

CIPS 2016 gets under way:

New aquarium competition for 20th anniversary

From 10 to 13 November 2016, the trend showcase and sourcing platform China International Pet Show (CIPS) will attract pet experts and pet accessory retailers from Asia and all over the world to Guangzhou. Over a display area of more than 100,000 square meters, exhibitors will present animal nutrition, grooming products and pet accessories from cat scratching posts to digital gadgets. This 20th round of the CIPS is putting the spotlight on the aquarium segment: the CIPS Global Ornamental Fish Championship will make its debut during the trade fair.

CIPS'16 marks the 20th anniversary of the show, which has witnessed the fast growth and rapid development of the Chinese pet and aquarium industry for 20 years. The CIPS has been the most important trade fair in Asia for pet and aquarium supplies. In 2016, 1221 exhibitors from 24 countries and areas registered for the event. For international companies the trade fair is also an attractive springboard into the Chinese pet market, which is currently reporting the highest growth rates in the world.

Competitions and knowledge-sharing

For the 20th round of the exhibition the organizers have once again extended the supporting programme for the CIPS. The new CIPS Global Ornamental Fish Championship will heighten awareness of ornamental fish breeding in the sector in Asia. More than 2,000 aquariums will be set up for the competition, with more than 50 aquarium clubs and associations from all over the world taking part. Variety is guaranteed due to the competition categories for ten species of ornamental fish from guppies to rays. The Global PETS Forum Asia will take place on the day before the trade fair. This conference is directed primarily at international players on the pet market and will focus this year on the issue of brand building. In addition, trade visitors to the CIPS can also take part in numerous seminars, demonstrations and new product shows during the exhibition.

Chinese Pet Market Growth Attractive

Chinese consumption market is quite huge. According to statistics, the total retail sales volume of consumer goods in the year 2015 was USD4.5 trillion,

being the second largest country in the world. In the past year, pet consumption expenditure reached USD870 million. During the last 10 years, 59.5% of annual increase rate of pet product has been maintained.

Guangdong province is one of the most important bases in terms of pet product manufacturing and trade in China. Especially in the field of aquarium, Guangdong province is the largest ornamental fish breeding and distribution base in China, the annual quantity of ornamental fish 10 billion. Thousands of aquarium appliance factories are engaged in the aquarium business. The annual production value exceeds 10 billion RMB.

In the past 20 years, with joint effort from entrepreneurs, partners and friends, CIPS played the part of setting a solid foundation for the development of Chinese pet industry. For the near future, CIPS will play the role of upgrading China from powerful production country to big consumption country, promoting the development of Chinese and Asian pet consumption market and making pet industry a prosperous and flourishing business.

For further information on China International Pet Show 2016 please visit:
www.cipscom.com



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