

SNIEC TRADESHOW EXPRESS 展讯

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指导单位：上海市浦东新区商务委员会（会展办公室）

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2018 PET FAIR ASIA: INDUSTRY'S PREMIER EXPO

A welcome message from SNIEC

First of all, I would like to welcome and thank you for visiting SNIEC today. If you are a regular visitor of our state-of-the-art exhibition venue, then you may have noticed the changes SNIEC has been through in the last few years. We have invested heavily in order to create a better experience for all of our guests. Free WiFi, improved services and new F&B outlets are just a few examples. If you are

here for the first time, please rest assured that the whole SNIEC team will make your stay as efficient and enjoyable as possible. Besides the excellent service on-site, we would also like to draw your attention to the environment around SNIEC's neighborhood. There are two five-star hotels, shopping centres, two metro lines (2 and 7) within a short three-minute walk, while the high-speed Maglev train can take you

to Pudong International Airport in about 8 minutes. Finally, and this is surely the main reason for your visit today, you will find more than 100 top global trade shows every year in SNIEC. On behalf of the SNIEC team, I wish you a pleasant stay.

Michael Kruppe,
General Manager of Shanghai New International Expo Centre (SNIEC)



SNIEC TRADESHOW EXPRESS 展讯

ABOUT US

In a move to further increase our level of service and better deliver value to customers, Shanghai New International Expo Centre (SNIEC) launched the bilingual SNIEC Tradeshow Express in partnership with China Daily in 2015.

As one of the most attractive venues in the world, SNIEC has been working to provide a global platform for exhibitions and event activities in the fast-growing Asia-Pacific market.

The SNIEC Tradeshow Express allows people to keep up with the latest news and information at SNIEC. In addition to previews of upcoming significant exhibitions and highlights, it also provides readers with a deep insight into the industry, including important trends and hot issues.

TALK TO US

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The 2018 Pet Fair Asia increases its exhibition area to 140,000 square meters, allowing a wider coverage of pet industry.

Editor's Note: To keep a pet has become a popular lifestyle for many people in China. Indeed, the country's pet industry has increased at a fast pace in recent years along with the rising living standard of residents. Pet Fair Asia, organized by VNU Exhibitions Asia, is an important exchange and trading platform for the industry. With an enlarged exhibition area and increased number of halls, this year's fair is expected to attract a record high number of visitors.

WORLD'S PET INDUSTRY GATHERING IN SHANGHAI

The 21st Pet Fair Asia, organized by VNU Exhibitions Asia, is taking place in Shanghai New International Expo Centre for the second year, expanding from eight to 10 display halls to accommodate more than 1,300 exhibitors.

This year, the exhibition area is increasing by 25 percent over 2017's event to 140,000 square meters, which will allow an ever wider coverage of the pet sector supply chain, including upstream pet food suppliers, global brands of pet supplies, all major distributors and e-commerce giants. All pet categories are represented: cats, dogs, rodents, reptiles, birds and now aquatics, as Pet Fair Asia will be co-locating for the first time with Aquarama, opening more business opportunities for aquarium suppliers, smart systems for aquatics and ornamental fish exporters from all around the world.

The pet food industry alone will represent about 35 percent of the show, running from Aug 22-26, taking up three halls, with one of them devoted to international sup-

25 percent

The increase in the exhibition area for the 2018 Pet Fair Asia in Shanghai

pliers entering Asian markets or looking for local partners. And there's far more to see: An entire 12,000-sq-m hall will host pharmaceutical, veterinary and pet clinic leaders, both international and domestic, while other halls focus on cat products, small pets and aquariums.

Most of these sections come with dedicated on-site events and conferences, making Pet Fair Asia an all-in-one platform for trading, branding and education. Several major conferences are being co-located with the exhibition.

At the 8th International Pet Industry Summi, which took place on Aug 21, a detailed report was released on Chinese market development and new business and marketing trends. Now the report has

been posted on the Pet Fair Asia website.

The 7th Petfood Forum China, also held on Aug 21, provided attendees with in-depth insights into new pet food regulations to enter the Chinese market, as well as the latest trends in palatability, food safety best practices, analysis of consumer acceptance, market opportunities and more. Other on-site seminars and events that professionals can attend include the annual meeting for Pet Hospital Management, the World Dog Competition, the Pet Fashion Show and the CFA Cat Show.

Organizers said the fair makes this a perfect time for international brands to expand business in the region. China and developing nations throughout Asia are resulting in a rapidly expanding market, and though brands can expect high competition, the continent offers virtually unlimited development possibilities.

The 22nd Pet Fair Asia will take place on 21-25 August 2019, with an additional four halls for a total of 180,000-sq-m of exhibiting space, the largest surface globally for a pet industry exhibition.



VNU Exhibitions Asia leads many top industry events in China

VNU Exhibitions Asia is a joint venture of Royal Dutch Jaarbeurs and Keylong Exhibitions Service Co Ltd. One of the earliest exhibition companies in the country, VNU Exhibitions Asia has been a leader in China's exhibition industry for more than two decades. Through the joint efforts of more than 200 outstanding employees, the company annually hosts more than 20 of the top exhibitions and conferences in China, with a total exhibition area of more than 600,000 square meters. The company is headquartered in Shanghai.

Over the last century, Jaarbeurs has acquired an outstanding reputation in the Asia-Pacific region. As an important member of Jaarbeurs, a 100-year-old European enterprise, VNU Exhibitions Asia has a wealth of operational experience in domestic exhibitions, and has been widely praised by industry partners for its excellent international resources and brand influence.

Over the past 20 years, VNU Exhibitions Asia has gradually formed its unique leadership characteristics — "globalization for both local and international projects" — by relying on its strong market network. From humble beginnings to international status, VNU has formed four core exhibition sections: Building & City, Better Life, Agriculture & Food and Future Industry. It has achieved strategic alliances with more than 10 well-known, international exhibition institutions, 130 domestic and overseas industry associations and 450 global media outlets. Currently, VNU services more than 6,000 exhibitors annually and hosts some 600,000 visitors. With the constant progress and development of the company, VNU's success can be attributed to Chinese traditional culture and commitment to the following values; "prioritize customers, team cooperation, and continuous improvement, being a virtuous company, and collaborative success and happiness!" VNU Exhibitions Asia also considers the theme of "Value Happiness" as a core value, by striving for the healthy and harmonious development of its people, the environment and society in general.

The company is a member of Union of International Fairs and is a "Level A Qualification Unit" of the Shanghai Convention & Exhibition Industries Association.

Growth of animal exhibition reflects booming Asian market

Interview with David Zhong, president of VNU Exhibitions Asia, the organizer of Pet Fair Asia

Q: The Pet Fair Asia starts Aug. 22 at Shanghai New International Expo Centre. Compared with previous events, what are the highlights this year?

A: Pet Fair Asia continues to grow at a rapid pace, along with the development of pet markets in China and the rest of Asia. The show now occupies 10 halls, with more international pet food brands, more healthcare products and the introduction of aquatic and reptile products in one dedicated hall.

Q: Given that Pet Fair Asia is one of the most influential platforms in the global pet industry, is there any particular innovation breakthrough this year?

A: There should be many. Pet Fair Asia, more than ever, covers a wide range of products and solutions related to the pet industry. From upstream suppliers of pet food to e-commerce and small retail, from major brands CEOs to R&D directors, corporate buyers, one-shop retailers and even consumers: everyone and everything related to the pet industry is present at Pet Fair Asia.

Q: Pet Fair Asia has experienced more than two decades' growth along with the fast-paced development of China's pet industry. What are some examples of how China's pet industry has changed



David Zhong, president of VNU Exhibitions Asia

over the years?

Q: Can you offer some examples of how Pet Fair Asia is responding to such changes?

A: Pet Fair Asia is continuously evolving to accompany the development of the industry. Besides the exhibition, year-round and nationwide business courses for retailers and strategic conferences for business leaders offer valuable content, in particular for foreign professionals seeking reliable market information. The show floor experience and related services are improving every year, with the use of new technologies to make exhibitors and visitors' business interactions as smooth and efficient as possible.

Q: Compared with other countries

in Asia, what sets China's pet industry apart?

A: China's market is interesting for several reasons. It's a huge market in the making, with an already good level of development in major cities but virtually unlimited potential in the rest of the country. End-users are hyper-connected and purchase a lot online, but long term brand development will probably require efforts offline as well.

Q: Could you give us an introduction of international exhibitors or pavilions during this year's event? Is there any new trend in the international booths?

A: Countries interested in the China market have a decisive presence at the show with pavilions: New Zealand, Japan, South Korea and Brazil are among the long-lasting exhibiting countries. Individual exhibitor numbers are also exploding, particularly with pet food brands. Few international brands are absent.

Q: It's reported that more than 160,000 professionals and visitors will participate in 2018 Pet Fair Asia. Will organizers arrange some events and activities to improve visitors' experiences, and strengthen their interaction with exhibitors?

A: Pet fair Asia is always filled with on-site events, addressing various publics. High level conferences, competitions and public seminars are among the multiple activities people can attend during the show.

VNU | 万耀企龙

1 建筑城市
Building
& City

2 美好生活
Better
Life

3 农业食品
Agriculture
& Food

30⁺
展会 / 年

6,000⁺
展商 / 年

600,000
m² 展览面积 / 年

600,000⁺
观众 / 年

4 未来工业
Future
Industry

公司介绍

上海万耀企龙展览有限公司（VNU Exhibitions Asia）由欧洲荷兰皇家集团与企龙展览合资成立，是国内最早的展会企业之一，二十多年来一直是中国会展行业的领跑者。公司是国际展览业协会（UFI）会员，上海市会展行业协会主（承）办一级资质单位。总部位于上海，凭借逾200名优秀员工的共同努力，公司每年主办20多场国内顶级展览和会议，展览总面积超过60万平方米。作为欧洲百年企业荷兰皇家集团Jaarbeurs的重要成员，通过良好的国际资源和品牌影响力、强劲的商业合作网络、专业的活动运营能力，得到了合作伙伴的广泛赞誉。

10⁺ 展会机构

130⁺ 行业协会

450⁺ 媒体伙伴

1,000⁺ 行业大咖





2018亚洲宠物展将会开展一系列现场表演及互动活动，为观众带来全新参展体验。

2018亚洲宠物展：规模再度升级，亮点精彩不断

第二十一届亚洲宠物展于8月22至26日在上海新国际博览中心举办，今年专业观众日增加至3天（8月22至24日），公众日2天（8月25至26日），展期延长至5天，让参与者更轻松从容寻找全球商业伙伴，拓展贸易渠道，达成生意合作，促进行业交流。

随着宠物行业的全速发展，今年的亚洲宠物展规模也再度升级，新国际博览中心十馆全开(W1-W5, N1-N5)，14万平超大展出规模，集齐海内外1300家展商，汇聚16000个品牌，覆盖宠物行业完整产业链，涵盖多元化宠物行业产品种类，海外展团纷纷入驻，新西兰展团、日本展团、韩国展团等，以及香港展团、台湾展团将在W3号馆国际品牌专区集中呈现，带着各国的知名品牌入驻，将他们的优秀资源和精品带到现场，给观众带来全新观展体验！

InnovAction宠物新风尚

始终秉持“创新驱动发展”的理念，多年倾心打造的宠物新风尚InnovAction再次闪亮呈现。千余新品在展会现场备受热捧，宠物类用品也逐渐走向科技化、智能化、和互联网化。每年现场新品区已成为行业、媒体、消费者关注的热点，未来宠物新风尚或将成为引领行业先行的重要标志之一。

Pet Fashion Show国际宠物时装秀

宠物界的“巴黎时装周”，众国际顶尖宠物服装品牌秋冬系列首发，宠物独立设计师设计大赛。来自意大利、日本等80件顶尖设计现场陈列，掌握一手宠物服饰潮流趋势，今年更有高端发布，跨行业潮牌联手首次引进国内走秀，敬请期待。

第八届国际宠物业高峰论坛—亚宠CEO峰会

宠物行业风向标式论坛，充满前瞻性的话题，汇集宠物行业各大品牌CEO、业界精英共聚，广拓人脉助你开启行业发展新思维。

中国宠物医院管理层年会

来自日本、美国、加拿大、台湾等国



在2018亚洲宠物展会期间，国内外知名业内专家将齐聚一堂探讨宠物医院经营之道。

家和地区的二十余位领袖精英与300多位主流宠物医院经营管理者汇聚一堂，国内外业内专家共同探讨宠物医院经营之道，从业者与时俱进、与国际接轨必赴的高阶进修课堂。

中国宠物食品论坛

北美权威宠物杂志“Petfood Industry”举办，十多位全球宠物食品专家，关注中国宠物食品质量与安全，分享中国宠物食品监管进展报告，揭晓驱动中国宠物食品市场增长的因素及宠物食品相关专业话题探讨。

冠能杯® CKU犬赛

中国犬赛荣邀国际认证裁判执裁，200余条血统纯正世界顶级赛犬云集亮相亚洲宠物展，由国际资深审查员从犬只优生优育的角度评选出各个犬种中优秀的犬只，弘扬犬文化，年度爱宠人士不容

错过的高规格赛事。

“皇家杯”CFA世界名猫赛

倾力打造国内顶尖猫赛，10名国际裁判执赛，200余只世界顶级名猫现场出赛，展示纯种猫总价值超过千万，更有2018年度国际冠军猫登场，不容错过的猫届贵族赛事。

全民运动“耐威克杯”狗狗运动会

狗狗运动会不再是速度与力量的比拼，比赛项目再度升级，娱乐互动、玩耍还能拿奖品，2018朋友圈人气打卡活动。

“疯狂小狗杯”CKU

华东区宠物美容师资格认证考试携手CKU全面推动宠物美容事业在中国的规范发展，现场超过80名美容师同场竞技，犬类美容水平鉴证，邀请国际权威审查员现场考核。

宠物行业“招兵买马”

爱宠物的你，有没有想过要进入宠物行业发展呢？现场集中发布宠物行业人才招聘信息，涵盖生产商、品牌商、经销商、代理商、零售店、电商、美容师、店长、美容助理、兽医等宠物相关职位，看展时还能物色好工作，来一起加入这个有爱的行业吧！

水族盛宴：Aquarama水族世界杯观赏鱼赛

Aquarama是一个在新加坡拥有29年历史的国际性水族盛会，2018移师上海首度与亚宠展同期举办，现场集两爬、水族器材，观赏鱼粮鱼药、观赏鱼集无脊椎动物，水生植物以及园艺产品，Aquarama的观赏鱼比赛是目前世界上规格极高的水族赛事，6大比赛、1500+总缸数、12个国家参赛，现场还将首度呈现十米长缸造景，拭目以待吧！

不止猫猫狗狗水族 还有更多....

现场各路萌宠云集，除了猫猫狗狗外还有稀有宠物，草泥马、小浣熊，苏格兰小矮马、各种奇异水族两爬等也都是往年亚宠展的常客了，亚宠展是每年一次的宠界红人年度聚集地，今年谁会来？记得关注我们

明星铲屎人也许就在你身边

年度萌宠网红聚集地，思聪爱犬王可可、马达、国民老岳父公、野老多、吴起、八公叔叔、扑倒所有喵、张大麦与马包包、十爷、小胖小胖等一众萌宠网红也都是亚宠展的常客了。亚宠展也不乏明星铲屎人的身影，贾乃亮、李维嘉、TAE、孙俪、许魏洲、戴更基、于朦胧等也都到访过亚宠展，也许你一个转身，明星铲屎人就在你身边。



China now ranks second behind the United States in terms of number of pet cats.

‘Purrfect economy’ sees roaring expansion as young people spend

Love of cats spawns multibillion dollar business in a stunning range of products and services

The world’s most populous country is in love with cats. China’s 59 million feline pets have spawned a “cat economy”, a key sector of the overall pet industry that was worth 134 billion yuan (\$20.5 billion) last year, up from 100 billion yuan in 2016 and just 2 billion yuan in 2005.

The figure is expected to balloon to 188.5 billion yuan by 2020 with an annual growth of 30 percent, according to a report from Dog Network, China’s online pet services provider.

While nekonomics describes Japan’s cat economy, a new term —maonomics?—may be required to indicate China’s growing fascination with cats, industry insiders said. (Mao is Chinese for cat.)

Globally, in terms of number of pet cats, China now ranks second behind the United States, according to data of the National Bureau of Statistics.

It is a business that spans toys, nail clippers, fur care powder, anti-worm pills, balls, laser pens, soft tissue rolls, pooper scoopers, hygiene products, furniture, intelligent devices and cat teasers.

These are all in addition to popular products like cat food, cat fashion, and services like veterinary centers, pet care hotels and

cat-cafes (where patrons get to pet and cuddle freely roaming furry, purring, adorable feline beauties).

Not to forget funeral and internment services. That’s not all. Exotic breeds sold as expensive pets figure among the range of ‘products’ that mark the ‘purrfect economy’.

And images of real-life cats can spawn paid-for digital emojis and stickers for the virtual world. Blogs and videos about pet cats attract advertisers after gathering massive loyal readers/viewers.

Cat-related products and services could set back pet owners such as Huang Weixi by up to 15,000 yuan annually.

However, the national annual per-pet spend tends to average out at about 5,000 yuan, according to a report on Dog Network.

Huang, 26, a book editor in Beijing, owns two cats. Last year, her pet bills included cat food worth 1,000 yuan per month, cat essentials, toys and the lot. She paid about 600 yuan to vets for services like washing pets’ mouths and brushing their teeth.

“I got used to the companionship of cats since I was very young,” she said. “There’s no other reason. I just like them. Am not nuts about dogs or pups.”

Most of China’s pet owners are young people with relatively higher income and quality educa-

134
billion yuan
The overall size of pet industry in China in 2017

30
percent
The annual growth of pet industry by 2020

tional background, who care for a lifestyle marked by shopping, fashion and entertainment, the Dog Network report said.

Wen Liang, owner of Maosheng Jixiang, a cat foster care service provider in Beijing, said, “With the increase in income, Chinese people now live a better life, so they have begun to care more about their pets, and that care is similar to the way they treat their children. The market is quite alluring.”

At Maosheng Jixiang, each cat has a “duplex home” with two floors, with a bedroom upstairs and one restroom downstairs.

Nekonomics, a term that originated in Japan in 2015, means consumers will pay for cat-related products and services irrespective of the state of the economy.

There are also wooden tower-like maze for cats to move from hole to hole, and fish in small ponds to cheer them up.

That’s probably true. In a narrow lane off Beijing’s Donggong street, Yuan operates a cat cafe that attracts customers well after 9 pm amid sub-zero temperatures.

Couples and groups lounge on European-style seating, sip cappuccino and chat, while cats circle their feet, rub against their legs or jump gently from one table and land softly on the next table in a heart-melting way.

This is Beijing’s first cat cafe, founded in 2011. Yuan, 38, said he promised his family back then that the venture would at least make both ends meet. The business, he said, has vindicated him.

Compared with traditional cafes, a cat cafe entails additional expenses for owners, in terms of pet food and other necessities. Pet’s monthly expenses may reach 10,000 yuan.

But cat-cafes make profit by selling aspirational or lifestyle foods and beverages to their customers, he said.

Besides, Yuan sells cute kittens through his Wechat account. Each kitten could sell for 2,000 yuan to 3,000 yuan; some rare breeds may command price tags of 5,000 yuan to 6,000 yuan.

“Many of our customers are students and young professionals, who may want to unwind or de-stress here after a long or stressful work day,” he said.

Declining to share information like sales revenue and profit figures, Yuan said the cat business is not for everyone as entry barriers, in the form of specialization and limited supplies, are high. “By the way, I don’t want more competitors,” he said in a lighter vein.

In the digital dimension, cats command fans and revenue. Loulou the cat, on which the lead character of an emoji package was based, had 680,000 fans online. When Loulou died in October 2017, more than 140,000 read and shared the news, and mourned the cat.

And then, there are bloggers who specialize in cat-related topics. A blogger nicknamed Xiaomajia boasts more than 29 million followers on Sina Weibo, China’s Twitter-like social media. Each of his posts enriches him by about 20,000 yuan via advertisements.

“Such content resonates well with pet owners who gladly share it with their friends,” said Shao Yang, a blogger who previously earned about 1,000 yuan monthly by posting short videos of his pet cat.

- CHINA DAILY

Aquarama’s move from Singapore to China a ‘bet on the future’

The 17th Aquarama, organized by VNU Exhibitions Asia, is taking place in Shanghai.

The exhibition, along with Pet Fair Asia, brings together the entire aquarium supply chain: from suppliers of acrylic tanks for retail spaces, amusement parks and public aquariums to smaller tanks for consumer apartments, from aquarium equipment to ornamental fish and plants, from trade functions to branding and education.

The decision to move Aquarama from Singapore to China in 2016 was the result of a vision, and a bet on the future. It's expected that within 15 years, there will be more trade exchanges within Asia than with the rest of the world, and Singapore

will no longer have a monopoly on exporting such fish; instead, there will be myriad excellent sourcing places scattered all across Asia.

As a result, the need for a pan-Asian platform focusing on everyone in the aquarium industry is becoming more important than ever. Aquarama aims at being equally committed to ornamental fish exporters, accessory and food suppliers, encouraging interactions between sectors, promoting best practices among professionals and towards the public and lobbying relevant authorities.

Nor does the role of Aquarama stop at the trade level. As the organizer of Pet Fair Asia, a pet exhibition that is already the largest in the world, VNU Exhibitions Asia is convinced that branding and education are the key factors for the rapid development of a new market with high potential. Consumers are not at the end of a vertical chain, but part of circles where they act as advisors. They need to be involved — and listened to.

And that's exactly what is happening at Aquarama 2018. In addition to 200 exhibitors representing a wide variety of products and fish species, the long running International Fish Competition brings professionals, hobbyists and newcomers in one place to do business, share experience and most of all, to pass on their love of fish keeping. Visitors will have the opportunity to see freshwater and seawater nature marvels including arowana, discus, gold-

fish, guppies, betta splendens, pleco and crayfish.

The Aquarama Forum, along with other seminars such as the Fish Academy, will cover all modern issues related to the aquatic industry, including coral exports from Southeast Asia, the convergence of pet and aquatic retailing in China, brand development, public aquarium designs and management and fish diseases.

The organizer also prepares a series of on-site activities during the exhibition. For example, an 8-meter-tall aquascape will be constructed during the four days, which allows visitors to learn more about professional water garden design and installation.



首次移师上海的Aquarama将会为观众带来一系列精彩纷呈的现场体验活动。



Aquarama首次移师上海 打造国际水族盛会

Aquarama是一个在新加坡拥有29年历史的国际性水族盛会，多年来专注建立行业商贸合作平台，集水族器材，观赏鱼粮鱼药、观赏鱼集无脊椎动物，水生植物以及园艺产品和贸易商家汇聚一堂。

2016年，Aquarama成功落地中国广州，获得全球水族行业的鼎力支持与高度关注。经过两年在广州的沉淀，现场规模持续扩大，充分发挥了广州作为中国水族器材生产基地和亚太水族分销中心的双重优势。

2018年8月22至25日，Aquarama移师上海与亚洲宠物展同期举办，务求以“创新、匠心、专业”的开拓精神，破釜沉舟带动亚太水族行业下一个10年的发展。两展联合总面积达140,000平方米、现场将汇聚1,400家专业展商、50,000专业观众以及120,000位水族宠物爱好者。

作为历史悠久的国际性专业水族展览会，Aquarama致力于打造全产业链、覆盖活体进出口和器材贸易的内外贸综合平台。今年的展商覆盖全球五大洲，极具代表性，包括欧洲最大的渔场繁殖高端七彩神仙鱼超过50年的Diskus Stendker、70年生态水景产品和解决方案提供者的德国品牌Oase欧亚瑟；来自澳大利亚专门繁殖色彩艳丽整虾的Blue Yabby；非洲最大的观赏鱼出口商，还有斯里兰卡、印度、美国以及本土中国等活体及器材企业，都将他们的优秀资源和精品带到现场，给观众带来全新观展体验！

展会期间亮点纷呈：

InnovAction水族新风尚

秉承“创新驱动发展”的理念，在水族行业首推【InnovAction水族新风尚】活动，成为专业观众和买家首选观摩区域，更是成为媒体关注焦点。创意呈现的新品区，成功将参观兴趣转化为展台贸易到访，大大提升了参展现场的交易机会。

“中国水族商学院”

水族“新”生——把握新零售机遇，是今年商学院主题。除了邀请来自国内的行业精英从产品设计、渠道管理以及口碑营销进行干货分享，还有最新的玩转小程序攻略，开启全新思维，用充满前瞻性的议题为行业发展注入新鲜动力。（时间：8月22日下午，地点：N5馆会议区）

“国际水族业发展论坛”

2016年首度开创以来，国际水族业发展论坛逐渐成为全球水族行业顶尖精英人士经验分享、交锋行业未来的重要年度聚会。今年延续海水趋势主题的论坛，邀请了来自美国、斯里兰卡、印尼、菲律宾、新加坡等海水领域专家学者共商海水发展之路。针对今年印尼珊瑚出口的热点事件，由世界观赏鱼协会（OFI）主持，作深入的小组讨论，借鉴国际经验，指引行业未来。（时间：8月23日上午，地点：N5馆会议区）

第三季宠物+水族经营研讨会

作为两大宠物水族旗舰展的主办方表示将紧握手会，务求在Aquarama移师中国后，为国内的水族行业带来新气象，秉承推动行业发展的初心。

与会嘉宾还包括宠物行业优秀线上线下渠道零售商以及水族行业领军生产企业，共同挖掘扩充宠物零售店经营类别和开拓水族销售新渠道的潜在机会。（时间：8月24日上午，地点：N5馆会议区）

“Aquarama鱼学院”

Aquarama现场请来世界顶尖繁殖大师教你各品种鱼饲养技巧及要点，从根本上增强消费者对观赏鱼饲养的兴趣也提高业内观赏鱼的繁殖水平，从活体开始促进水族器材市场的繁荣。（时间8月22-25日，每日均有不同场次的分享，地点：N5馆 鱼学院）

“水族世界杯”：Aquarama世界观赏鱼赛

Aquarama观赏鱼大赛作为全球历史最悠久的专业观赏鱼赛事，2018年首度移师登陆魔都！凭借30年的品牌美誉度，Aquarama 2018将汇聚世界各地的赛级渔场、玩家，带来超过1,000缸六大品种鱼：“鱼类活化石”龙鱼、体型优雅飘逸如仙的七彩神仙鱼、拥有出众的体型和超级艳丽体色的孔雀鱼、狠起来可以“斗”死自己的斗鱼、性情温和体型丰满

的国粹金鱼、浑身充斥着一股野生鱼类独有的狂放不羁气质的异型鱼。罕见极品观赏鱼争相斗艳，饱你眼福！

“亲历亚马逊—巨型造景秀”

今年Aquarama首次落户上海，与亚洲宠物展联合举办之际，主办方将联合中国造景师联盟（CAA）以及中国造景艺术协会（CLDA），重磅打造“亲历亚马逊——巨型造景秀”！本次造景活动将联合15位专业水族造景大师以及不同行业的跨界网红达人，置身于大型“热带雨林”生态馆中为8m水草大缸造景，堪称造景视觉盛宴。炙手可热斩获去年多个世界级比赛冠军的马来西亚大师Josh Sim，来自宝岛台湾从业超过20年的顶级大师薛海以及Andy陈易圣，带领中国团队赢得水族界“奥斯卡”——世界水草造景大赛（IAPLC）多项大奖的王超以及其他的大师。

同时，Aquarama再度创新，在巨型造景秀中首次引入网红大咖的加盟，吸引了百万级粉丝的热切关注，完美打造行业内的专业交流切磋以及向大众传播水草造景的交流平台。

第三届仟湖“睿堡杯”国际海水造景大赛

2018年，Aquarama落户上海将全面升级，在展会现场打造“蓝色星球”海洋主题节！而仟湖“睿堡杯”国际海水造景大赛将作为海洋节首推活动升级亮相现场！让海水造景不再只是观看，而是能够亲身融入。

2018 8月22日 Wed 8月25日 Sat | 上海新国际博览中心 N5馆 Hall N5
Shanghai New International Expo Centre

龙巅鱼邻
yulin.longdian.com

大赛战略媒体

AMAZON AQUATIC PLANTS LANDSCAPE SHOW

 **AQUARAMA**
17th International Exhibition for
Aquarium Supplies & Ornamental Fish **2018**
第十七届国际观赏鱼及水族器材展览会

亲历亚马逊

巨型造景秀

200 平米热带雨林 / 15 位造景师 / 8M 巨型水草造景

 **万耀企龙**

 **广东省水族协会**
Guangdong Aquarium Association

 **CA**
AQUARIUM CHINA

 **SUNSHINE**
SUNSHINE AQUARIUM

 **墨田**
Mitsubishi

 **DOCK CHAMP**

 **AQUARIUM**

 **水族用品**
Water World

 **水族用品**
Water World

 **维露花卉**
Weilu Flower

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UPCOMING EXHIBITIONS

A series of notable and influential exhibitions covering a wide range of industries will be held at the Shanghai New International Expo Centre in coming days.

ALL CHINA LEATHER EXHIBITION

Date: 2018/08/29 - 2018/08/31
Hall(s): E7, E6, E5, E4, E3, E2, E1, N5
Organizer: APLF Ltd / China Leather Industry Association
Website: www.aclechina.com

The All China Leather Exhibition, also known as the Shanghai Leather Fair, is the only international leather fair in China. Organized by the China Leather Industry Association and APLF Limited, ACLE is the premier event for international companies seeking opportunities in China's huge markets — the focus of the global leather industry. Since its inception in 1998, ACLE has welcomed hundreds of thousands of buyers from the main tannery and leather goods and footwear manufacturing provinces in China.

ACLE has proven itself to be the fastest-growing leather fair — an example of how China has become a main engine of growth in the global leather industry, and of the strong demand for leather from surrounding countries such as Vietnam and Indonesia.

ACLE targets the Chinese tanning (upstream) sectors, which source raw hides and skins, semi-finished leather, leather chemicals and leather machinery to manufacture finished leather to be used in the domestic footwear, leather goods and automotive upholstery sectors. International tanneries will also exhibit in this leather platform to promote their products to domestic footwear and automotive leather importers.

13TH SHANGHAI INTERNATIONAL FISHERIES AND SEAFOOD EXHIBITION

Date: 2018/08/29 - 2018/08/31
Hall(s): W1.W2.W3.W4.W5
Organizer: China Aquatic Production Chamber of Commerce / Shanghai Fisheries Trade Association / ITE Asia Exhibitions Ltd / Shanghai Gehua Exhibition Service Co Ltd / Shanghai ITE Gehua Exhibition Service Co Ltd
Website: www.worldseafoodshanghai.com

World Seafood Shanghai has developed over 12 years, and it has attracted wider attention from the world, relying on the domestic consumer market and the strong international visibility and influence of Shanghai. World Seafood Shanghai sticks focuses on B2B aquatic products trading and leads industrial development by offering forward-looking insights into the sector. The exhibition connects producers, distributors and consumers, providing a professional, efficient and effective exchange and cooperation trading platform for the global fishery industry.

China is one of the world's biggest countries with a colossal food and drink market, and seafood consumption is increasing annually. Chinese seafood imports are reportedly expected to exceed \$20 billion by 2020. In response, more countries are already stepping up export levels. And aquaculture operations are crying out for more efficient, more cost effective and updated technologies.

Joining forces with the 8th Shanghai International Catering and Ingredients Exhibition in 2017, the event attracted 51,829 visitors from more than 59 countries and regions. Key participating countries included the United States, South Korea, Australia, Argentina, New Zealand, Norway, Spain, Denmark, Canada, Ecuador, Thailand, Myanmar, Pakistan, Iceland, Ireland and Sri Lanka.

SHANGHAI INTELLIGENT BUILDING TECHNOLOGY / SHANGHAI INTERNATIONAL SMART HOME TECHNOLOGY

Date: 2018/09/03 - 2018/09/05
Hall(s): W3, W4
Organizer: Messe Frankfurt Shanghai
Website: www.building.messefrankfurt.com.cn

China's premier platform for the intelligent building sector, the Shanghai Intelligent Building Technology show will hold its 12th edition on Sep 3-5, 2018 in Shanghai New

International Expo Centre.

Known as the leading platform for China's intelligent building industry, the fair's organizers are collaborating with the intelligent engineering branch of the China Exploration and Design Association to present innovative technologies and solutions related to the internet of things, cloud computing, big data, building energy efficiency, energy management systems and intelligent hotels. SIBT aims to cultivate new building concepts that will help realize the ultimate goal of widespread sustainable buildings.

The four major themes at the event will be "Building Energy Efficiency, Energy Management and Building Automation", "Cloud Platform and IoT Solutions", "Intelligent Hotels" and "Smart Home". Held together with a series of influential seminar programs, the fair offers exhibitors an ideal platform to explore business opportunities and to network with targeted trade buyers, industry players and professionals.

SHANGHAI INTERNATIONAL URBAN & BUILDING WATER, WASTEWATER TRADE SHOW 2018

Date: 2018/09/03 - 2018/09/05
Hall(s): W2
Organizer: Shanghai Zhanye Exhibition Co Ltd
Website: www.uwtchina.com
www.bwtexpo.com

The UWT Expo 2018 is hosted by the National Engineering Research Center (South) of Urban Water Resources, the China Construction Metal Structure Association Water Equipment Branch, the China Architectural Society Water Supply and Wastewater Branch and the National Real Estate Club of Chief Engineer. All of those authorities will attract nearly 50,000 water engineers throughout China.

The exhibition will provide a unique platform to promote new products and technologies in the water industry. China's water treatment industry is a market with huge potential and UWT 2018, with its great authority in this industry, will provide participants with a great platform to meet industry related VIPs. In addition, the Water Engineer Congress 2018 will be held during the show, providing vital updates on the state of the water industry in China, along with information about new products and technology.

UWT 2018 will provide a unique platform to meet general managers, purchasing directors and water engineers from real estate developers, design institutes and building/construction companies, among other sectors.

The organizers will cooperate closely and widely with authoritative industry media and associations to attract high-end buyers. There will be more than 200 web-media and magazine representatives to offer press coverage of UWT 2018 and the accompanying Water Engineer Congress 2018.

FURNITURE CHINA 2018

Date: 2018/09/11 - 2018/09/14
Hall(s): W1, W2, W3, W4, W5, E7, E6, E5, E4, E3, E2, E1, N1, N2, N3, N4, N5
Organizer: Shanghai UBM Sinoexpo International Exhibition Co Ltd
Website: www.furniture-china.com

The two most important exhibitions for the Chinese furniture industry will be held in the Shanghai New International Expo Center and Shanghai World Expo Exhibition & Convention Center in Pudong District. From Sep 11 to 14, Furniture China, an exhibition that has grown considerably since its beginnings 25 years ago, will again work with the young and passionate Maison Shanghai to link furniture, materials, soft decorations, art and colors with design — displaying the charms of Chinese design and igniting artistic and cultural trends across Shanghai through Shanghai Home Design Week.

The two grand exhibitions will be held for four days in two halls covering 350,000 sq m, with participants including 3,500 exhibitors, 220 international brands, 129 design

brands and more than 50 famous designers. The numbers indicate that Furniture China and Maison Shanghai will reach new heights in terms of exhibitor quality and site events, impressing participants with the all-inclusive opulence and refined elegance.

ICIF CHINA 2018

Date: 2018/09/19 - 2018/09/21
Hall(s): E6,E7
Organizer: CCPIT Sub-Council of Chemical Industry / China Petroleum and Chemical Industry Federation / China National Chemical Information Center
Website: www.icif.cn

The China International Chemical Industry Fair, or ICIF China, is a one-of-a-kind exhibition and conference in China, spotlighting the entire chemicals industry sector. Since 1992, ICIF China has become the indispensable chemicals sector show in China's annual industry calendar, and the preferred platform for government agencies and key decision makers to meet for exchanges and trade.

ICIF China 2018 takes place from Sep 19 to 21 in Shanghai. It will be held in conjunction with the RubberTech China 2018 and China Adhesive 2018. In addition to the concurrent high-level conference, the exhibition will cover 90,000 sq m. There will be about 2,000 exhibitor enterprises that showcase basic chemicals, fine chemicals, petroleum and clean energy, as well as smartchem and chemical technologies and equipment, attracting an audience of more than 90,000.

PAPERCHEM 2018

Date: 2018/09/19 - 2018/09/21
Hall(s): E5
Organizer: China National Chemical Information Center
Website: www.chinapaperchem.com

The China International Exhibition on Paper Chemicals, Technologies and Equipment, also known as Paperchem, was established in 2006. After 12 years of continuous honing and innovation, it has become an annual industry event recognized worldwide. As the only domestic professional exhibition for water treatment chemicals, it was co-organized with the China International Water Treatment Chemicals Fair, which provides exhibitors and visitors with additional choices for networking and learning. China International Exhibition on Paper Chemicals, Technologies and Equipment is also China's great annual event for comprehensively learning about and purchasing papermaking chemicals and technologies, helping papermaking enterprises directly and efficiently use chemicals, and providing convenient one-stop shopping and solutions to environmental problems.

CHINA INTERNATIONAL TUBE AND PIPE TRADE FAIR (TUBE CHINA 2018)

Date: 2018/09/26 - 2018/09/29
Hall(s): E3, E2, E1
Organizer: Messe Dusseldorf Shanghai Co Ltd / Metallurgical Council of CCPIT
Website: www.tubechina.net

With 16 years of experience, Tube China has grown into Asia's most influential — and the world's second most influential — tube and pipe industry event. Concurrently held with Wire China, Tube China 2018 will take place from Sep 26 to 29 at the Shanghai International New Expo Centre with 104,500 sq m of exhibition space. It's estimated that the events will welcome a total of some 46,000 influential visitors and will serve as host to a comprehensive exhibit range presented by around 1,700 leading brands.

With international pavilions from Germany, Italy, the United States, Australia, France, South Korea and Japan, among other countries, the event is expected to attract 42,199 trade visitors from 94 countries and regions, an increase of 10.9 percent over the previous year.



2018上海国际智能建筑展览会将集中展示一系列的智能建筑系统和解决方案。

2018年中国国际皮革展
时间: 2018/08/29 – 2018/08/31
展厅: E7, E6, E5, E4, E3, E2, E1, N5
主办: APLF Ltd. 中国皮革协会
网站: www.aclechina.com

中国国际皮革展(又称上海皮革展)是国内唯一国际级别展览,一向被誉为国际企业开拓庞大中国市场势必参与的盛会,也是全球皮革业的触目焦点所在。自1998年创办以来,皮革展每年迎来数万名、主要来自中国制革和生产鞋履和皮革产品主要省份的买家。

目前,中国的皮革业是全球的焦点,再加上中国周边国家,如越南、印尼等是带动增长的地区,因此中国皮革展顺理成章成为全球增长最快的皮革展。

中国国际皮革展是针对皮革业上游,亦即制革企业的商贸展,是寻找原料皮、半成品革、皮革化工原料、皮革机械的不二之选,国内制革厂家利用这个平台洽谈业务,进口原料、完成加工,并将成品革出口或供应给国内厂家制成成品。海外知名制革厂家也会向国内的制鞋、汽车皮革入口商介绍他们的优质皮革、鞋材。

第十三届上海国际渔业博览会/第十三届上海国际水产养殖展览会
时间: 2018/08/29 – 2018/08/31
展厅: W1.W2.W3.W4.W5
主办: 中华全国工商业联合会水产业商会 / 上海水产行业协会 / 艾特怡(亚洲)展览有限公司 / 上海歌华展览服务有限公司 / 上海艾歌展览服务有限公司
网站: www.worldseafoodshanghai.com

作为国内国际化的展示平台之一,上海国际渔业博览会开办至今历经12年的发展,立足上海、深耕亚洲、面向全球。依托国内强劲增长的水产品消费市场,借助上海的国际知名度和影响力,以前瞻的眼光洞察行业发展,深度演绎“B2B水产贸易”,完美联结生产加工方、经销分销商以及采购消费终端三大群体,为全球水产行业发展提供专业、高端、实效的交流合作商贸平台。

中国水海产品发展呈较快增长态势,随着国内消费水平的提高,消费者对水海产品的消费需求日趋多样化。同时,上海独特的市场优势和强大的辐射力赢得国际出口商的青睐。

展会将于上海国际餐饮食材展览会同期举办,联合邀请全国酒店、餐饮及贸易商参观采购,实现行业间的强强联合,提供一站式海鲜食材采购平台。丰富的现场活动聚焦行业热点,为参展企业和到会观众提供多场高峰论坛、专题演讲、新品推介会等活动。展会还引入ITE集团全球食品展会资源,打造国际化的商贸网络。

2017年,展会与第八届上海国际餐饮食材展览会同期举行,吸引了来自美国、韩国、澳大利亚、阿根廷、新西兰、挪威、西班牙、丹麦、加拿大、厄瓜多尔、泰国、缅甸、巴基斯坦、冰岛、斯里兰卡等59个国家及地区的共计51,829人次专业观众到会参观洽谈。

上海国际智能建筑展览会/上海国际智能家居展览会
时间: 2018/09/03 – 2018/09/05
展厅: W3, W4
主办: 法兰克福展览(上海)有限公司
网站: www.building.messefrankfurt.com.cn

作为中国智能建筑技术的主要平台,第十二届「上海国际智能建筑展览会」将于2018年9月3至5日在上海新国际博览中心再度隆重登场。

“上海国际智能建筑展览会”已成为国内享负盛名的智能建筑领域专业平台。随着行业越趋成熟,配合物联网、大数据、云计算等技术发展,未来将朝向更节能环保、万物互联与可持续发展的大方向迈进,为传统建筑行业赋予新生命。未来的建筑物不再只是冷冰冰的钢筋水泥,而是成为各种技术和系统有机结合的一个整体。作为综合性技术平台,SIBT有幸邀请到跨界的优秀企业参展,展示一系列的智能建筑系统和解决方案,包括建筑节能及能源管理系统、酒店智慧化系统、楼宇自动化控制系统及配电产品等,携手促进不同领域的合作及技术整合。

“上海国际智能建筑展览会”设有四大主题:“建筑节能、能源管理及楼宇自控”、“云平台及物联网”、“酒店智能化”及“智能家居”,为业界提供高效优质的沟通采购平台。

上海国际城镇与建筑给排水水处理展览会
时间: 2018/09/03 – 2018/09/05
展厅: W2
主办: 上海展业展览有限公司
网站: www.uwtchina.com
www.bwtexpo.com

上海国际城镇与建筑给排水水处理展览会聚集了专业的行业资源,并建立起一套成熟的服务体系。在水业权威部门官方指导与支持下,展会愈加缤纷多元化,并得到超过200家合作媒体的大力推广。拥有着二百万庞大数据库支持,一大批专业观众聚集水业圈,为城镇及建筑给排水、水处理系统综合解决方案。百强企业争先参与,行业聚焦新技术、新产品。众多的设计院观众,打造高精尖水业圈。

大会组委会定位并不断开拓高端、专业的观众群体,加强企业与观众之间深度交流的同时,展会同期举办一系列会议及论坛,汇聚行业高端人士。

2018年更有国际高端会议齐聚申城,为大会更添色彩,如:2018智慧城市水资源高峰论坛暨国际给排水工程师大会,第六届城镇供水安全及高品质饮用水技术发展论坛,2018国际海绵城市与水生态建设大会,第五届智慧水务建设与运行研讨会,2018第四届建筑消防技术高峰论坛,2018城市水环境治理黑臭水体整治方案论坛。

2018年中国国际家具展览会
时间: 2018/09/11 – 2018/09/14
展厅: W1, W2, W3, W4, W5, E7, E6, E5, E4, E3, E2, E1, N1, N2, N3, N4, N5

主办: 上海博华国际展览有限公司
网站: www.furniture-china.cn

还有不到两个月,家居行业金秋最重要的展会即将在上海浦东新国际博览中心和世博展览馆召开。2018年9月,这个有着25年发展历史的中国国际家具展将继续携手年轻活力的摩登上海时尚家居展,用设计串联起家具、材料、软装、艺术、色彩,并以上海家居设计周为纽带联动整个魔都的城市艺术与文化,向全世界展示中国的设计魅力。

4天的时间,两大展馆,35万平方米面积,3500家展商,220家国际品牌,129个设计品牌,50多位设计大咖……这一串数字无不预示着今年的浦东家具家居双展,无论是展会面积、展商质量还是现场活动,都会再次超越从前的精彩,让人感受到海纳百川的大气磅礴和精致姿态。

2018(第十七届)中国国际化工展览会
时间: 2018/09/19 – 2018/09/21
展厅: E6,E7
主办: 中国国际贸易促进委员会化工行业分会 / 中国石油和化学工业联合会 / 中国化工信息中心
网站: www.icif.cn

中国国际化工展览会于1992年首次举办,26年来成功地举办了十六届,现已成为国内外石油和化工界广泛认可并享有盛誉的行业品牌展会。

该展会在中国石油和化学工业联合会、中国国际贸易促进委员会化工行业分会及中国化工信息中心三大化工行业权威机构的支持下,已成为中国石化行业及相关应用行业不可或缺的年度盛会。中国国际化工展览会是亚洲化工行业顶级展会。展会规模覆盖80,000平方米,参展企业近2,000家,展品范围涵盖了基础化学品、精细与专用化学品、化学品包装与储运、石油化工及新能源、化工技术与装备和智慧化工创新展示。

展会将吸引超过90,000名观众前来参观。自1992年以来,ICIF China已经成为政府机构及关键决策者一起交流和贸易的首选平台。

2018年(第十三届)中国国际造纸化学品技术及设备展览会
时间: 2018/09/19 – 2018/09/21
展厅: E5
主办: 中国化工信息中心有限公司
网站: www.chinapaperchem.com

展会创办于2006年,经过十年的不断磨砺与创新,目前已成为国内外广泛认可的行业年度盛会。作为国内众多造纸展中唯一一个以化学品为主题的专业展会,与同期举办的水处理化学品展览会相辅相成,为展商和观众提供了更多展示和选择的机会,中国国际造纸化学品展览会也是我国造纸行业一年一次全面了解、采购化学品和学习相关技术的一次盛会。

展会旨在帮助造纸企业更直接、更方便、更有效的选择使用高效的化学品,并提供能方便一站式购买、为造纸厂带来效益、提高质量、解决环保难题的化学品方案和渠道。

在展览会上观众可以看到造纸工业界所取得的各项成就。展出产品基本都围绕着各种制浆造纸以及高效、节能和环保的产品特点。

2018中国国际管材展览会
时间: 2018/09/26 – 2018/09/29
展厅: E3, E2, E1
主办: 杜塞尔多夫展览(上海)有限公司 / 中国国际贸易促进委员会冶金行业分会
网站: www.tubechina.net

经过16年的积淀,中国国际管材展览会已成长为亚洲影响力第一、全球第二的管材行业盛会。杜塞尔多夫展览(上海)有限公司将继续携手中国国际贸易促进委员会冶金行业分会冶金工业国际交流合作中心,为您奉上行业的“饕餮盛宴”。

据预计,展会期间将有46,000名专业观众莅临现场,通过面对面的沟通,促成更加稳固的合作关系。主办方也将与会者们共同探求如何面对行业的转型与变迁,以崭新的视角呈现了最新的产品、技术及解决方案。

主要展品包括原材料、管材及配件、管材制造设备、改造与复原设备、加工工具及辅助设备、管道和石油专用管材、测控技术、检测技术、专业领域、管材贸易服务、型材及机械、其他。



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2019.8.21-25 上海新国际博览中心
Shanghai New International Expo Centre

明年再相见!

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北京宠物用品展览会 Pet Fair Beijing 2019

2019.3.22-24 | 北京展览馆



华南宠物用品展览会 Pet Fair South China 2019

2019.5.31-6.2 | 中国进出口商品交易会展馆（广交会展馆）