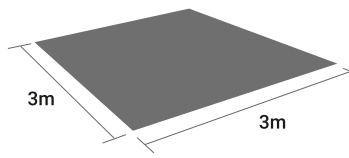



## Participation Guide

### Step 1. Choose your booth type

Category	Space Only	Shell Scheme
Booth Specs		 *The actual booth can be different from the picture.
Unit Price (1 booth = 9m <sup>2</sup> )	USD 2,500	USD 3,000
	* VAT(10%) not included	
Details	<ul style="list-style-type: none"> <li>- Exhibition space only</li> <li>- Booth design and construction are in exhibitor's responsibility</li> <li>- A minimum of 2 booths (18m<sup>2</sup>) must be ordered</li> </ul>	<ul style="list-style-type: none"> <li>- Exhibition Space</li> <li>- Carpet : 9m<sup>2</sup></li> <li>- Wooden Side Wall : Height 2.4m, White</li> <li>- Electricity : 1kW (with 2 sockets)</li> <li>- Spotlight : 3ea (100W)</li> <li>- Fascia Board (297*420mm)</li> <li>- Information Desk &amp; Chair : 1set per exhibitor</li> </ul>

### Step 2. Select your booth size

Check out the expected exhibition space and determine how many booths you need.  
\* 1 booth = 3m(W) x 3m(D) = 9m<sup>2</sup>

### Step 4. Order utilities

Additional electricity or spotlight, internet, telecommunications, exhibit rentals, etc.

### Step 6. Make a payment

Get an invoice and make a payment.

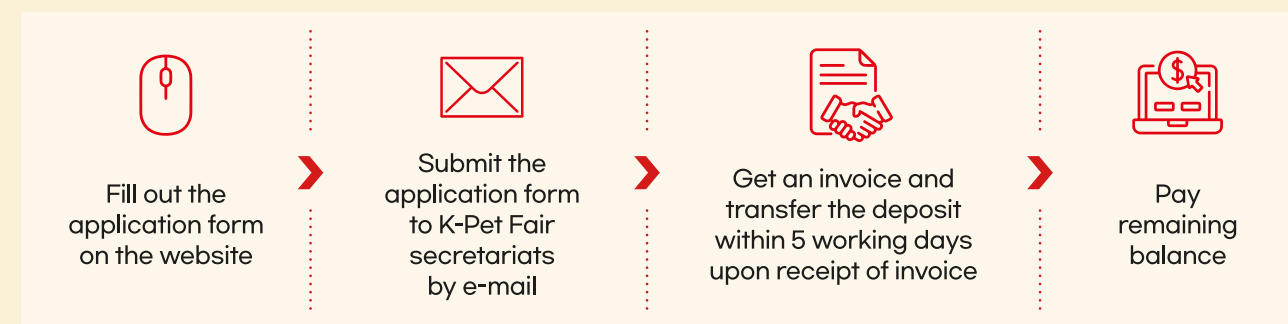
### Step 3. Check the deadline

- Early-bird (USD 300/booth) : Mar 31, 2023 / Sep 30, 2023  
- Application Deadline : Apr 21, 2023 / Oct 20, 2023

### Step 5. Submit exhibitor application form

Download the application form from our official website and submit it by e-mail.  
\* Application form includes the contract.

## Application Guide



INQUIRIES MESSE ESANG Co.,Ltd.

T. +82-2-6121-6428 E. pet.es@esgroup.net W. www.bizkpet.co.kr



Entrance to Korea Pet Industry

# K-PET FAIR 2023

May 19 - 21 / November 17 - 19  
KINTEX, ILSAN



Hosted by



Organized by



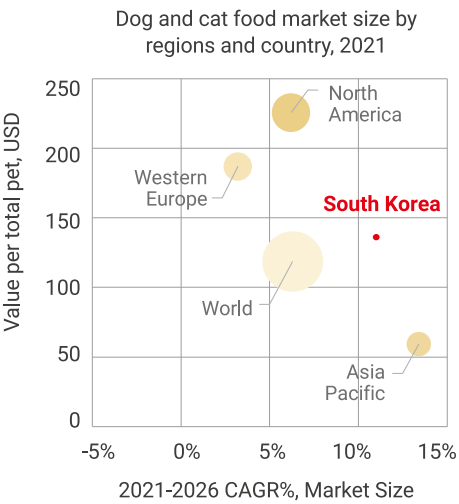
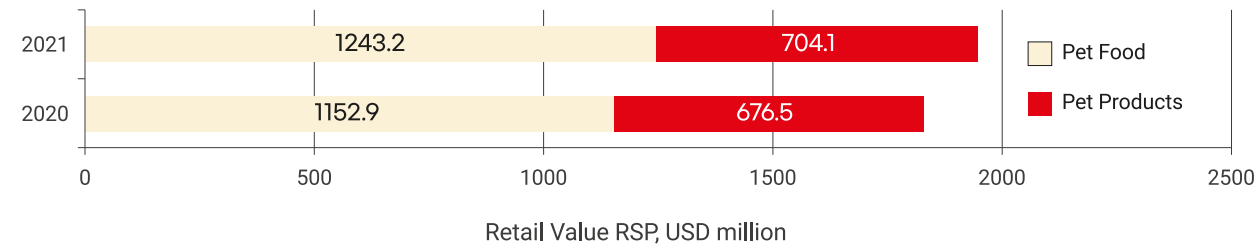
NOW IT'S TIME TO GET IN :  
PET CARE MARKET  
IN SOUTH KOREA

The pet care industry in South Korea is crossing the bridge from an emerging to a mature market. As the value portion of premium brands and the pet humanisation trend are accelerating, now is the best time to meet the demand for new products.



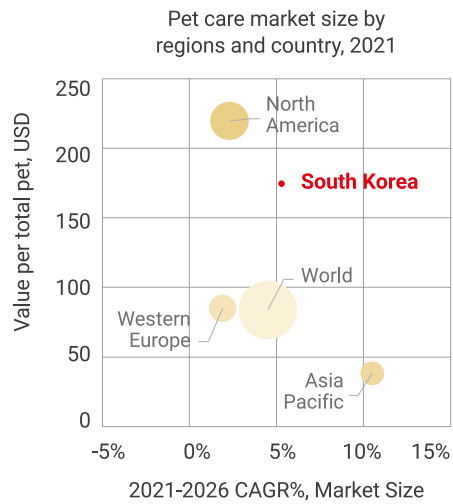
Key Figures

Pet care market size of South Korea, 2021

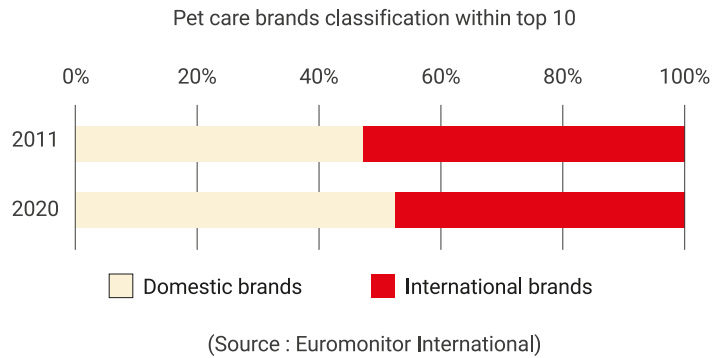


South Korea is classified as a **developed country** in the global pet care market in terms of value per pet.

Market growth(CAGR%) is slowing down in short-term due to strict regulation for breeders and pet shop owners, but the change will lead the **demand of premium pet care brands**.



Global Pet Care Brands in South Korea



In South Korea, global brands still dominate the market in value terms due to their high credibility. However, domestic brands also have made significant strides over the past decade thanks to the growth of the market. **South Korean pet care market is now compatible with global premium brands and reasonably priced domestic brands.**



EXHIBIT YOUR PRODUCTS AT THE KOREA'S LEADING PET FAIR

1500 +  
EXHIBITORS

2700+  
BOOTHs

157,000+  
VISITORS

Accumulated data for 2021

FROM MAJOR BRANDS  
TO STARTUPS

INTENSIVE EXPOSURE  
TO TARGETED CUSTOMERS

INCREASE BRAND  
VALUE THAT LEADS  
TO SALES

**K-PET FAIR** is the largest pet industry fair held every year in Korea since 2013. We provide a platform for effective marketing to exhibitors and excitements to visitors. Organizing as the best business platform with years of accumulated data, know-how, and professional exhibition management skills.

**Start your new business and meet the perfect customers of Korea Pet Industry through K-PET FAIR**

SHOW OVERVIEW | K-PET FAIR 2021



427 Exhibitors



918 Booths



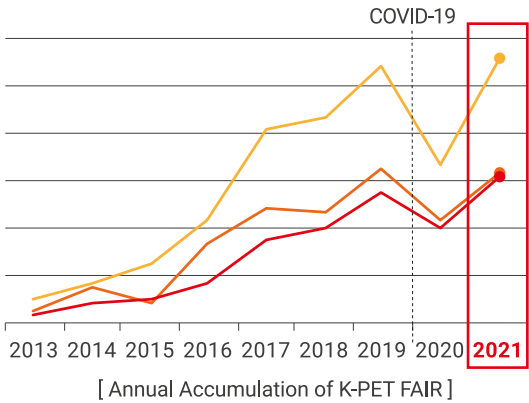
43,101 Visitors

MAJOR BRANDS



GROWTH OF K-PET FAIR

K-PET FAIR has been greatly expanding along with the growing interest in the pet industry and became the largest, most visited Pet Fair in Korea. Even after the COVID-19 situation, K-PET FAIR held continuously and has achieved similar results to 2019, when the largest number of visitors visited.



157,979 VISITORS  
2,784 BOOTHs  
1,552 EXHIBITORS

EXHIBIT CATEGORIES



FOOD & TREATS



WASTE & CLEAN UP



OUTDOOR & TOYS



HEALTH CARE



GROOMING



APPAREL & ACCESSORIES



LIFE STYLE



HOME APPLIANCES



SERVICES