



Nuremberg, Germany  
Nürnberg, Deutschland

# Interzoo

International Trade Fair for Pet Supplies  
Internationale Fachmesse für den Heimtier-Bedarf



## Interzoo Pavilion



August 19-21, 2020  
São Paulo Expo, Brazil

Organizer  
Veranstalter



Honorary sponsor  
Ideeller Träger



Organization  
Durchführung

NÜRNBERG MESSE



# Explore New Markets Together



The brand **Interzoo** does not only stand for the world's leading trade fair for pet supplies in Germany, but also offers **pioneer** services for companies wanting to enter the most **important pet markets** and strengthen their business connections.

We will accompany you in these **exciting, flourishing markets** and offer you proven exhibition **quality and service** that you are familiar with from Interzoo in Nuremberg.

For you, this means **professional**, solution-oriented and successful **contacts and business**.

**The Interzoo Pavilion at Pet South America 2020** is a great opportunity to be present for exhibiting your products to the **Latin American Market**.





# About Pet South America



## About PET South America



Pet South America is the **largest** and most **important B2B-Event** for the sector in **Latin America**.

Bringing together all industry professionals, both national and from other Latin American countries, PET South America offers a highly **qualified business environment**, a lot of **networking opportunities** and **professional updating**, in addition to hosting conferences on relevant and current content.

In 2019, more than **27,600 professionals** visited the 300 exhibiting brands.

Brazil is the **3<sup>rd</sup> largest pet market** by revenue in the world.



August 19-21, 2020  
São Paulo Expo, Brazil

# Pet Population in Brazil



Source: IBGE –Five-Year Survey. Elaboration: Abinpet – 2013 Data. \*Abinpet's estimate.

# Interzoo Pavilion at Pet South America 2020





# Interzoo Pavilion at Pet South America 2020

These are the services you can build on:

## 9 sqm

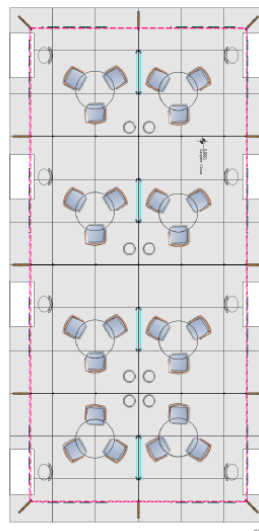
Stand space including:

Stand construction, furniture, electricity and cleaning

**EUR 3,199.00**

Optional Services:

- Hostess English and Portuguese speaking:  
EUR 400.00
- Retail Tour and Matchmaking:  
EUR 225.00 (limited availability; 1 participant per company)



## 16 sqm

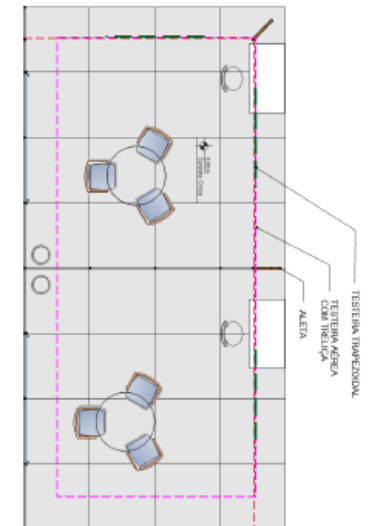
Stand space including:

Stand construction, furniture, electricity and cleaning

**EUR 5,470.00**

Optional Services:

- Hostess English and Portuguese speaking:  
EUR 400.00
- Retail Tour and Matchmaking:  
EUR 225.00 (limited availability; 1 participant per company)



# Optional Services

## Retail Tour

Experience a guided tour to the renowned megastore PETZ in São Paulo!



The tour has an opening lecture presenting the Brazilian retail pet market.

It is a great opportunity to understand how the Brazilian pet market works.

## Matchmaking

Connect your brand with Brazilian importers!

On one morning, you will have the chance to have 20 meeting with different importers.





# Review of the previous Pet South America 2019





RESULTS  
2019



# PET SOUTH AMERICA SURPASSED THE GOAL AND RECEIVED 27.600 PROFESSIONALS OF THE INDUSTRY.

## PROVEN SUCCESS THROUGH CROWDED HALLWAYS AND BUSY BOOTHS.

PET South America is the most important business fair in Latin America of the pet industry. The event presents all the technologies and market launches for the industry professionals. It's time to network, get up to date on the industry and get new customers and partners. PETSA receives large retailers, distributors and industry professionals of all over Brazil in your annual meeting.

**There was three Intense day of event In which the visitor can check out a variety of Innovation presented In the exhibition, check out the following, the excellent results of the 2019 PET South America.**

“

**The blueprint grew 40%** compared to 2018. In 2019 there was almost 30 thousand m<sup>2</sup> of space, occupied by more than 300 brands. We had new exhibitors, launches, differentiated services and qualified content. We are very happy that we also have surpassed the number of visitors

**Gullherme Martinez,**  
event manager



## EVENT DATA

**+30.000 SQM**  
OF BUSINESS AREAS,  
CONTENTS AND ATTRACTIONS

**+27.600**  
VISITORS

**+300** EXHIBITORS  
BRANDS

“

Our stock ran out on the second day of event, we had to bring more products to attend the clients on the last day. this time has managed to sell even for Chile, since she participated in the International Business Round.

**Fernanda Jaquetto**  
Commercial director  
Meu Bartô

## EXHIBITION SECTOR



Accessories



Pet Food



Aquarism



Hygiene &  
Beauty



Services

# VISITORS PROFILE

## MAIN AREAS OF ACTUATION

TRADE / RETAIL / WHOLESALE / STORE OWNER **43%**

ANIMAL BEAUTY **19%**

VETERINARY AND PET INDUSTRY  
(food, cosmetics, medicines) **10%**

## MAIN AREAS OF ACTUATION

PROPRIETARY / OWNER-PROPRIETARY /  
CEO / PRESIDENT **35%**

Groomer / Animal Esthetics **13%**

Manager **8%**

## MAIN OBJETIVES WHEN VISITING



SEARCH FOR NEWS  
AND LAUNCHES



SEARCH FOR  
NEW SUPPLIERS



BUY PRODUCTS / SERVICES  
DIRECTLY AT THE EXHIBITION

**89%**

OF THE VISITORS  
ARE INVOLVED IN THE  
PURCHASING PROCESS

“

The show is good because you already clarify all doubts straight to the source. We feel more secure because you know that exhibiting companies are reliable, with quality professionals.

**Carollna Kowalski**  
Veterinary

**88%**

OF THE VISITORS  
WOULD RECOMMEND THE  
PET SOUTH AMERICA  
TO COLLEAGUES  
IN THE INDUSTRY

# EXHIBITOR'S PROFILE

73%

OF THE EXHIBITORS  
ARE SATISFIED WITH  
THE **PURCHASING**  
**QUALITY OF VISITORS**

77%

OF THE **EXHIBITORS**  
**ARE SATISFIED** WITH  
THEIR PARTICIPATION AT  
PET SOUTH AMERICA

“

Year after year we get positive results that worth the investment to be here. With the business done until the end of the second day, our growth was already about 30% compared with last year.

**Dalton Ishlkawa**  
veterinarian and founder

## MAIN OBJECTIVES WHEN EXHIBITING



RELATIONSHIP WITH  
CUSTOMERS



PROMOTE THE  
BRAND/PRODUCT



NEW PRODUCTS AND /  
OR SERVICES LAUNCHES





# Content

A lot of innovation and technology was shown to the visitors, during the days of the fair. In addition to enriching the visit with more content and first-handed experiences for professional updating.

**There was 35 hours of content and more than 2600 participations.**





# TALK PET

Modern and innovative with dynamic lectures and different from anything that's ever been on the market. Pet and veterinary contents that have been worked throughout the year on the blog, joining digital and physical. Talk PET promotes knowledge, generating value to the professional journey and generates the opportunity to change experiences with leading market specialists, earn new insights and live a first-handed experience content.

MORE THAN  
**2.400**  
PARTICIPATIONS

MORE THAN  
**13 HOURS**  
OF CONTENT







**DESEN  
VOLVE**

**How to Improve the management of your pet shop.**

Innovation, digital marketing and the commercial future of the company, negotiation, loyalty programs, business expansion and financial management were addressed by leading market specialists.

**APPROXIMATELY  
130  
PARTICIPANTS**

**9 Hours  
OF CONTENT**







## **Pet** COMPOR TAMENTO

Course focused on professionals who provide pet market services in how to offer a quality care, differentiated service thinking in animal welfare.

**MORE THAN  
+80  
PARTICIPANTS**

**12 Hours  
OF CONTENT**





**mastergroom**

**The biggest competition of grooming and animal beauty of the world was a success.**

**Around 700 competitors disputing more than 30 categories.**



# Business Round

The International Business Round, held at PET South America joined 13 companies of China, South Korea, Ukraine, Hungary, Turkey, Equator and United States to present their products and services to 11 Brazilian companies. In addition, there was also an Exportation Business Round to the Brazilian exhibitors who wish to take their products to markets outside Brazil.

“

I think it was awesome, has everything to work and grow more and more. We left here with some expectations. We don't usually get business done at first moment, but we had good opportunities, so, maybe we'll close some deals.

**Thiago Franco**

HomePet Jolitex Chief Executive Officer







## RetailTOUR

An impressive market and with many opportunities of investment, this was the general feeling for the delegation of international businessmen that participated of the Retail Tour of 2019 PET South America.

When they visit the Ricardo Jafet unit of Petz, these distributors, importers and industrialists of all continents could feel the strength of the Brazilian pet market, one of the biggest in the world!

The PET South America, as industry leadership in Latin America, will remain tied to its goals of bringing new business opportunities and investments to our country!





# HOSPITALITYCLASS

Hospitality Class is an exclusive program, created by NürnbergMesse Brasil, to assist in building a business network between suppliers and players from the national and international.

**More than 940 participants**

## **Insight Experience**

**Participating companies:** Porsche Consulting Brasil, Conquer Labs, Renata Arruda, Petlove, Tarpon, Serinews, Instituto Pet Brasil, Anahp, Abimo, CRMV-SP, ABHV

**CLINICS ON DIGITAL  
TRANSFORMATION, BRANDING  
AND BI FOR BUSINESSES.**

**+70  
ATTENDANCE**

# MEDIA OUTREACH



## SOCIAL MEDIA



### INSTAGRAM

171 POSTS

FOLLOWERS: 13.000

COVERAGE: 735.506

INTERACTION: 19.969

### FACEBOOK

306 POSTS

LIKES: 34.000

COVERAGE: 848.777

INTERACTIONS : 16.807

## MEDIA COVERAGE

211

INSERTS

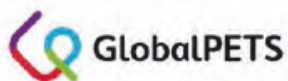
9

INTERVIEWS  
GIVEN

756.149.702

IMPACTED PEOPLE

## MEDIA PARTNERS



MEDIA ROI

R\$ 8.874.557,03



# STRATEGIC ALLIANCES



**Affection** that  
is measured  
in **results** ♥

**Pet**

*- SOUTH AMERICA -*

**19<sup>TO</sup> 21  
AUG**

**1PM TO 9PM**

**2020** ♥

SÃO PAULO  
EXPO|BRAZIL



**Be part of the  
biggest pet trade fair  
in Latin America ♥**

Contact our sales team and check  
out the best solutions to promote  
your products and generate  
business for your company.

**[petsa.com.br](https://petsa.com.br)**



# Looking forward to receiving your application!



## **Interzoo** Pavilion



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