

IBERZOO 2011

Barcelona September 29th to October 1th 2011

EXPANSION
POINT

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Iberzoo International Professional Fair 2011 (4th edition) is a pet fair held in Barcelona (Spain) from the 29th of September until the 1st of October that is sponsored by AEDPAC, the Spanish Association of Distributors of Pet Products. This fair is exclusively oriented towards pet industry professionals. In light of its international orientation, it encourages the participation of any foreign company that seeks to expand its market in the industry. Iberzoo is a great access point into Spanish and Portuguese markets, both for companies from the Iberian Peninsula and from the rest of the world. Overall, 30 percent of its participants are foreign.

The scope of Iberzoo is to facilitate the expansion of professional business in the sector. Consequently, it strives to maximize the “relationship opportunities” it provides: this pet fair facilitates the contact with new entities, the maintenance of an active dialogue with existing customers, and the search of new prospects. This event has several particularities; chief amongst these are its design, the innovative format of the show, ability to evolve and adapt to current business requirements, and the presentation of numerous products and services.

This fourth edition of Iberzoo (2011) has an expected occupancy of over 15,000m² of exhibition ground and it is looking forward to welcoming thousands of visitors from every corner of the globe.



KEY FACTS and Technical Specifications:

- **What?** *International Fair for the Professional Pet*
 - Sponsored by AEDPAC (Spanish Association of Pet Products Distributors) provides direct contact with the shop and purchasing managers, visitors for excellence, manufacturers, importers/exporters and distributors

- **When?** September 29- October 1, 2011 (10:00-19:00 uninterrupted)- biennial fair

- **Where?** Barcelona
 - capital of Catalonia
 - approximately 4.5 million inhabitants
 - long trading tradition
 - fourth favorite city of top executives for conducting business
 - one of the major economic and business centers of Mediterranean Europe
 - actively engaged in the European community market and Latin America
 - dynamic and welcoming



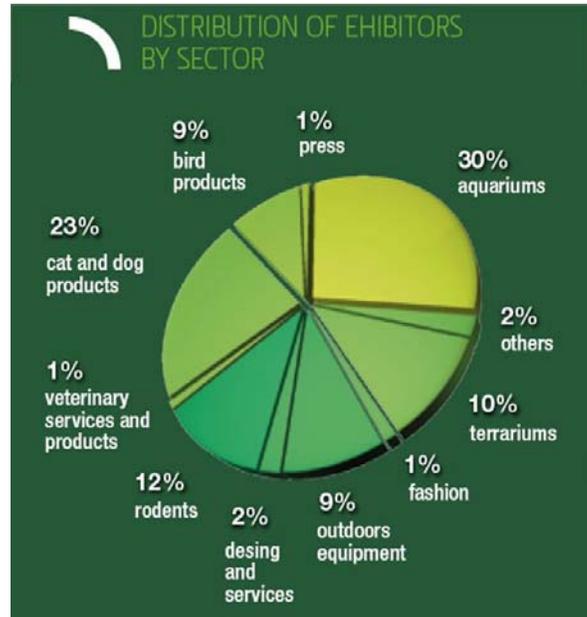
- **Who?**
 - Visitor's profiles:
 - strictly professional (they can receive their accreditation free of charge, and they can access the fair throughout its course)
 - Distributors, Manufacturers, Public Aquariums and Zoos, Breeders, Dealers, Purchasing managers, Importers / exporters, Groomers, Pet Shops, Veterinarians
 - Exhibitors:
 - Accessories, Aquaria, Food, Breeders, Shop Equipment, Hygiene, health and care, Fashion, Groomers, Specialized Press, and Terrariums
 - Sectors:
 - Aquariums, terrariums, cats and dogs, birds, other pets, pound and garden equipment, nutrition, health, press, service companies, hygiene and fashion...



INTERNATIONAL PET WEEK

- **Sectors in-depth:**

- Aquariums: tropical fish, aquariums, aquarium ornaments, lighting, ventilators, filters and pumps, heaters and regulators, measuring appliances and test instruments, installing, decorating and fitting-out aquatic installations, aquatic plants, food, preparations and medicines, accessories
- Terrariums: animals for terrariums, terrariums, terrarium ornaments, heating systems, lighting systems, food for terrarium animals, formulas and medicines, accessories
- Articles for cats and dogs: food, articles suitable for chewing, specific treatments of health, hygiene and beauty, preparations and medicines, accessories
- Articles for small animals: animals, small houses and cages, special food, treatments, health and hygiene, preparations and medicines, accessories
- Articles for birds: birds, bird coops, aviaries and cages, seeds and food preparations, suspensions and medicines, accessories
- Outdoor equipment: pond fish, pond plants, pond liners, filters and pumps, jet sprays and water features, fish food, garden ceramics, pond treatments (algacides, etc.), pond accessories, bird protection instruments, garden huts for the winter, nesting boxes
- Press and technical information: technical books, specialist magazines, films and reports about animals, other media
- Design and services: furniture for the stores, store design and set up, marketing and distribution systems, systems for registration and management of goods, decoration and advertising materials
- Veterinary products and services
- Fashion
- Other items



For More Information

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Comments and Suggestions: We welcome your comments and suggestions regarding this market research. You can e-mail us your comments/suggestions to: Customer.Care@mail.doc.gov. Please include the name of the applicable market research in your e-mail. We greatly appreciate your feedback.

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