

# Pet

- SOUTH AMERICA -

**AUGUST 21-23**

São Paulo Expo | Brazil - SP

# 2018

# Post Show

## REPORT







# PET South America *Reassumes its Importance*

in the veterinary segment  
and boosts business  
in the pet market

From August 21 to 23, PET South America 2018 brought together more than **24,000 visitors**, with almost **7,400 of them from the veterinary area**, to learn about the main new products and services from 500 brands in the pet and veterinary market in the animal well-being, animal care, health, nutrition and hospital equipment segments. The event transformed São Paulo Expo into the largest business center in Latin America for these sectors.

“ With all the innovations and partnerships that marked this event, PET South America reassumes its importance in the pet and veterinary segments. It saw a growth of 30% in the number of exhibitors over the previous edition and a 16% increase in the number of visitors. ”

**João Paulo Picolo**  
President of NürnbergMesse Brasil



## Visitor Profile



80%

OF VISITORS ARE  
SATISFIED WITH  
THE EVENT

24,000

visitors from 21 countries  
(including Brazil)



59%

OF VISITORS INTEND  
TO INVEST MORE THAN  
BRL 50,000.00  
IN PRODUCTS OR  
SERVICES DURING  
THE EVENT



79%

INTEND TO COME  
BACK NEXT EDITION



81%

PARTICIPATE IN THE PURCHASING  
PROCESS IN THEIR COMPANY



# Visitor Profile

15%  
North  
America

12,5%  
Europe

12,5%  
Asia

57,5%  
South  
America

2,5%  
Oceania

*International*  
VISITOR



# Visitor Profile

**42%** Pet Shop

**11%** Animal Aesthetics

**11%** Veterinary  
(Clinic and/or Hospital)

**9%** Education and Teaching

**6%** Commerce / Retail /  
Wholesale / Retailer

**4%** Other

**2%** Distributor

**2%** Cosmetic / Hygiene

*Area  
of interest*



**87%**

of visitors have  
positive reasons  
to recommend  
PET South America



**80%**

of the visitors attended  
to look for new products,  
launches, to learn about  
and acquire new techniques,  
as well as for the promotions  
and special offers

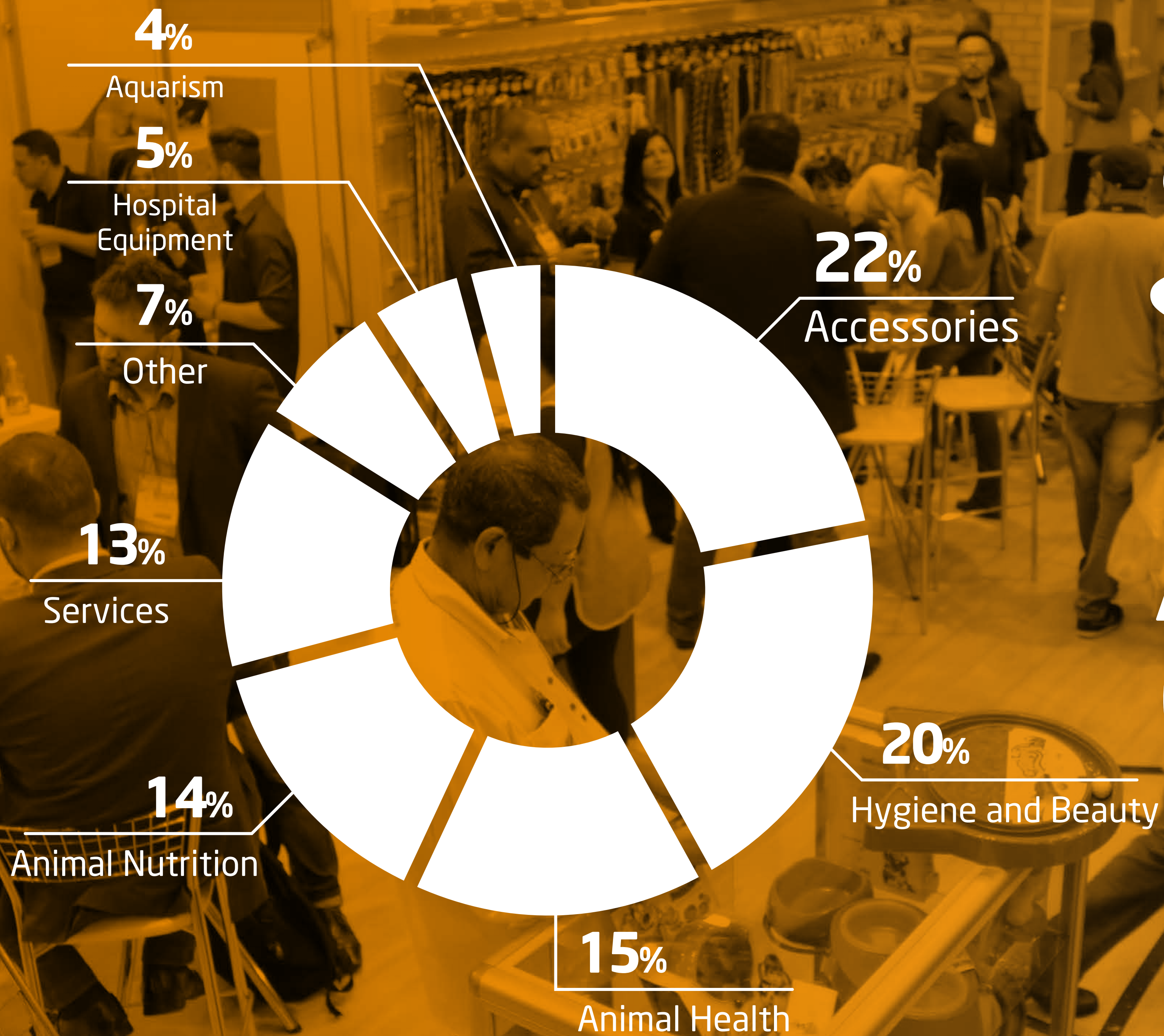


**79%**

of visitors were satisfied  
with the representativeness  
of the exhibiting companies,  
the launches of new products  
and services and the  
attendance at the stands



# Sector of interest



“I’m from Florianópolis, SC, where I have a clinic, store and pet grooming service. I’m really enjoying the trade show. There are a lot of distributors and I find it very interesting.”

**Camila Marques**  
Veterinarian and pet shop owner



# Exhibitor Profile

**76%** of the exhibitors  
are satisfied with  
the trade show

More than 80% intend on attending the next edition

**The main objectives** of exhibitors  
were satisfied:

- 1 Generate future *business*
- 2 Prospect *new customers*
- 3 *Promote brand* and/or product in the media

“ The trade show is very attractive. Many people from all over Brazil are interested in coming here, especially exhibitors. They want to be here because, in fact, it concentrates people from the same business area, which attracts a lot of customers. ”

**Cintia Helena**  
Administrative Manager at Metalvet

“ Undoubtedly, this edition of Pet South America has been the best of recent years. It seems to have a greater presence of exhibitors, but my biggest praise is for the facilities, which are beautiful, new, comfortable and spacious. The organization staff really must be congratulated. I have only praise. ”

**Rafael Ballarini**  
President of Andipet



# Positive reasons to recommend PET:



## Business

(good returns, attractive format, networking)



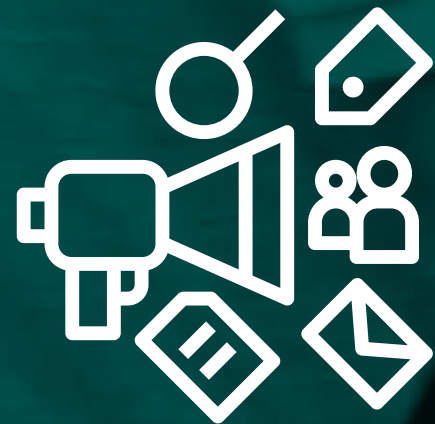
## Satisfaction with the event

(in general, proposals and new products and services)



## Public

(good number of visitors, quality of the public, separation of the veterinary part)



## Promotion

(generates visibility and promotes brands)



## Good organization

There was a significant increase in the number of visitors on the first day in relation to previous editions of the trade show, as they didn't promote the event in the past like they did with this edition. The amount of people was surprising, because usually the movement begins on the second day, demonstrating that there was a significant increase in visitors.

**Alessandro Cossich**

Sales Manager at Brasilpet  
(Costashow partner)





MUCH MORE

# Content

FOR THE DAY-TO-DAY OF INDUSTRY PROFESSIONALS!

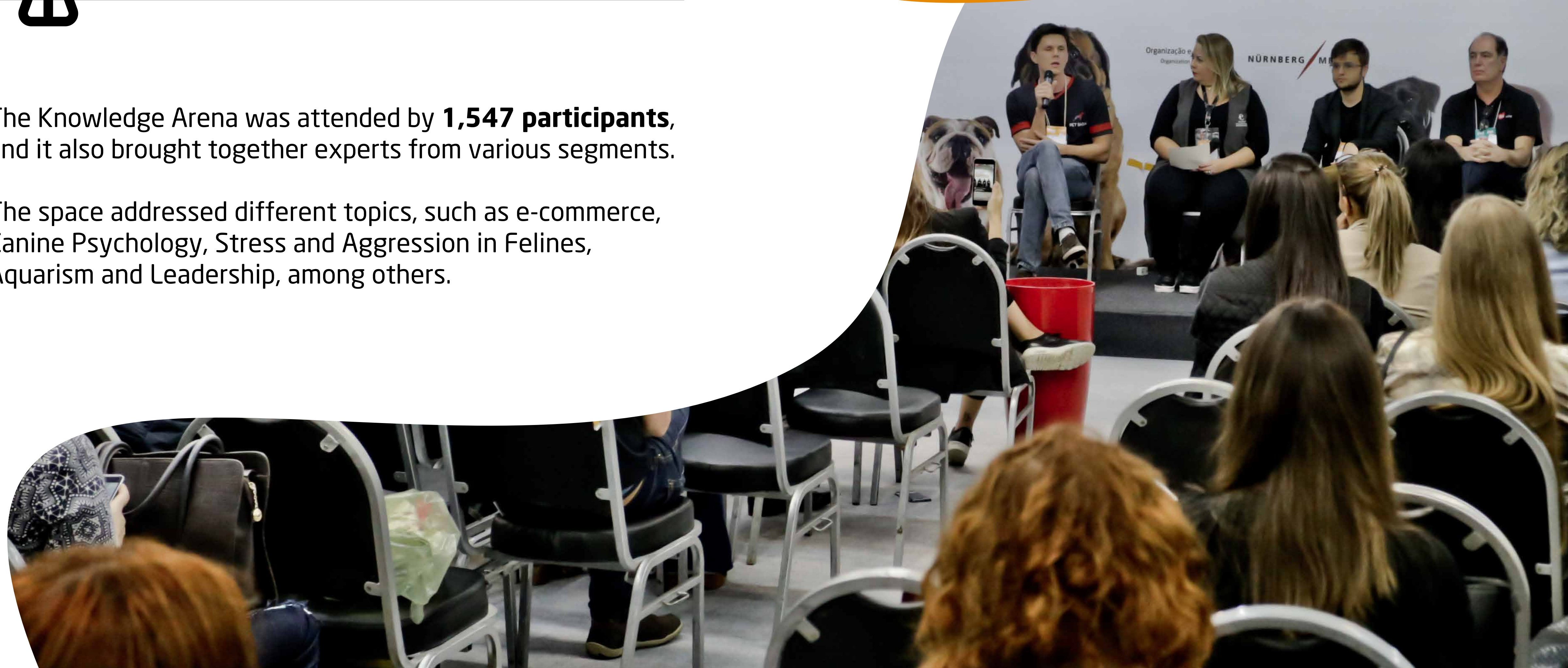
In addition to the exhibition, visitors at the trade show had the opportunity to attend the co-located events:





The Knowledge Arena was attended by **1,547 participants**, and it also brought together experts from various segments.

The space addressed different topics, such as e-commerce, Canine Psychology, Stress and Aggression in Felines, Aquarism and Leadership, among others.





 **9 Presentations**  
4 HOURS OF CONTENT

# Pet Desenvolve!

With a focus on developing basic promotion skills for Clinic/Pet Shop owners and pet sector professionals, the course attracted **130 participants**.





# WORKSHOP RETAIL PET BRASIL 2018

A partnership between the ESPM Retail Center and ANDIPET, the 1st Retail Pet Brasil Workshop took place at PET South America, inaugurating a broad National Retail Pet Development Program, a pioneering ANDIPET initiative coordinated by Enter Varejo.

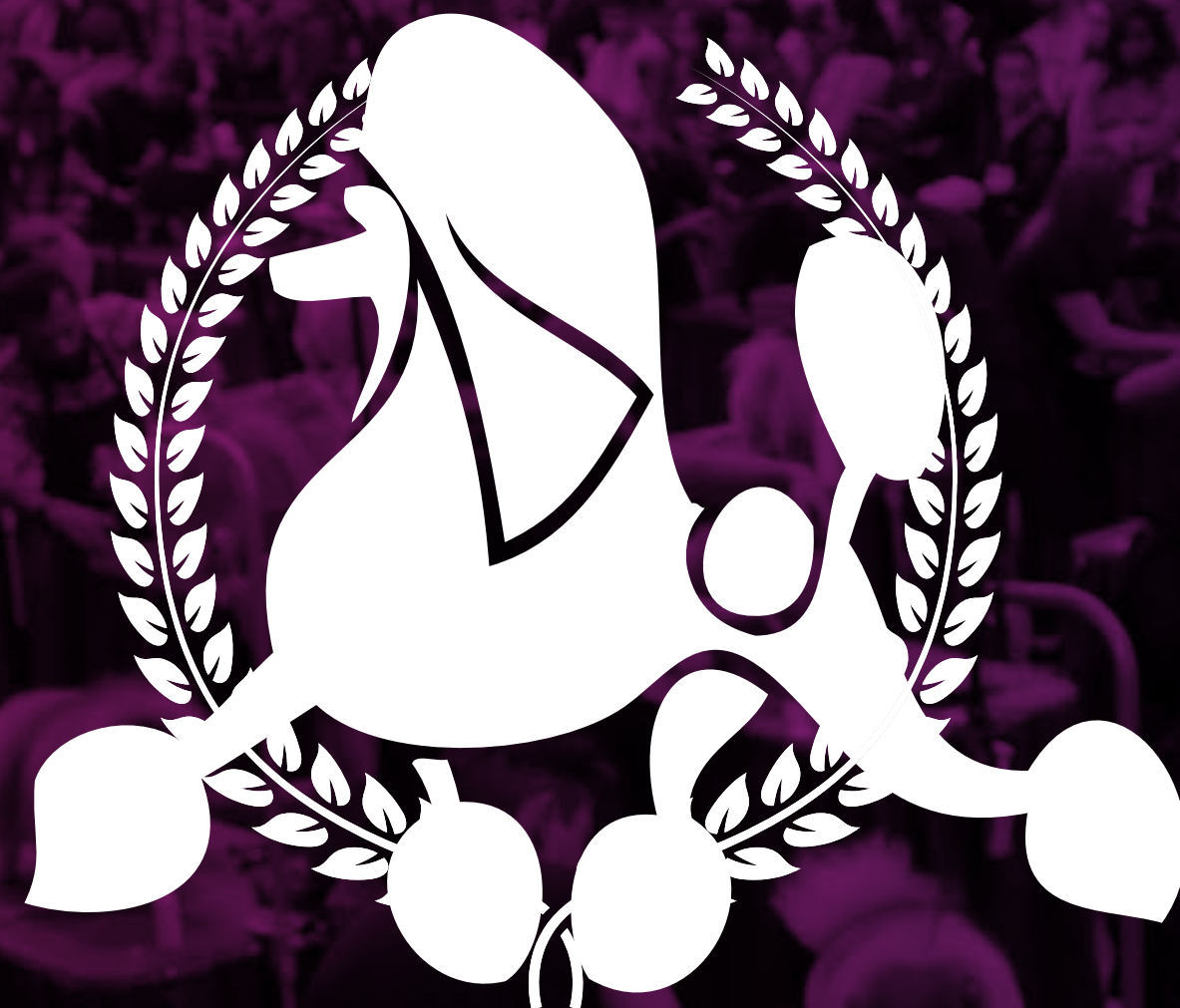
The workshop was attended by **100 participants**.



One of the highlights of the trade show was the parade of different breeds that was held over the three days, organized by the **KCSP**








mastergroom

Over the three days of the event,  
PET South America once again hosted Mastergroom.





“ It is the largest grooming championship with simultaneous categories in the world. Over the three days, there were more than **600 animals present and 8 hours** of daily activities with competitors from Brazil and countries such as New Zealand, the United States, Chile and Argentina. We also have a deep concern for the welfare of the animals participating in the competition. We have veterinarians in the competition area who monitor the treatment of the animals. The groomers competed in **25 categories**, including the important “Fluffy” and “Baby grooming” categories. ”

**William Galharde**  
Coordinator do Mastergroom

“ We competed with more than five students, doing simultaneous trims on our spitz. This is our first time participating in this type of category. The level of participants is high, including a lot of people in the pet market who work in the market and understand pet grooming and exhibitions. ”

**Junior Ferreira**  
owner of Canil Legendários Brasil



# -VIRTUAL- PET SHOP

Organized by **SEBRAE**, the Virtual Pet Shop attracted the attention of visitors, as the consultants gave tips on how to improve their pet shops, mainly with regard to product positioning, lighting, facade, communication and all aspects of visual merchandising.



// We have a virtual model store project at Sebrae. We talk about different segments and how to set up a store. If you already have one, we explain what you can do to improve it, especially things like product positioning, lighting, facade, communication and all aspects of visual merchandising. These are small tips that, at times, store owners overlook. We have virtual reality equipment that allows you to watch videos as though you were inside the store. It provides a richer immersion, allowing the tips that we offer to be better appreciated by customers. We give you an overview; what you should be careful about and how you should set up your store, so you can take better advantage of the flow of customers, product positioning and the available physical space. //

**Guilherme Amato**

Sebrae Digital Solutions Consultant



# Aquarium

## PAVILION



The Aquarium pavilion, organized by ABLA, enjoyed the participation of the following companies: **ABLA, Acqua, Aquaterrario, Poytara, Coral Oceans e Shark BR.**

“ The space dedicated to aquarium and aquarism provides the opportunity to promote the breeding of ornamental fish in Brazil, a market still dominated by dogs and cats in homes. However, aquarism today is considered a segment that provides substantial returns for pet shops. Retailers who work with aquarium and aquarism can offer products ranging from ornamental fish to different equipment for setting up and maintaining aquariums. ”

**Felipe Weber**  
ABLA Technical Advisor



# World of Birds

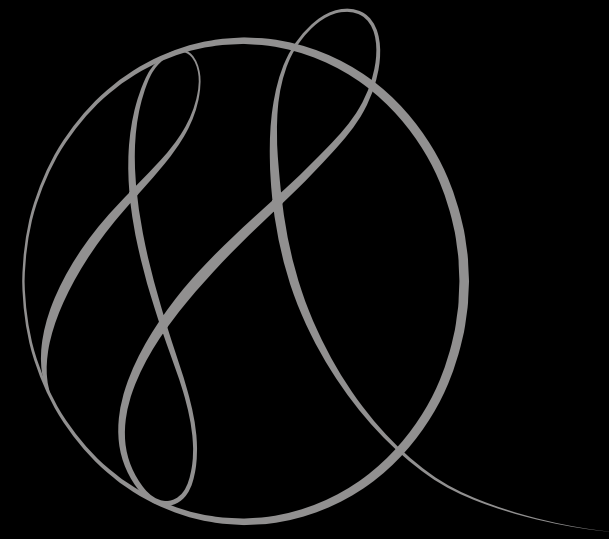
## Pavilion

The Pavilion, focused on companies offering solutions for birds, enjoyed the participation of the following companies **Megazoo, Sede Brasil, Passarinheiros, Zoológicos do Brasil.**

“ The space is very nice. It's bigger than the one of the previous two or three years. I think it could even be a little bigger because our market is large, quite rich, and there is a lot to be exploited. There's room to grow at the trade show. But this edition has been very good. The first day was quite positive, with a lot of movement. We have already realized some sales, advertising and partnerships with new contacts and new clients, subscribers, advertisers, people interested in knowing us and who didn't know us before. ”

**Giordanno Guarnieri**  
Administrative Director at Passarinheiros





# HOSPITALITYCLASS

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## **A sophisticated way to visit the event**

Hospitality Class is a relationship program created exclusively by NürnbergMesse Brasil and focused on brands, suppliers and the pet and veterinary sector.



Over the three days, Hospitality Class received more than **683 visitors** from the leading companies of the sector, including: Animal Clinic, Cobasi, Fundação Parque Zoológico, Hospital Veterinário Animaniac's, Hospital Veterinário Arca De Noe, Hospital Veterinário Santa Catarina, Hospital Veterinário Santa Ines, Hovet Dr Hato, Hovet Santa Mônica, Intensivet, Pet Care, Pet Land, Provet, Ptez, VCA, Vet Ypiranga Hospital and Zoovet Saúde Animal, among others.







**In addition to the exclusive lounge for guests, the program also offers:**

## INSIGHT EXPERIENCE

A meeting of the largest educational centers, the leading strategic consultancies in Brazil and the world and guests.

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## PRIME EXPERIENCE

Created for a select public, where visitors could relax at the PET BAR, offering the best craft beers harmonized with a menu rich in flavors. The tasting was conducted with the sommelier Estácio Rodrigues, trained by the Italian Association of Sommelier (AIS) and partner of the Instituto da Cerveja.



# Media Partners

The event was covered by the main media in the sector, which allowed the exhibitors to be associated with the PET South America brand:



## Support from large institutions



## Market intelligence



## Partnerships with the main Associations





# Press

Coverage by the main television channels and newspapers



IMPACTED AUDIENCE

89.128.026.00



RETURN OF MIDIA

R\$ 61.339.165,72

Channels



Newspapers



FOLHA DE S. PAULO  
★ ★ ★ UM JORNAL A SERVIÇO DO BRASIL

O ESTADO DE S. PAULO

ECONÔMICO  
**Valor**





- SOUTH AMERICA -

**AUGUST  
21 - 23**

São Paulo Expo  
Brazil - SP

**2019**

WRITING

*the New  
Chapter*

FOR THE **PET &  
VETERINARY** SECTOR

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