

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



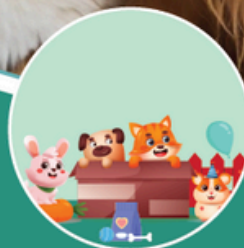
VIETNAM SECC
GRAND DOG SHOW 2025



VIETNAM SMALL ANIMAL
VETERINARY
EXPERTS CONFERENCE



INTERPETFEST
DOGATHON



PET
COMPETITION



ISCC GROOMING
COMPETITION
VIETNAM

SHOW REPORT

Table of Contents

Show Overview	2
Opening Ceremony	3
Concurrent Events Highlights	4
InterPetFest Fund Ceremony	8
Exhibitor & Visitor Analysis	11
Thank you - Contact	14

SHOW OVERVIEW

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.

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           

Oversea 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 Hối** – 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 / Aboitz 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:

ARTERO

T2GROOM

JUDGES PANEL



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



Concurrent Events Highlights

PET INDUSTRY WORKSHOP 01 DAY (20 FEB)

Organizers: **e/venture** **GMEG**
CREATING MOMENTS



Moderator Other Panelists



Mr. Brice Proteau
General Manager,
Wello Pet Health



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 VSAVA



Ms. Yang Cheng
President
CIQA -
Pet Industry Committee



Mr. Gerald Ettinger
Technical & Marketing Manager
Maxime Pet Food, Abolitz 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 Petro



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



Mr. Bui Quang De
Director of Dilpet 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

1:30 PM - 3:00 PM	Pet Industry Seminar	Panel Discussion in Vietnamese: How do the actual actors get ready / prepared for the future development of the Petcare in Vietnam?	<i>Mr. Le Quang Thong - Head of Animal Husbandry and Veterinary Department, University of Agriculture and Forestry</i>
			<i>Mr. Phung Viet Linh - Director, An Dong Thinh</i>
			<i>Mr. Truong Kim Quang - 25 years of experience in FMCG and pet products industry.</i>
			<i>Mr. Doan Minh Thuan - Chairman of VKA Coaching Committee, Vice President of VKA Event Management & Organization</i>
			<i>Mr. Bui Quang De - Director of DBpet company, specializing in distributing pet food and accessories</i>
3:15 PM - 4:45 PM		Panel Discussion in English: Why investing in the Vietnamese Petcare market? Recommendations for new comers?	<i>Mr. Loc Phan - Chairman, VNF JSC</i>
			<i>Mr. Gerald Ettinger - Technical & Marketing Manager, Maxime Pet Food</i>
			<i>Mr. Le Quang Thong - Chairman of VSAVA</i>
			<i>Ms. Yang Cheng - Chairman, CIQA Pet Industry Committee</i>
			<i>Ms. Tatiana Masalska-Laska - Director of Customer Experience, TGM Research</i>
			<i>Dr. Diep Ngoc Truc - DVM, MVM, CEO & Founder of Trust Vet Veterinary Hospital</i>
4:45 - 5:00 PM		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

- 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)

Concurrent Events Highlights

INTERPETFEST FUND CEREMONY

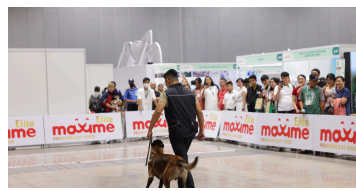
01 DAY
(22 FEB)

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

02^{DAYS}
(20-21 FEB)

Sub-event co-hosts:


eventure
CREATING MOMENTS

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

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

10

TOPICS

6

SPEAKERS

2

SCIENTIFIC COUNCIL

189

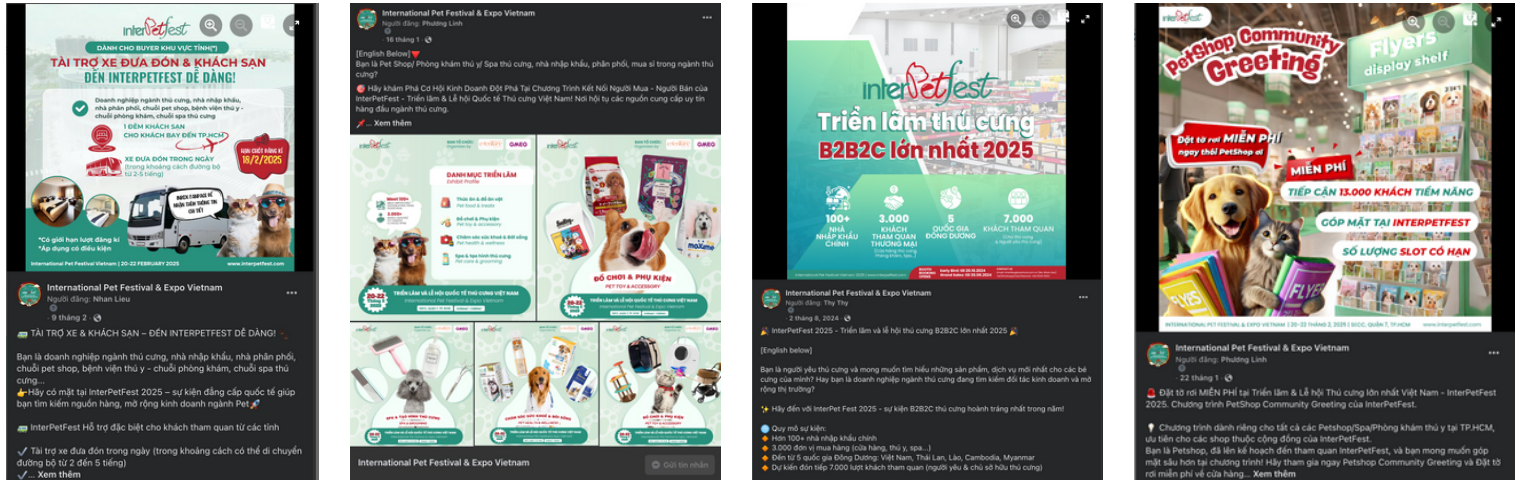
ATTENDEES

BIZ MATCHING MARKETING

PAGE 11

-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%

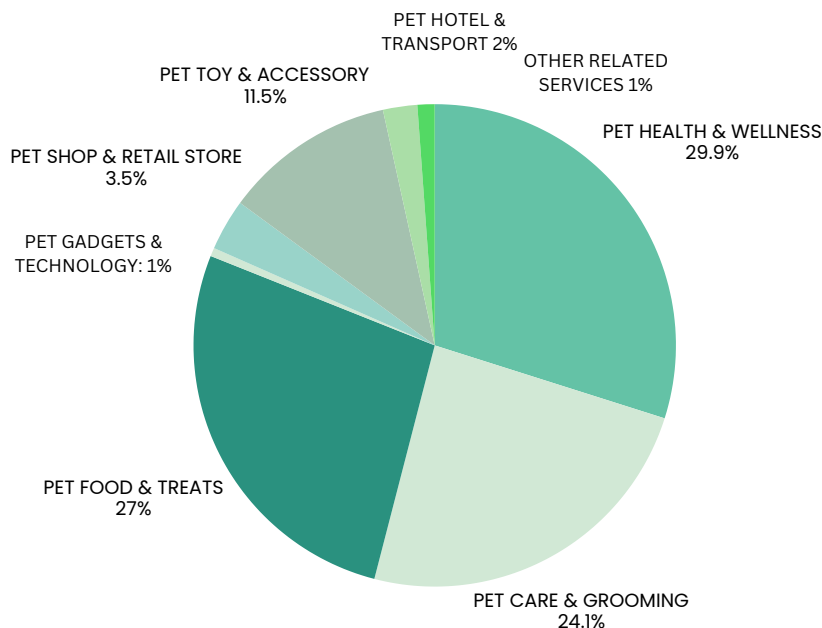
Business Visitors found their interested items at InterPetFest

61%

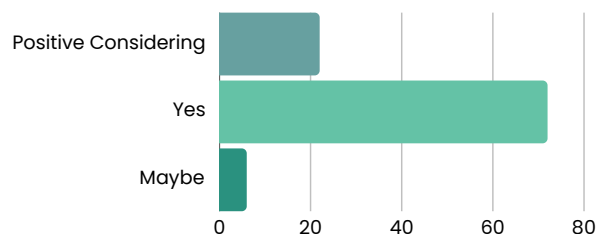
Business Visitors (Distributors/Whole buyers) were discussing on their intentions to import/distribute/retail pet items from InterPetFest's exhibitors.

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 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

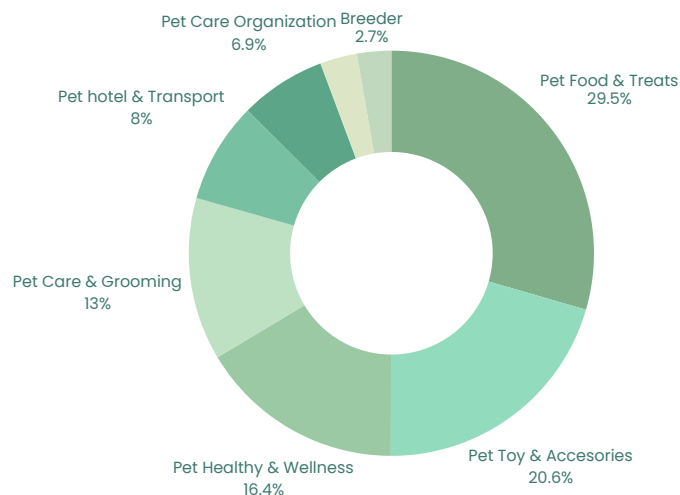
We are happy to explore Vietnamese pet market via InterPetFest 2025. It was a fruitful B2B pet expo for us as we have found our future distributors, understood the import procedure, met key business people. I also had a great chance at InterPetFest to know more about pet consumers and trends. We definitely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

VISITORS ANALYSIS

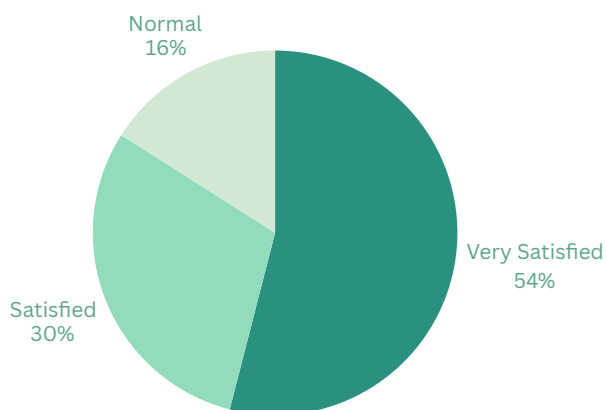
1.436 BUSINESS VISITOR
REGISTRATION

7.727 CONSUMERS
REGISTRATION

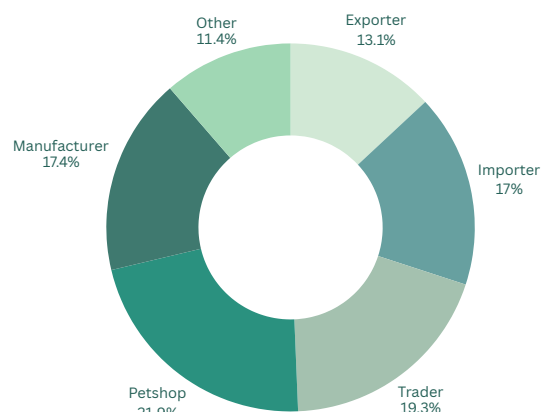
Visitor Interested Field



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.



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 "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!

THANK YOU OUR EXHIBITORS, PARTNERS & SUPPORTERS






Invited Media



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www.interpetfest.com

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interPetfest 

INTERNATIONAL PET FESTIVAL & EXPO **VIETNAM**

HIGHLIGHTS: • PET SOURCING FAIR VIETNAM
• AQUATIC SHOW VIETNAM

AUGUST 28-30, 2026

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