



All about pets and pet products...

**1st Pet Products Exhibition
21-22-23 November 2025**

Cairo International Convention & Exhibition Centre

Cairo, Egypt

www.petzooafrica.com



ABOUT AFRICA

The quality of Turkish pet products has become recognized worldwide. The ongoing exports serve as proof of this.

The feedback we received from foreign buyers visiting the PETZOO Eurasia Fair aligns with this observation. Given this situation, finding emerging markets will contribute significantly to the rapid growth of our industry. The most suitable market at the moment appears to be the African continent. Due to its proximity to our country and logistical advantages, Africa has the potential to become a crucial export gateway in the coming years.

The African continent is still a developing market. The Turkish pet industry must establish a presence in this market and help shape its growth. Africa, which has become a new competitive field in global trade, stands out with its 1.5 billion population and an import potential of 1 trillion dollars.

There are 55 African countries recognized by the United Nations. Turkey exports to all of them across various sectors. However, the share of Turkish exports to Africa is still only 9.3%. Over the past decade, Africa has become

an important market for Turkish businesses. Some African countries also offer incentives for service and industrial investments.

The continent's economy is projected to grow by approximately 5.2% in real terms over the next five years. In addition to Nigeria, South Africa, and Egypt, there are 18 other African countries with economies exceeding 30 billion dollars, bringing their total GDP to 714 billion dollars. Since 2000, per capita income in Sub-Saharan Africa has increased by 5% annually, and this trend is expected to continue in the coming years.

Parallel to global trends, pet ownership in Africa is steadily increasing. Besides cats and dogs, exotic animals, reptiles, birds, and aquatic creatures have also become household pets. This growth is creating new market needs.

Africa is an untapped market for the Turkish pet industry. To support the development of our sector, we will soon make an official announcement regarding a new initiative. Through this project, we believe that Turkish companies will establish a lasting presence in the African market.

Selçuk Çetin
General Manager, Ulusal Fuarçılık



STATISTICS

1.5 Billion

POPULATION

55

NUMBER OF COUNTRIES

1 Trillion

DOLLARS IMPORT POTENTIAL

21

COUNTRIES WITH A GDP OF
714 BILLION DOLLARS

%5,2

ANNUAL GROWHT

%9,3

TURKISH EXPORT SHARE





EXHIBITION VENUE

The Cairo International Fair Center, located in the capital of Egypt, Cairo, will host the PETZOO Africa Fair in Hall 5, covering a total area of 8,000 square meters.

Egypt, due to its geographical location, shares a similar strategic advantage with Istanbul. Just as the Suez Canal connects two seas, Egypt connects two continents, serving as a key intersection between Asia and Africa.

With 55 countries, Africa is home to some of the most developed nations on the continent, and Cairo is among the most visited cities in Africa.



8,000+

Square meters of

EXHIBITION SPACE

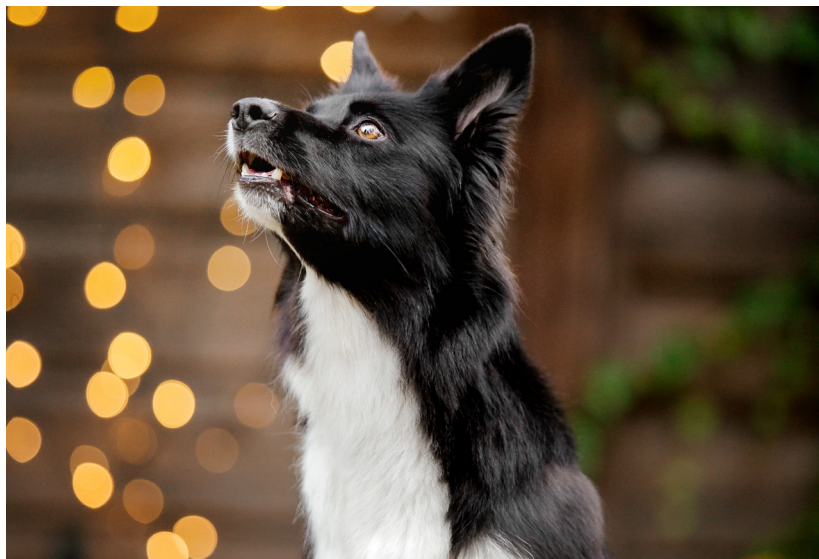
80+

EXHIBITORS

FROM TURKEY AND AROUND THE WORLD

5,000

Targeted
professional visitors





PROMOTIONAL ACTIVITIES

PETZOO AFRICA

PETZOO Africa is part of the global promotional efforts carried out across six continents by PETZOO exhibitions.

Through direct promotions at international fairs, advertisements, and media coverage in global publications, PETZOO Africa is set to become a well-recognized exhibition in Africa and around the world in a very short time.

Currently, there is no other dedicated pet exhibition in Africa, and with the sector rapidly developing, interest in PETZOO Africa is expected to grow significantly.

6

Continents
covered

30+

Countries
reached

PROMOTION REACH

PROMOTIONAL STRATEGIES

Digital media advertisements and promotions

On-site visits

TV commercials

Radio advertisements

Outdoor advertisements (billboards, transit ads, vehicle ads, etc.)

Website banners

Advertisements and promotions in international print publications



TARGETS

With a population of 1.5 billion, Africa is an untapped market for Turkey. Currently, 9.3% of Turkey's total exports go to Africa.

1.5 BILLION POPULATION

AFRICA

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Goals

- + Establish export channels
- + Enter new international markets
- + Gain new customers in the short and medium term
- + Identify new distribution channels and dealerships
- + Invest in new production facilities



2025

PETZOO AFRICA



ALWASSAL EXHIBITIONS ORGANIZATION

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