

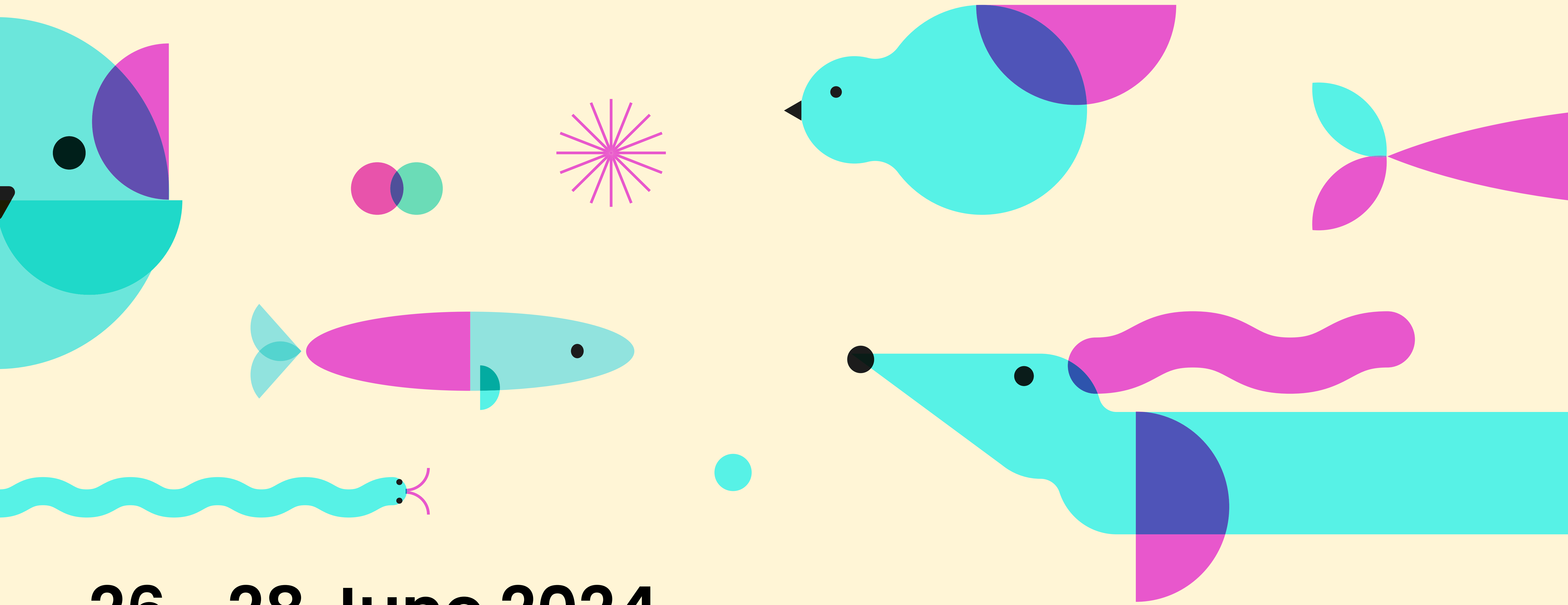
PET PAVILION

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 **ZOOMARK**

宠物展区

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by  **BolognaFiere**
MARCA CHINA INTERNATIONAL PRIVATE LABEL FAIR
深圳国际自有品牌展



26—28 June 2024
Shenzhen Convention
& Exhibition Centre (Futian)

A New Era of Global Retail
A New Chapter for Private Label
A New Opportunity for the Pet Industry 

PET PAVILION

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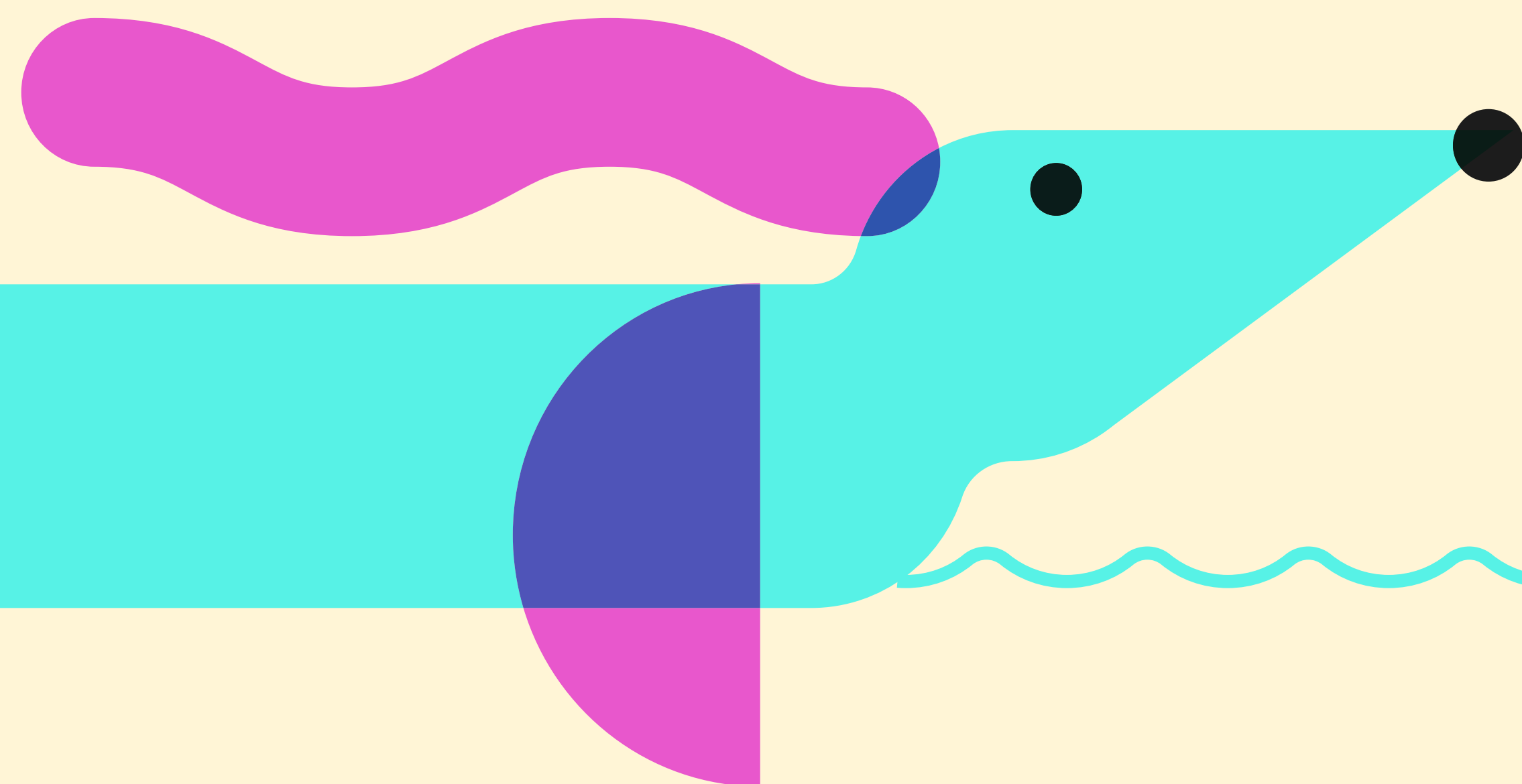
 **ZOOMARK** 宠物展区

What is the Pet Pavilion?

It is an area within Marca China dedicated to the pet sector featuring a **privileged showcase** in an event with **very special features**.

Why at Marca China?

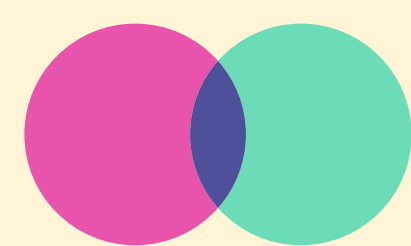
To offer **new perspectives and new developments** in the Chinese market to exhibitors from the pet industry. Exhibitors thus have the opportunity to take advantage of an **extra-sector event** focusing on modern distribution, large-scale retail, e-commerce and all the main channels used to distribute pet products in China.



Background: Marca China and its innovative model

Marca China International Private Label Fair hold its third edition at the **Shenzhen** Convention & Exhibition Centre (Futian) **from June 26-28, 2024.**

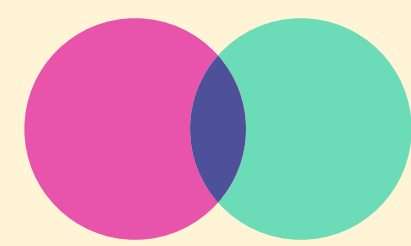
The event focuses on the dynamic sectors of the **private label industry, large-scale retail** and **e-commerce platforms**, and offers a preview of new trends among Chinese consumers, such as a focus on healthy products, packaging design and sustainability.



With an exhibition area of 20,000 square meters, where more than 400 exhibitors and more than 10,000 buyers and trade visitors will gather, the main goal of the event is to create a bridge of cooperation between **manufacturers, distributors, brand owners and retailers**, thus promoting the **development of new synergies between private brands and cross-branding.**



Marca China 2024 intends to revolutionize the traditional exhibition format by ushering in the **innovative 1+2 model**:



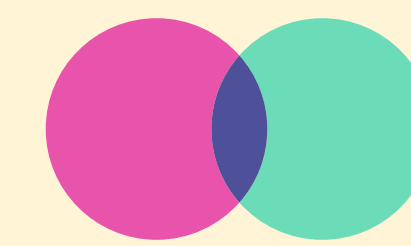
Day 1 26 June

Exclusive Supplier–Retailer Day

Conference Floor, 5/F

Training and discussion day with a specially **selected group of buyers**, offering exhibitors the opportunity to get in touch with highly qualified realities and pet stores.

It is a high-yield opportunity that allows exhibitors to secure the best contacts early in the event, increasing the result of the entire participation.



Day 2+3 27–28 June

Exhibition Days

Halls 7 and 8

Event days:

20,000 sqm

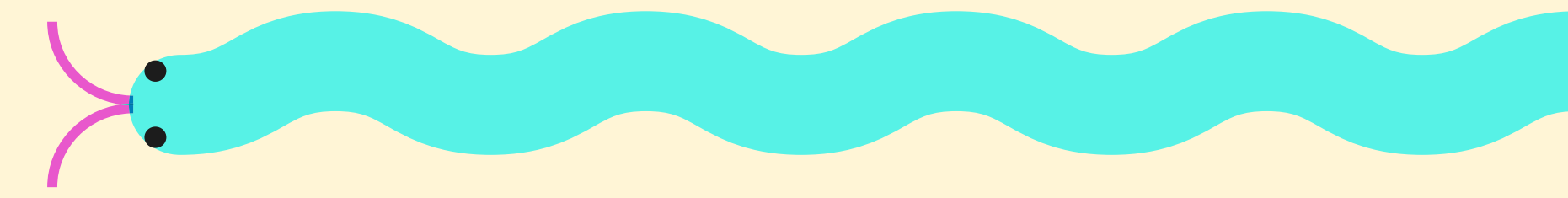
400+ exhibitors

10,000+ visitors

20+ professional forums and events



The benefits of Pet Pavilion



Exhibitors

(manufacturers, suppliers)



Professional visitors and buyers

(retailers, e-commerce, brands, traders, specialty stores, importers and exporters)



Exhibit Categories

FOOD

HOUSEHOLD
GOODS

BEAUTY &
PERSONAL CARE
PRODUCTS

PET PRODUCTS

Pet food
Pet care products
Pet comfort products

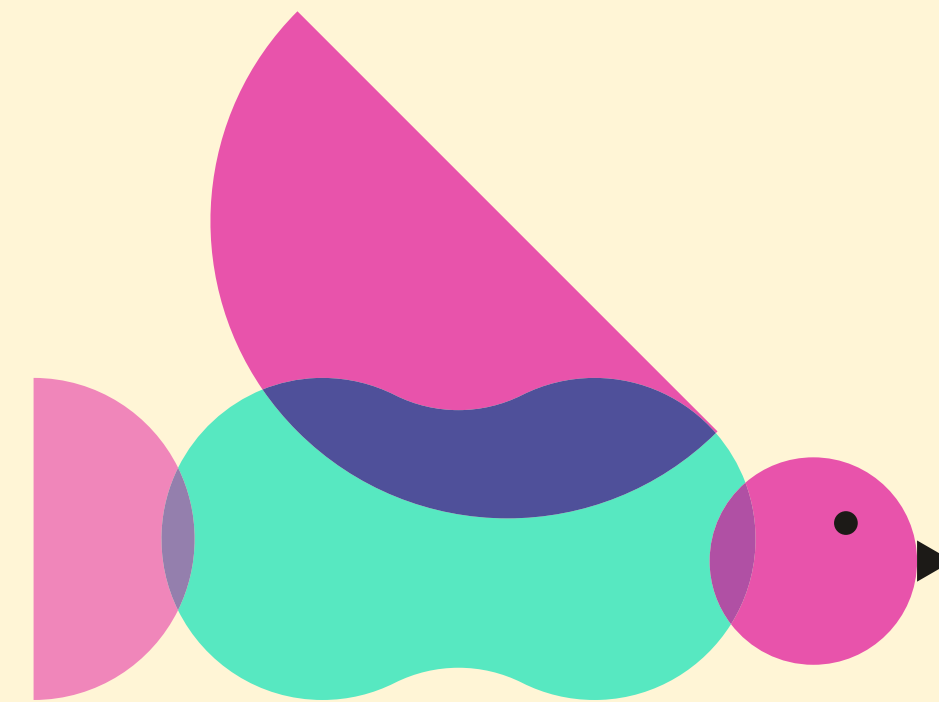
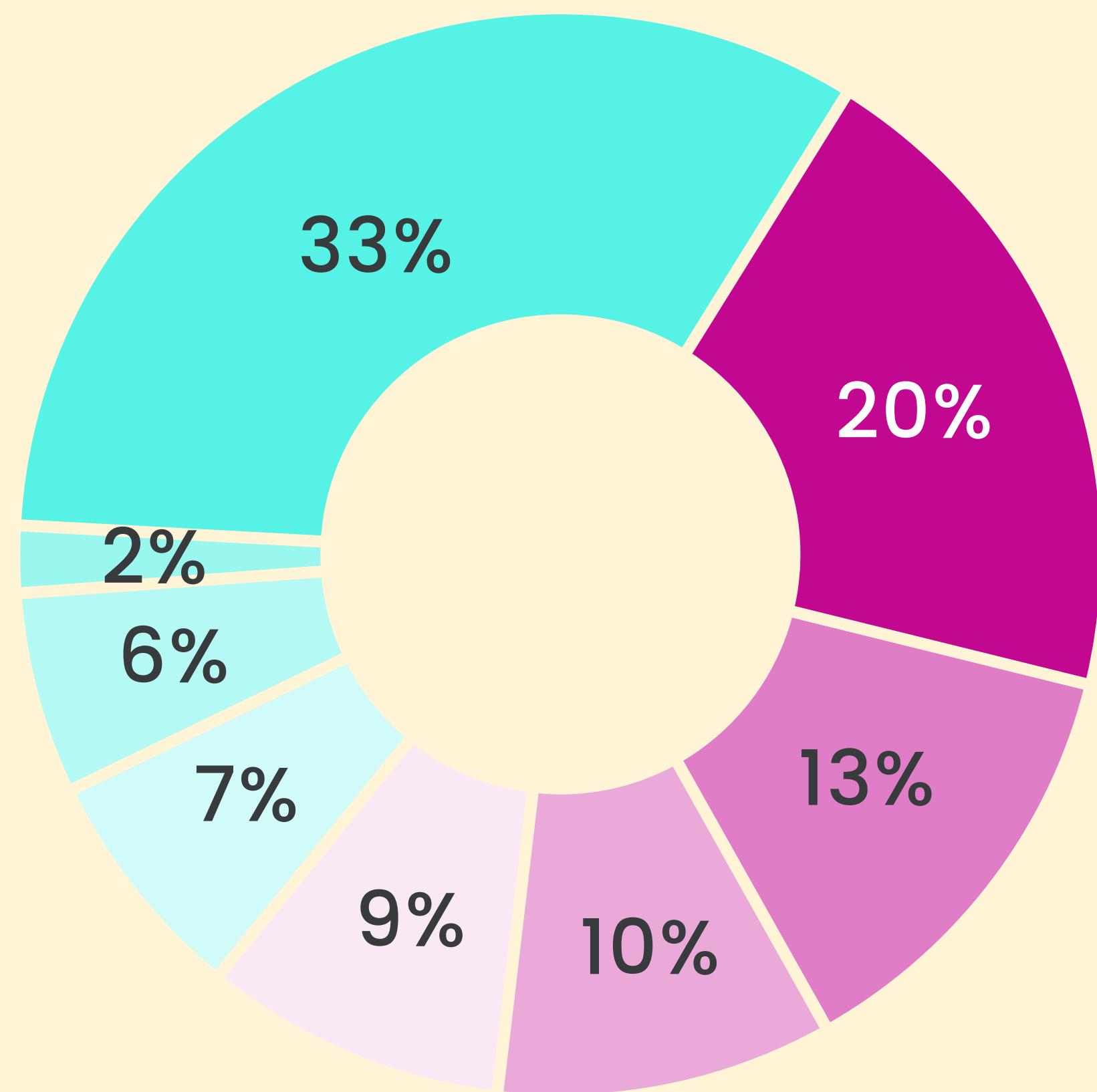
PACKAGING,
DESIGN &
CONSULTING

Pet Vision Area

Inspired by the namesake area of Zoomark, the Pet Vision area is an innovative take on the new products area which highlights the **broad tendencies in the industry** of pet food and care to give professionals key **insights into market trends** and future developments.



Visitor Profile



- Retailers: Hypermarkets, Supermarkets
- E-commerce/MCN: E-commerce platforms, Cross-border e-commerce
- Retail Brands: Brand operators
- Distributors/Wholesalers
- Specialty stores: Pet specialty stores, Pet hospitals, Pet service providers
- Importers/Exporters
- Groomers, Veterinarians, Pet nutritionists
- Other

Selected Top-level Buyers

Retailers



E-commerce/MCN



Brands/Specialty stores



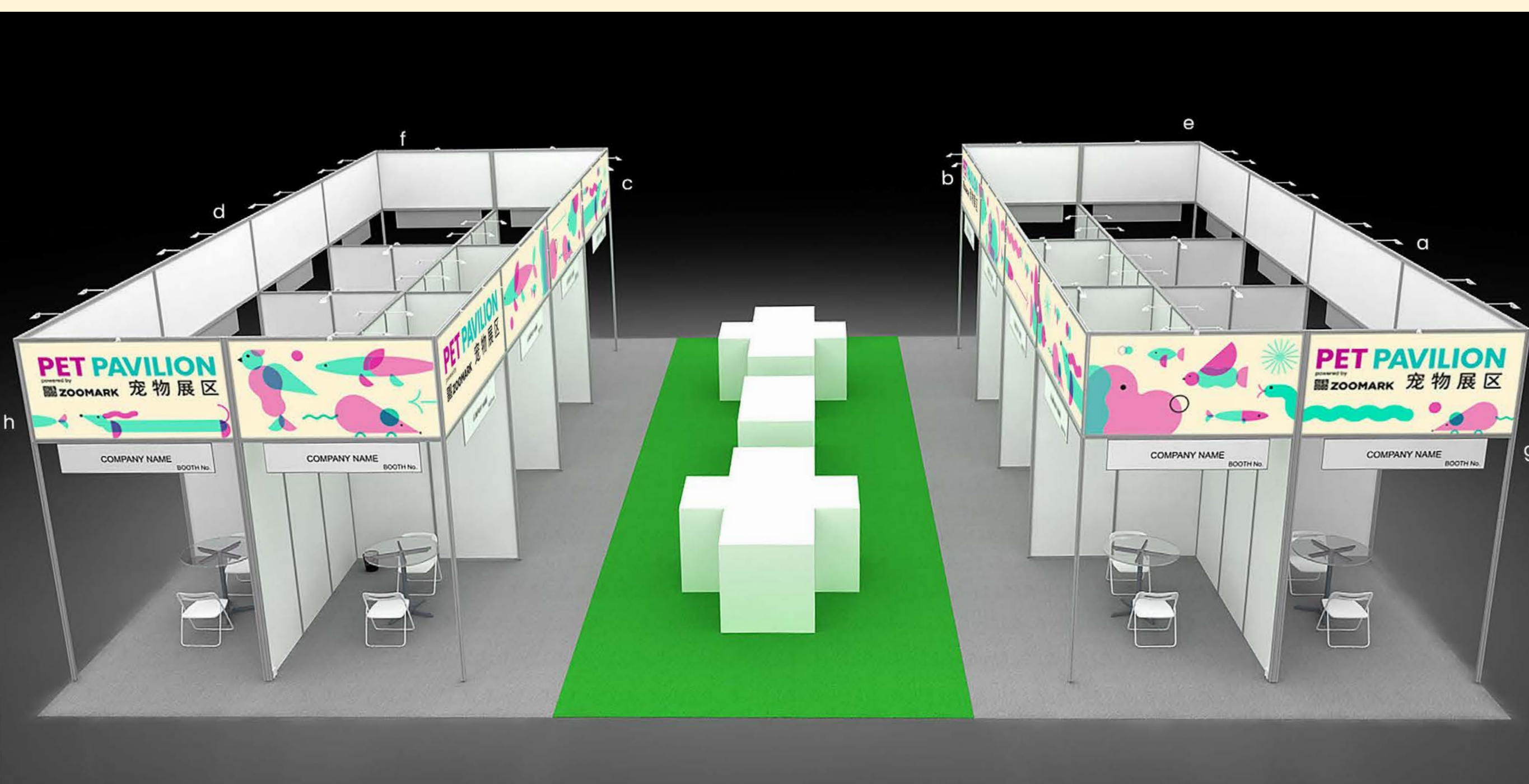
Trader/Agent



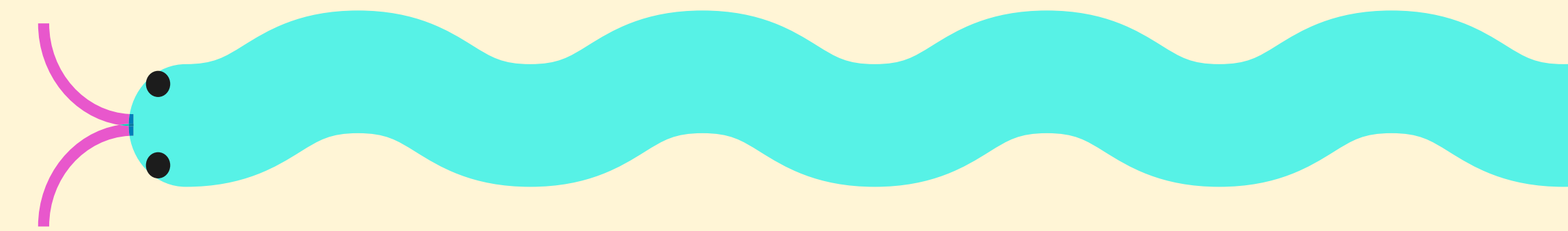
Why join the Pet Pavilion?

Joining the Pet Pavilion at Marca China means taking advantage of a unique opportunity to:

- Enter a dynamic and stimulating market like China's, taking advantage of a **preferential channel**, in a setting **different from what commonly offered** by other pet trade shows
- Make your way into a different but very important distribution channel, which in other events is only marginally involved: at Marca China the main target audience is the **mass market, large retailers, chain stores, e-commerce platforms**
- To meet not only representatives of the pet industry in China, but also important **extra industry buyers** interested not only in private label but also in cross-branding



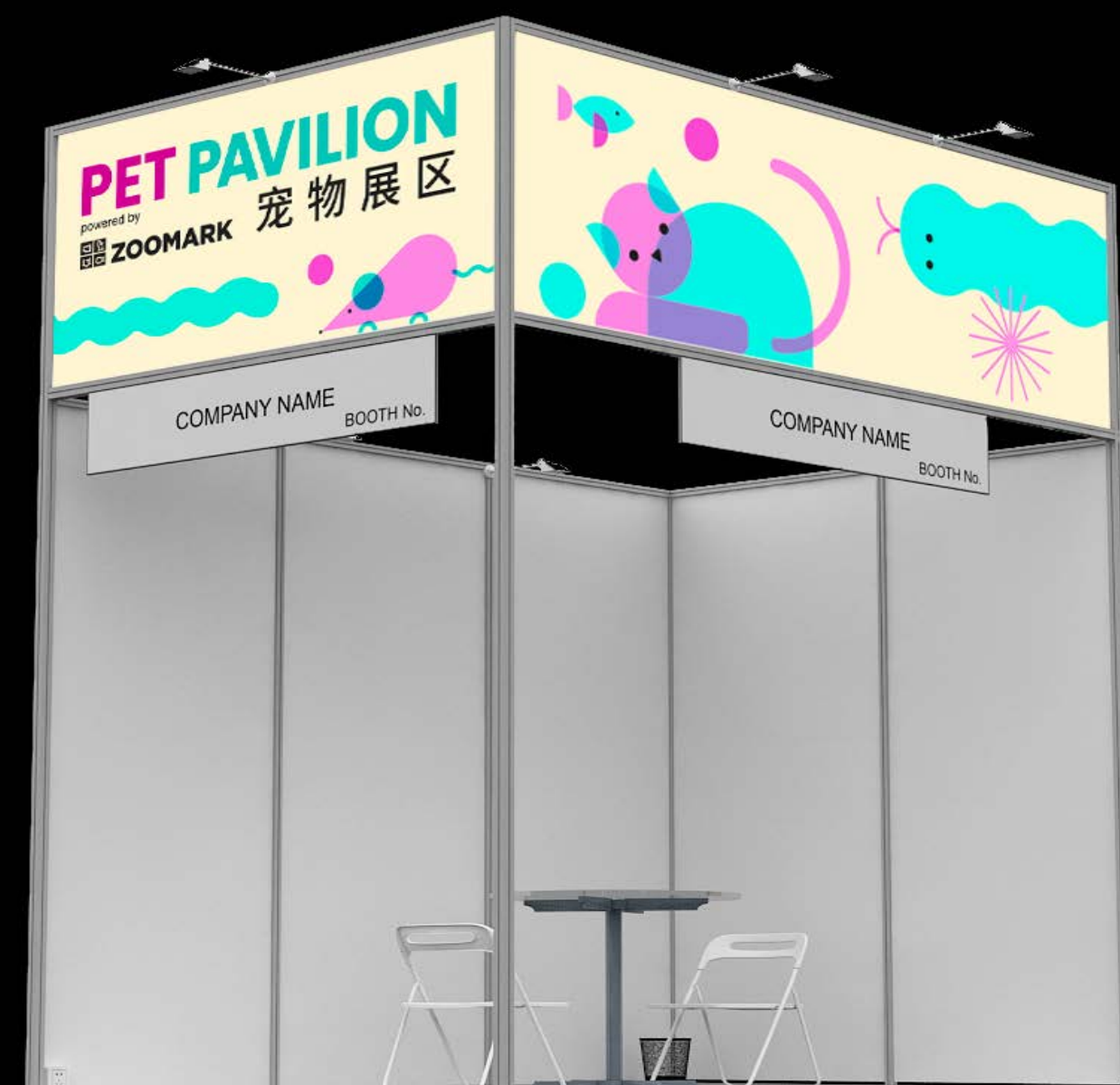
Booth Type and fee



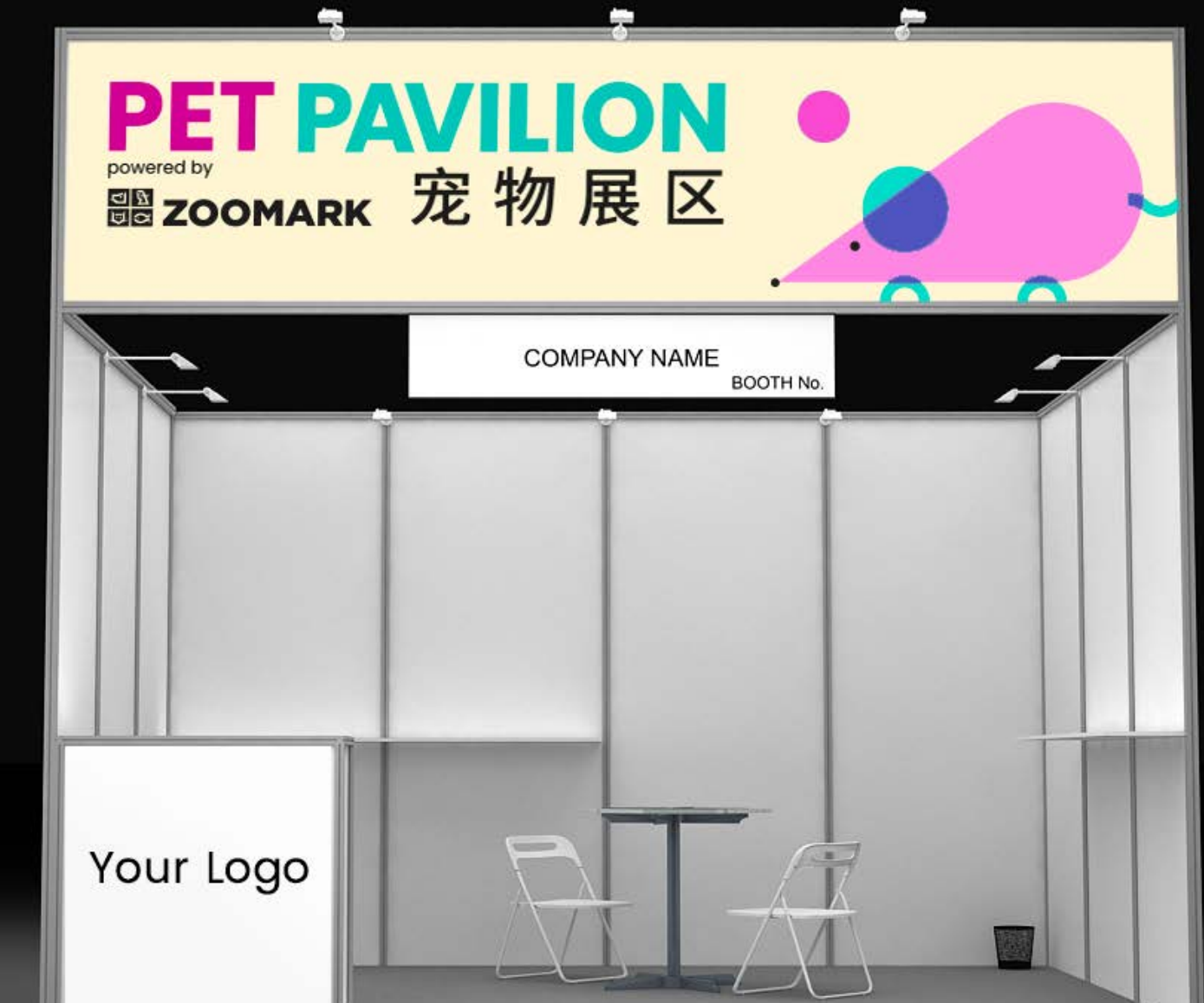
PET PAVILION Powered by Zoomark	Dimension SQ.M.	Exhibitors' Benefits	Unit Price
Pet Vision	/	3 products for display in the Pet Vision area	600 €
Mini Booth	6 m ²	Entry for 1 person, Dinner invitation for 1 person, 3 products for Pet Vision	200 €/sqm
Upgrade Booth	9 to 36 m ²	Entry for 1 person, Dinner invitation for 1 person, 3 products for Pet Vision	250 €/sqm
Raw Space	36 m ² and above	Entry for 2 people, Dinner invitation for 2 people, 3 products for Pet Vision	205 €/sqm

All options include WIFI connection and access to the VIP lounge.

Mini Booth
Shell Scheme



Upgrade Shell
Scheme



PET PAVILION

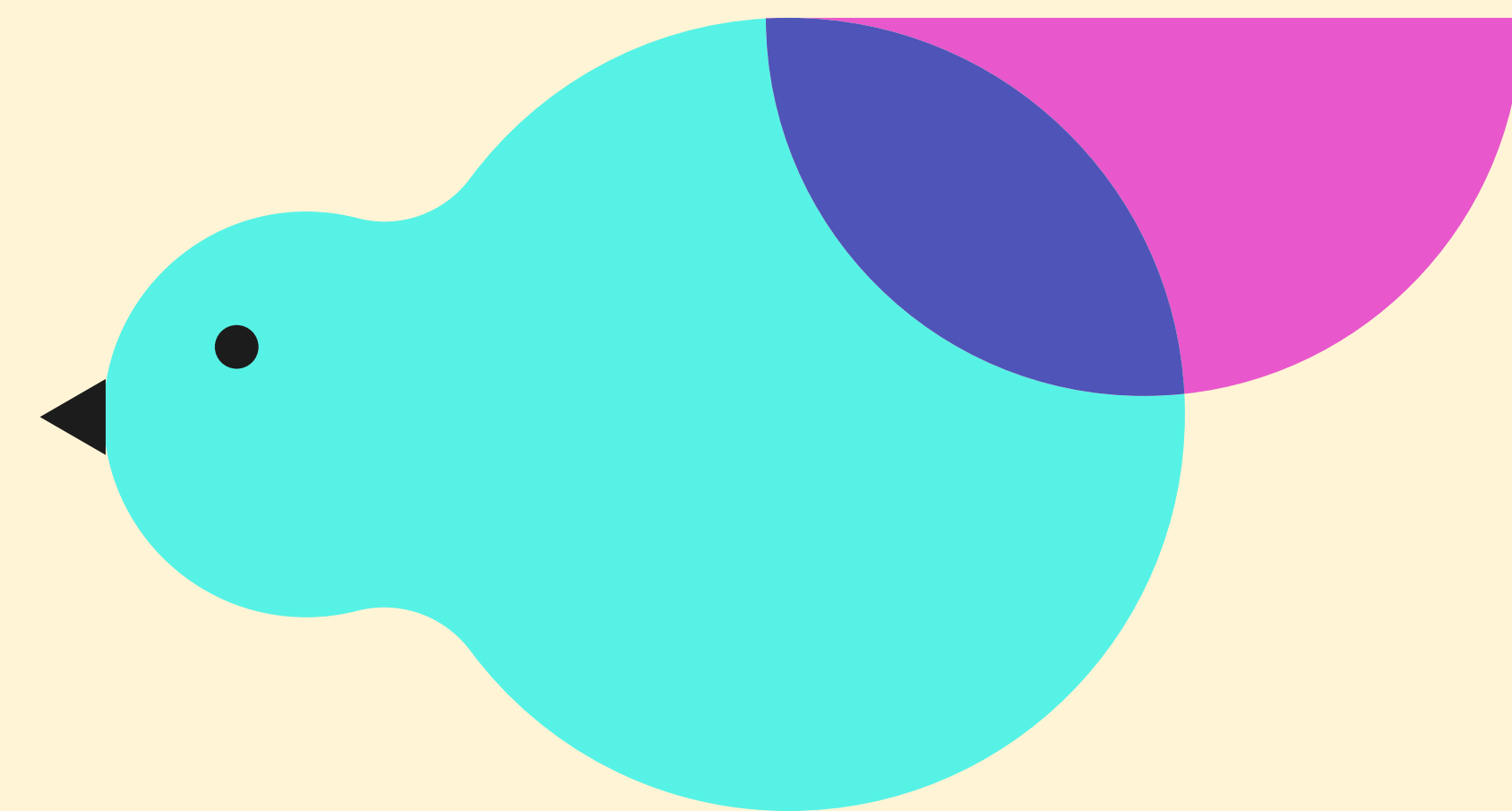
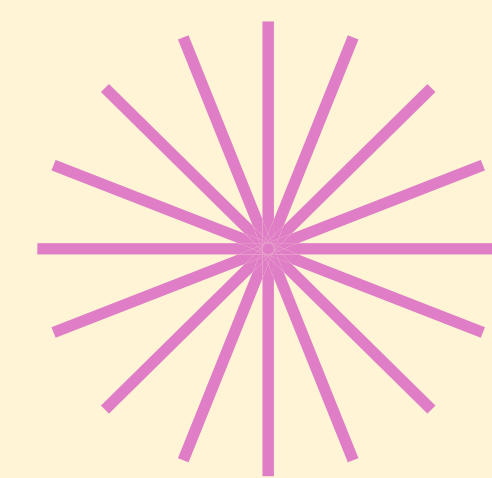
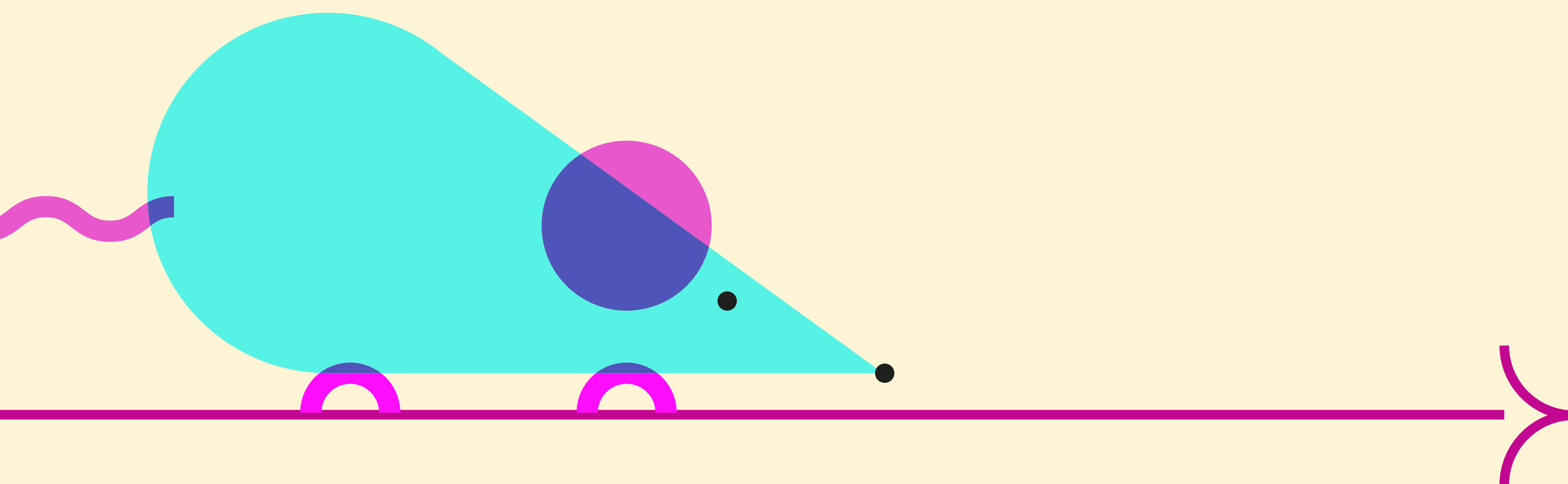
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大消费资源赋能生态

 中国轻工工艺品进出口商会

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organized by

 **EVENTS FACTORY**
The Italian Expo Hub

