAL CAT SHOW



PET COMPETITION



INT'L FISH COMPETITION



PARROT SHOW



FACEBOOK



LINKEDIN

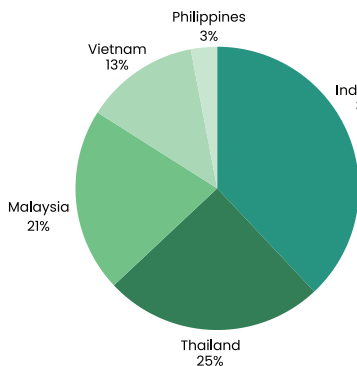


SCAN HERE TO
DOWNLOAD
VIETNAM PET CARE
RESEARCH REPORT

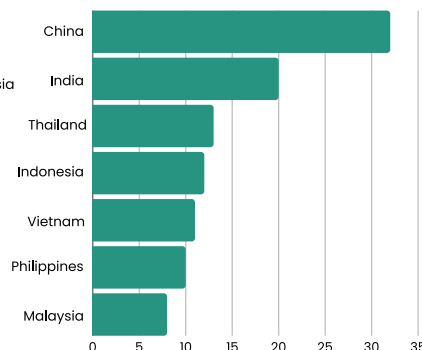
VIETNAM PET MARKET INSIGHTS

VIETNAM PET MARKET SIZE

The pet market in Southeast Asia has reached a total value of **USD 4 billion** – with **Vietnam contributing around 13% of that figure**, equivalent to approximately **USD 500 million**. Market insights further reveal that pet ownership in Vietnam is on a rapid rise. With an expected annual growth rate of 11%, the Vietnamese pet industry is poised for strong and sustained expansion, reflecting both its vast potential and growing market share.

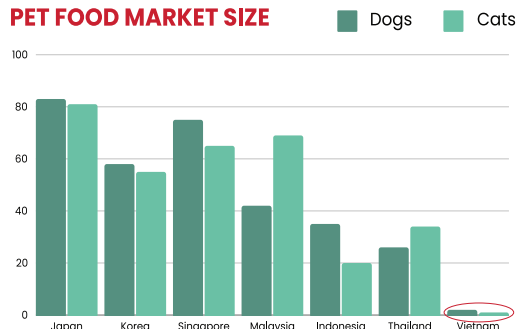


Graph 1. Emerging Market Growth SEA



Graph 2. Market Size Pet care 4 Billion USD

PET FOOD MARKET SIZE

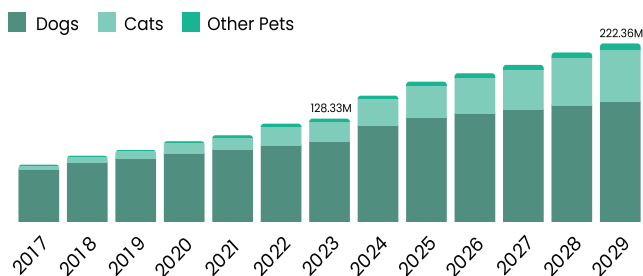


Graph 3. Percentage of dogs and cats consuming packaged pet food in Asia

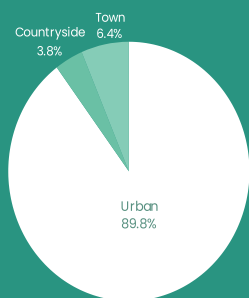
In 2025, the market size of the Vietnamese pet food sector (all types of pet) was USD 155.5 million. The projected market size for 2030 is USD 244 million. This Graph 3. shows the strong growth trajectory and highlights the substantial development potential of Vietnam's pet industry in the coming years.

VIETNAM, EMERGING PET MARKET

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



VIETNAMESE 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.



DOG AND CAT POPULATION

Vietnam's pet market grew from 21 million to 27 million pets between 2016 and 2021, with dogs and cats accounting for 43%. By 2027, the number is expected to reach 43 million, driving strong demand for pet food and care products and opening up significant growth potential.

DISTRIBUTION CHANNELS

In Vietnam, pet products are mainly distributed through pet shops (72–75%), followed by supermarkets (16–18%) and e-commerce (3–4%). Veterinary clinics account for around 6–7%, with online channels expected to grow significantly in the coming years.

VIETNAMESE PET CONSUMER TRENDS

Up to 45% of pet owners spend over 25 USD per month on their pets, with 54% allocating their budget to grooming services such as spa and trimming. Meanwhile, premium pet food accounts for over 60% of market revenue, driven by growing demand for organic, grain-free, and breed-specific products.

2026 SHOW OVERVIEW



INTERNATIONAL PET FESTIVAL & EXPO **VIETNAM**

HIGHLIGHTS: PET SOURCING FAIR VIETNAM
AQUATIC SHOW VIETNAM

SECC, DISTRICT 7, HO CHI MINH CITY, VIETNAM



Friday
28 AUGUST, 2026
09:30AM – 5:30PM
B2B Only



Saturday – Sunday
29–30 AUGUST, 2026
09:30AM – 5:30PM
B2B & B2C



250
BOOTHs



400
BRANDs



12+
COUNTRIES
(EXHIBITORS)



3.000
BUYERs



10.000
CONSUMERs



20+
COUNTRIES
(BUYERs & CONSUMERs)

• EXHIBIT PROFILE



PET FOOD & TREATS



PET TOY & ACCESSORY



PET CARE & GROOMING



PET HEALTH & WELLNESS



AVICULTURE PRODUCTS



AQUATIC PRODUCTS



PET GADGETS & TECHNOLOGY



PET SHOP & RETAIL STORE



EDUCATION & TRAINING



PET BREEDING



PET HOTEL & TRANSPORT



OTHER RELATED SERVICES

Organizer: **eventure** **GMEG** **Supporter: IPP**
CREATING MOMENTS

Event's Co-Host:



Strategic Partner:



Overseas Partners:



Media Partner:



Invited Media:



Insight Partner:



• BIZ-MATCHING: 100 invited buyers from Indochina



• COMPETITIONS & SHOWS

<p>VIETNAM SECC GRAND DOG SHOW 2026</p> <p>Co-host:</p>	<p>INTERNATIONAL CAT SHOW 2026</p> <p>Co-host:</p> <p>WCF VIETNAM BY AVF</p>	<p>ISCC & ISFC GROOMING COMPETITION 2026</p> <p>Co-host:</p>	<p>INT'L FISH COMPETITION 2026</p> <p>Co-host:</p>	<p>VIETNAM SMALL ANIMAL VETERINARY EXPERTS CONFERENCE 2026</p> <p>Co-host:</p>	<p>PET COMPETITION 2026</p> <p>Co-host:</p>	<p>PARROT SHOW 2026</p> <p>Co-host:</p>
--	---	---	---	---	--	--

• ROADSHOW TOURS

A. GLOBAL TOUR

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. 📍

B. LOCAL PROMOTION EVENT

Aiming for the development of Vietnam's pet industry, the organizers of InterPetFest not only facilitate business connections within the pet sectors, bring global pet trends but also carry the mission of enhancing consumer knowledge, encouraging the growth of the pet-owning population, and shifting public perception of pets in Vietnam. This is achieved through organizing community events such as **MallPetFest** (pet event at shopping mall) and **Dogathon** (community run with dog)



interPetfest 2025 FIGURES



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**

Date: **February 20–22, 2025**

Venue: **SECC – 799 Nguyen Van Linh St, D.7, Ho Chi Minh City, Vietnam**

Organizer: **e/venture** **GMEG**

Supporter: **IPP**

Sub-event cohost:



Pet Competition Diamond Sponsor:



Vet Conference Silver Sponsor:



ISCC Grooming Diamond Sponsor:



SCAN HERE
FOR THE SHOW
REPORT 2025

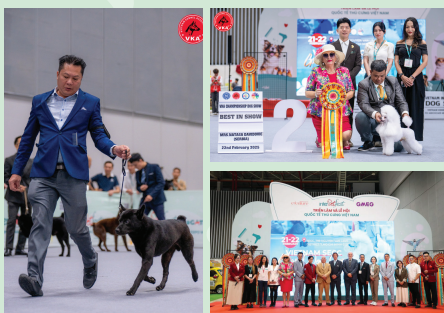
2025 CONCURRENT EVENTS



ISCC GROOMING COMPETITION

100 grooming contestants have competed in front of **3 international judges** for the title of top grooming talents.

Co-host:



VIETNAM SECC GRAND DOG SHOW

70 pedigree dogs competed in front of **6 international FCI judges**, showcasing world-class standards in Vietnam.

Co-host:



SEMINAR & WORKSHOP

3 days, 28 speakers, 18 sessions, and 1,180 attendees — a true knowledge hub for the pet business & community.



PET COMPETITION

250 players competed **13 exciting pet games**, making it a lively and engaging showdown.

Co-host:



VET CONFERENCE

A record **189 veterinarians** joined a 2-day program covering **10 topics**, led by **6 expert speakers**.

Co-host:



GROOMING WORKSHOP

6 grooming experts trained and inspired **118 participants** through hands-on sessions and insights

Co-host:



2025 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 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 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.



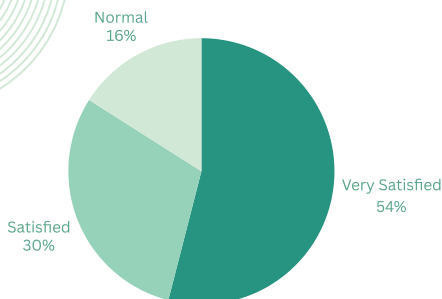
Mr. Surasak Suwannapim

International Sales Manager, Sherwood Corporation - Thailand

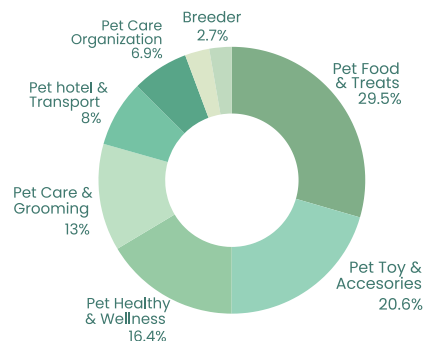
We are happy to explore Vietnamese pet market via InterPetFest 2025. It was a fruitful B2B pet expo for us as we have found our future distributors, understood the import procedure, met key business people. I also had a great chance at InterPetFest to know more about pet consumers and trends. We definitely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

1.436 BUSINESS VISITOR **7.727 CONSUMERS**

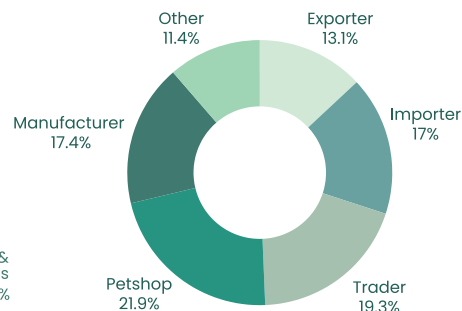
Satisfaction Level



Business Visitor Interested Field



Business Visitor Classification



TESTIMONIAL FROM BUSINESS VISITOR & CONSUMER



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.



Ms. Queenie
Owner of Grand Pet Mart

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!

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 June 28, 2026
Additional utility costs by July 28, 2026

SHOW TIME

August 28-30, 2026

Categories	Description	Super Early Bird (Aug – Dec, 2025)	Early Bird (Jan – Apr, 2026)	Regular (May – 28 th Jul, 2026)
Start-up Household Business	Only Applied to Vietnamese Pet Shop, Household Business, Start-up. Allow a minimum booth size: 2m (L) x 2m (W) x 2.4m (H)	240USD/sqm		260USD/spm
Vietnamese SME	Vietnamese Small and Medium Enterprise with products made in Vietnam Allow a minimum booth size: 3m (L) x 3m (W) x 2.4m (H)	265USD/sqm		285USD/sqm
International	1. Vietnamese Company displaying imported products 2. Foreign Company in Vietnam 3. Oversea Company Allow a minimum booth size: 3m(L) x 3m(W) x 2.4m(H)	360USD/sqm	370USD/sqm	390USD/sqm
Corner Location	Booth location with 2 open views	100USD/location		
Peninsula Location	Booth location with 3 open views	130USD/location		
Island Location	Booth location with 4 open views	150USD/location		
Shell Scheme Set-up	Option 1: Standard Shell Booth * Size 3m (L) x 3m (W) x 2.4m (H) * Company signboard * 1 Information desk & 2 chairs * 2 Fluorescent lights * 1 Power outlet 5A/220V (Max 600W) * Carpet flooring and trash bin Option 2: Standard Shell Booth * Size: 3m(L) x 4m(W) x 2.4m(H) * Same facilities are provided as in Option 1 * Additional 1 round table & 2 chairs	33USD/sqm	36USD/sqm	
Special Design Set-up	Booth custom design Set-up & Dismiss Exclude electricity fee	150 – 180USD/sqm or more		

* All costs subject to VAT 8-10%

* 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.

INTERPETFEST CO-MARKETING CAMPAIGN

(Deadline: 28 July, 2026)

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

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%

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

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

Win 1 booth at InterPetFest 2027

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

SPONSORSHIP OPPORTUNITY

Make your best decision now!

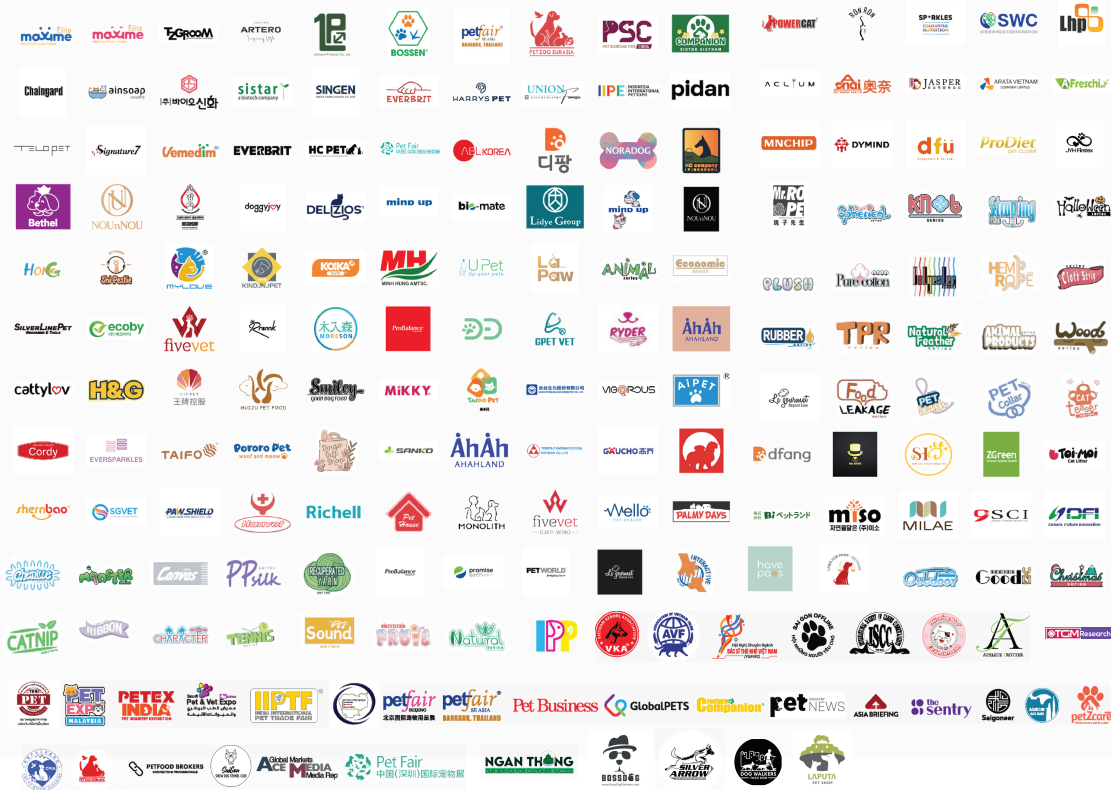
Becoming **InterPetFest** Main Sponsors (Diamond, Gold, Silver, Bronze) to approach 13,000 on-site Business Visitors & Consumers, get tremendous value of pre-show marketing benefits, stand out among hundreds of pet brands.

Becoming **InterPetFest** single-event sponsors to reach your specific audiences at: ISCC & ISFC Grooming Competition Vietnam, SECC Grand Dog Show, Vet Conference, International Cat Show, International Fish Competition, Pet Competition, Parrot Show.

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



Sincere thanks for all participation in 2025



2025 ONSITE MEDIA



Contact:

Ms. Nhan Lieu 🇻🇳 🇬🇧

Project Director in Vietnam

+84 9345 11953

nhanlieu@eventure.com.vn

Mr. Gilbert Chung

Project Director in Korea

+82 10 9303 7607

interpetfest@gmeg.kr

Kakaotalk ID: cyber712

Ms. Ella

Representative in China (Mainland)

+86 13 146 281 029

ella@chinpa.com

Ms. Camille Chen

Representative in Hongkong

+88 6 939 017 523

camille@interpetfest.com

Mr. Katsuhiro Ishii

Representative in Japan

+81 90 9844 1051

amskatsu@dream.com

interPetfest ^{2ND EDITION}

INTERNATIONAL PET FESTIVAL & EXPO **VIETNAM**

HIGHLIGHTS: • PET SOURCING FAIR VIETNAM
• AQUATIC SHOW VIETNAM

28-30 AUGUST, 2026

SECC, DISTRICT 7, HO CHI MINH CITY, VIETNAM