PETfair Vietnam

The 3rd International Trade Fair for The Pet Industry in Vietnam

The B2B Platform in the Fast-Growing Sourcing and Consuming Market

POST SHOW REPORT

10-12/6/2026

SECC, Ho Chi Minh City

www.petfair-vietnam.com





Organizer

Supporters

Activity Co-host

ABOUT
PETFAIR VIETNAM 2026

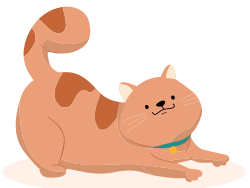
Petfair Vietnam 2026 successfully reaffirmed its position as one of Southeast Asia's leading international trade exhibitions for the pet industry, providing a dynamic platform for business networking, brand promotion, and market expansion.

The exhibition welcomed **235 Exhibitors**, **400 Brands** from **21 Countries and Territories**, attracting **12,971 Visitors**, including importers, distributors, retailers, veterinary professionals, breeders, and key industry buyers.

Throughout the three-day event, exhibitors connected with potential partners through **B2B business matching, product showcases, live demonstrations, three international conferences** featuring speakers from **WSAVA** and other **global experts**, **over 50 technical seminars**, and various **networking activities**, creating valuable opportunities for collaboration, knowledge exchange, and business growth.







Exhibition Overview

235
Exhibitors

400
Brands

21
Countries & Regions

12.971
Trade Visitors

7.000 sqm
Exhibition Area

50+
Seminars

03
Conferences

EXHIBITOR SURVEY

90%

of exhibitors were satisfied with the **quality of professional visitors** at Petfair Vietnam 2026

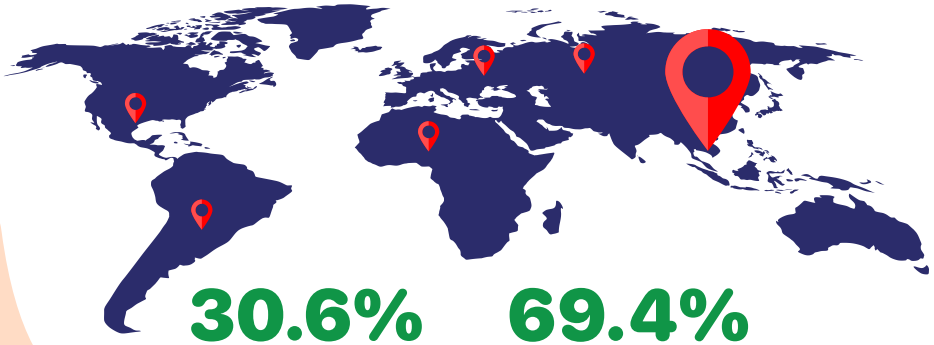
84%

Exhibitors **will recommend** this exhibition to others

82%

Exhibitors **willing to back** to Petfair Vietnam 2027

EXHIBITORS ORIGIN



30.6%
Vietnam

69.4%
International

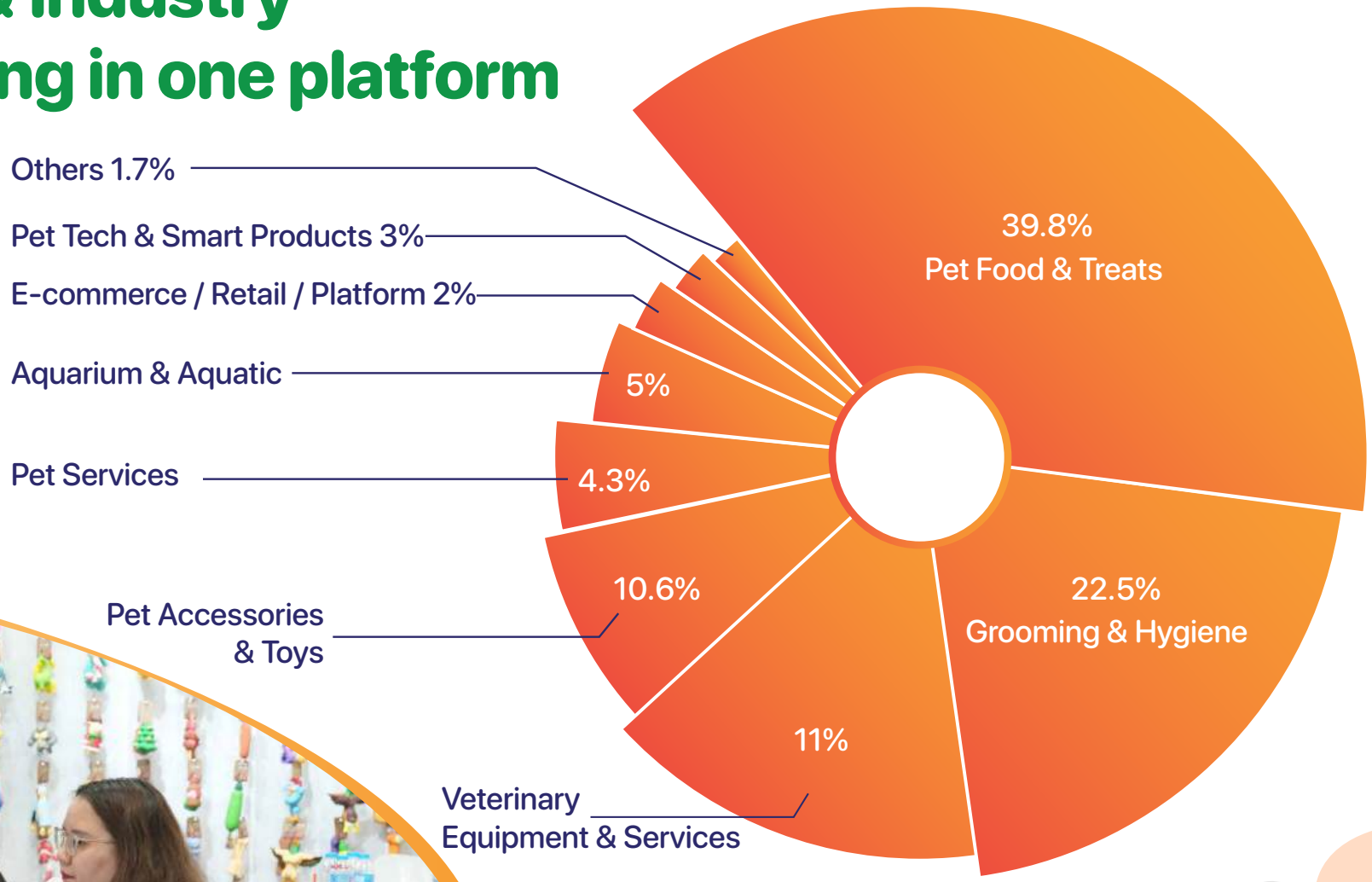
Asia & Oceania:
Australia, Cambodia, China, India, Indonesia, Japan Korea, Laos, Malaysia, Singapore, Taiwan, Thailand

Europe:
Czech Republic, Germany, Italy, Russia, Turkiye

Americas:
Canada, USA

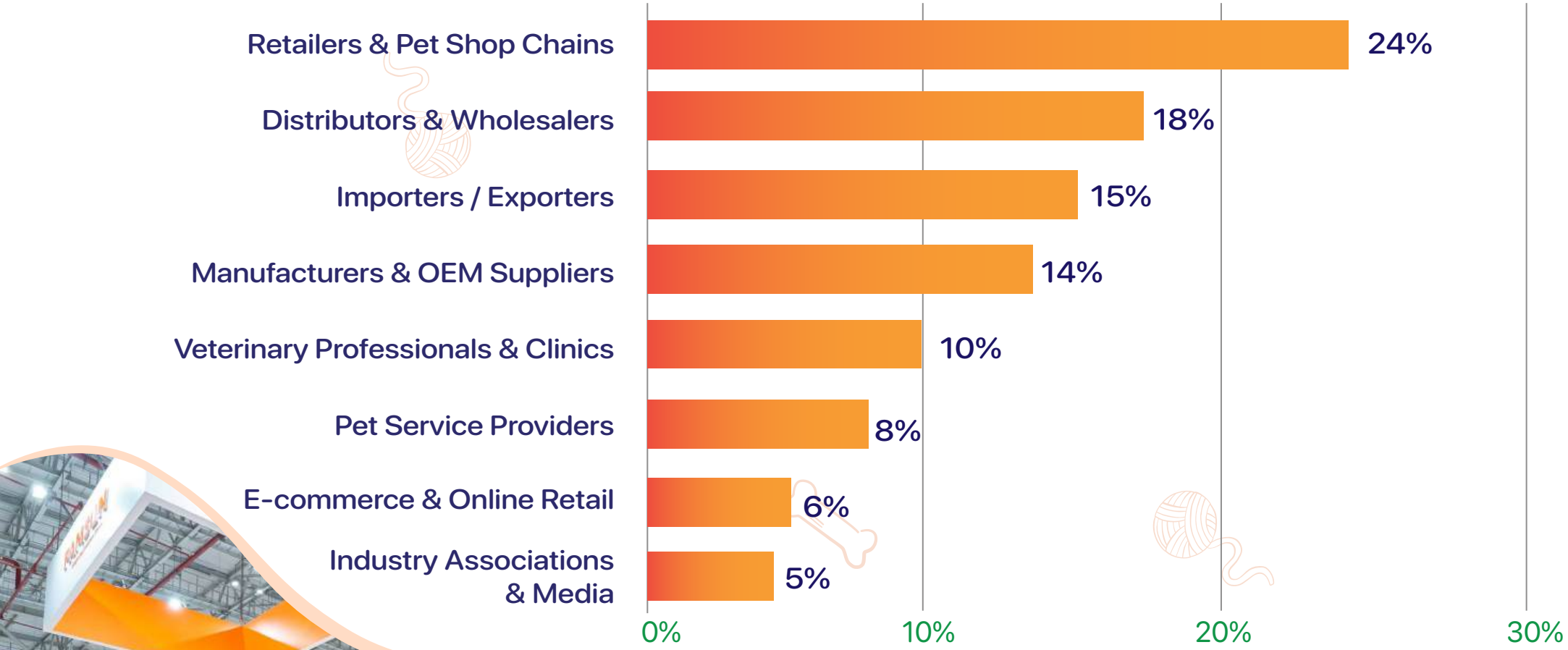
Exhibitors By Sectors (%)

Global brands & industry leaders gathering in one platform

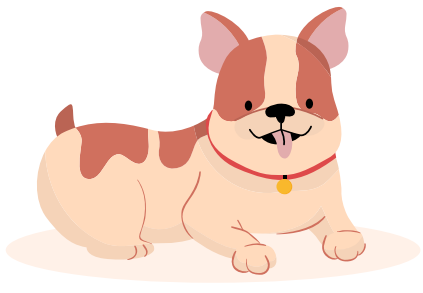




Visitor Business Profile(%)



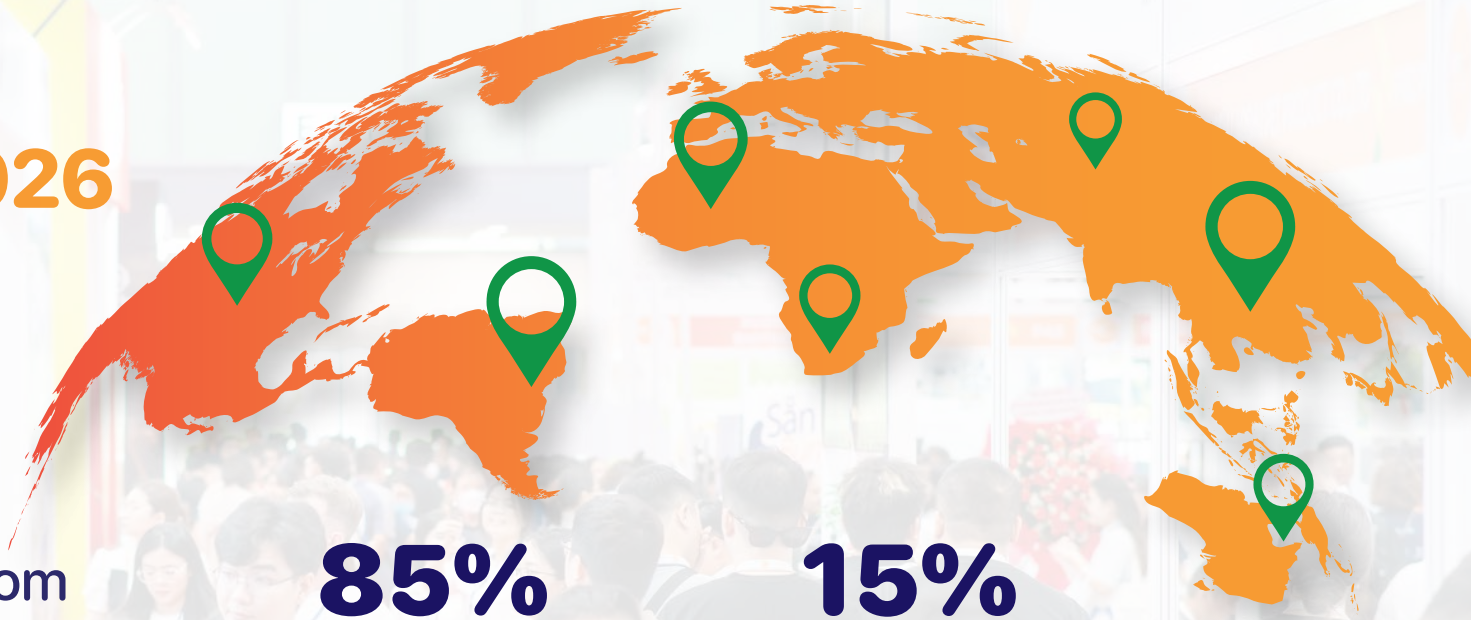






Visitor Statistics (%)

Petfair Vietnam 2026 welcomed



12,971 Trade Visitors from

57 Countries and Regions

85% Vietnam

15% International

Asia

Cambodia
China
Hong Kong
India
Indonesia
Japan
Malaysia
Singapore
South Korea
Taiwan
Thailand

Oceania

Australia
New Zealand

Europe

Belgium
Czechia
France
Germany
Italy
Spain

Americas

Brazil
Canada
Colombia
Jamaica
Mexico
United States

Africa

Algeria
Egypt
Guinea
South Africa

Activity Highlights



OPENING CEREMONY



B2B MATCHMAKING



VIP TOUR



INNOVATION SHOWCASE



PET CLINIC



CATSHOW



PET RETAIL & E-COMMERCE ZONE



AQUARIUM ZONE



PARROT PARADISE



DOG SHOW

Featured Seminar Topics



Dr. Jim Berry
President
World Small Animal Veterinary Association (WSAVA)



Prof. Le Quang Thong
Dean of Faculty of Animal Science and Veterinary Medicine
Nong Lam University HCMC Vietnam



MSc. DVM. Diep Ngoc Truc
President
Vietnam Small Animal Veterinary Association



Ph.D. Ha Thuy Hanh
Vice President
Vietnam Animal Welfare Association (VAWA)



Mr. Chris Nash
Executive Director
Pet Food Association of Canada (PFAC)



Prof. Min-Hee Kang
Department of BioAnimal Health
Jangan University



Dr. Ngo Hong Phuong
Lecturer, Faculty of Animal Science and Veterinary Medicine
Nong Lam University HCMC Vietnam



Mr. Greg Laski
Founder & CEO
TGM Research



MSc. DVM. Cao Nam An
Scientific Communication Manager
Royal Canin SPOT Vietnam



Mr. Ho Mong Hai
Deputy Head of Livestock Breeding Division
Ministry of Agriculture and Environment (MAE)

Market Gateway: Updated Regulations & Import Procedures for Pet Products 2026
Mr. Ho Mong Hai, Deputy Head of Livestock Breeding Division, Department of Livestock Production and Animal Health, Ministry of Agriculture and Environment (MAE)

Canadian Pet Food Nutrition and Innovation: How Quality Shapes Market Trends
Mr. Chris Nash, Executive Director, Pet Food Association of Canada (PFAC)

Strategic Directions for the Development of the Pet Market and Animal Welfare in Vietnam towards 2030
Ph.D. Ha Thuy Hanh, Vice President, Vietnam Animal Welfare Association (VAWA)

Quality of life and chronic pain management in geriatric dogs with osteoarthritis
Dr. Jim Berry, President, World Small Animal Veterinary Association (WSAVA)

Practical Innovations in Arthritis and Joint Care for Small Animals
Dr. Lee Jong Hyop, Director, Korean Animal Osteoarthritis Association (KAOA)

Cardiovascular Diseases in Aging Dogs: Lessons from Case Series
Ph.D. Nguyen Ba Tiep, Vietnam National University of Agriculture

Diagnosis and treatment of refractory otitis in dogs and cats : Video-otoscopy-based cases
Dr. Weon Keun Park, Director, Yonggang Animal Hospital, Republic of Korea

Medical treatment of chronic otitis in dogs and cats : Topical and systemic therapy
Prof. Hee Myung Park, Konkuk University, Republic of Korea

Current Landscape of Common Canine Dermatoses in Vietnam
Prof. Le Quang Thong, Nong Lam University HCMC, Vietnam





THE 8TH ASIAN SOCIETY OF VETERINARY CLINICAL DERMATOLOGY CONGRESS



THE 3RD VSAVA ANNUAL CONGRESS (VAC 2026)







Case study presentations from Korean Society of Veterinary Clinical Dermatology (KSVCD)

Love has a tail: Decoding Vietnam's Pet Parents in 2026
Mr. Greg Laski, Founder & CEO, TGM Research

Nutrition for Optimal Skin and Coat Health in Pets
Prof. Min-Hee Kang, Department of BioAnimal Health, Jangan University

THE FUTURE OF PET RETAIL: FROM OPERATIONS TO SUSTAINABLE GROWTH

EXPERT NUTRITION AND SCIENCE-BASED PET CARE

Zoonotic Diseases Transmitted from Pets to Humans and Preventive Measures
Assoc. Prof. Dr. Le Quang Thong, Dean of the Faculty of Animal Science and Veterinary Medicine, Nong Lam University Ho Chi Minh City

Exploring the Secrets of Pets' Sense of Smell and Taste: Understanding Palatability Differences
Dr. Ngo Hong Phuong, Nong Lam University Ho Chi Minh City

Understanding Dogs and Cats to Select Appropriate Nutrition and Diets
MSc. DVM. Cao Nam An, Scientific Communication Manager, Royal Canin SPOT Vietnam

Feeding & Behaviour: A Cat Friendly Approach
MSc. DVM. Diep Ngoc Truc, CEO & Founder of TrustVet Animal Hospital

Panel Discussion

Petfair Best Booth Award 2026



Best Booth Design
SHANGHAI TOEX INTERNATIONAL TRADING CO., LTD.



Best Engagement Booth
MML FARM NGHE AN CO., LTD



Social Favorite Booth
THE PET VIETNAM TRADING SERVICES COMPANY



Premier Exhibitor Award
LIMKORM GROUP LLC



Premier Exhibitor Award
MISMA GMBH



Premier Exhibitor Award
RUSVET LLC (AVZ)



Premier Exhibitor Award
TECHLINK PETS (VIETNAM) CO., LTD

Exhibitor Testimonials

The exhibition attracts a large number of visitors, including many high-quality international visitors who can bring valuable business opportunities for companies like ours.

Vo Hong Duc - Owner
THE PET (Vietnam)



The opening ceremony was really great and the show overall I think is well organized. We've had a lot of support from the organizer as well which has been really great because we don't do a lot of trade shows like this as the association.

Chris Nash
Executive Director
Pet Food Association of Canada (Canada)



This is a large scale with a huge number of exhibitors and a lot of things for animals, very beautiful. We all like it and most importantly, we see interest from visitors in our products and our stand. We are very pleased.

Ms. Svetlana Nosova
Veterinary Doctor
AVZ (Russia)





What impressed me the most about Petfair this year was the professional organization, the booth arrangement, and the great support and care provided by the organizing team throughout the event.

Ivy Nguyen- Sales Manager
TECHLINK PETS (Vietnam)

Strategic Media Impact & Audience Engagement

10,400,000+

Facebook Video Views & Online Reach

Total views and impressions generated across Facebook and digital platforms, showcasing strong audience engagement and industry interest in Petfair Vietnam 2026.

227,500+

Website Visitors

Strong online traffic generated through official website channels, providing updated exhibition information and supporting visitor engagement.



159,000+

Email Marketing Reach

Targeted email campaigns delivered to industry professionals, including distributors, retailers, importers, and business partners.

550+

LCD Screens & Digital Display Network

Exhibition promotion displayed across LCD networks at strategic locations, increasing visibility among target audiences.

50+

Media Coverage Articles

Featured across online news platforms and media channels, enhancing exhibition awareness and industry visibility.

100+

Outdoor Advertising Banners

in Ho Chi Minh City Large-scale street advertising campaign supporting event awareness and reaching the local business community.

Global Outreach & Media Collaborations



International Media Barter

ZOOEXPO · PETZOO EURASIA · SUPERZOO AUGUST 12-14, 2026 · PET EXPO VET · ZOOMARK · IIPTF INDIA INTERNATIONAL PET TRADE FAIR · PET WORLD ARABIA · MEGA ZOO

TGM Research · GlobalPETS · zooinform · Pet1O247 · 펫저널 · ExpoTobi · Creature Companion

PAW HUB · ASIA PET EXPO · TOPS 它博会 · WorldExpo · MANUFACTURING OUTLOOK · CAPITALBAY NEWS · ALLMA.NET Machinery · Material · Exhibition

Trusted by Global Brands



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International Trade Fair For The Pet Industry in Vietnam

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ORGANIZER

VEAS



SEE YOU AGAIN



23-25/6/2027

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BOOK A STAND

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