



AFRICA'S GLOBAL MEETING
POINT FOR THE PET INDUSTRY

THE GATEWAY TO AFRICA'S FASTEST-GROWING PET MARKET



21-23
APRIL 2027



CAIRO
INTERNATIONAL
CONVENTION CENTER

www.petzooafrica.com



AFRICA: THE NEXT MAJOR **GROWTH** **MARKET** FOR THE PET INDUSTRY

With a population of over **1.5 billion**, a rapidly expanding middle class, and increasing pet ownership, Africa is emerging as one of the world's most promising growth markets for the pet industry.

Urbanization, improving living standards, and changing consumer expectations are accelerating demand for premium pet food, veterinary products, accessories, hygiene solutions, and innovative pet technologies across the continent.

For international brands, Africa is no longer just a future opportunity—it is a strategic market that requires action today. Companies that establish strong distribution networks early will gain a significant competitive advantage and secure long-term growth.



1.5B+

Population



55

Countries



\$1T

Trade Potential



50+

Export Markets

“ Brands investing in Africa today will shape the pet market of tomorrow.”



WHY DO GLOBAL BRANDS CHOOSE PETZOO AFRICA?

More than an exhibition—your gateway to Africa's rapidly growing pet market.

Backed by the strength of the PETZOO brand and more than 15 years of exhibition expertise, PETZOO AFRICA brings together manufacturers, distributors, wholesalers, retailers, buyers, and industry professionals under one roof—creating valuable business partnerships and long-term growth opportunities.



01

Access New Markets

Gain a competitive advantage by entering one of the world's fastest-growing pet markets at an early stage.



02

Connect with Qualified Buyers

Meet distributors, importers, retailers, wholesalers, and purchasing professionals from more than 50 countries.



03

Build Strong B2B Partnerships

Engage directly with decision-makers and develop long-term business relationships.



04

Increase Brand Visibility

Strengthen your international presence and introduce your products to new markets.



05

Expand Your Export Network

Grow your customer base, establish new distribution channels, and increase your export potential.

One Exhibition.
Unlimited Opportunities.

100+
Target Exhibitors

50+
Buyer Countries

Binlerce
Professional Visitors

THE STRATEGIC CROSSROADS OF AFRICA, EUROPE & THE MIDDLE EAST

Cairo, located at the intersection of Africa, Europe, and the Middle East, is one of the region's most important commercial and logistics hubs.

PETZOO AFRICA WILL BRING TOGETHER:



5,000+ m² Exhibition Area



100+ Target Exhibiting Companies



Thousands of Professional Visitors



International Buyers



Industry Media & Investors

with the ambition of becoming one of the region's most influential trade platforms for the pet industry.



“ More than an exhibition—your strategic gateway to Africa's growing pet market.

BRINGING THE **ENTIRE** **PET INDUSTRY** TOGETHER ON ONE PLATFORM

PETZOO AFRICA is the international trade platform that connects every segment of the pet industry with professional buyers from around the world.



**Pet Product
Manufacture**



**Export-Orien
ted Brands**



Distributors



**Veterinary Equipment
Manufacturers**



**Pet Food
Producers**



**Aquarium & Ornamental
Animal Companies**



**Pet Care &
Hygiene Brands**



**Technology &
Innovation Companies**



**E-commerce &
Retail Chains**

PETZOO AFRICA'S GLOBAL PROMOTIONAL NETWORK

PETZOO AFRICA's marketing activities include:



5 Continents



25+ Countries



Digital Advertising Networks



Industry Publications



TV & Radio Channels



Outdoor Advertising



International Business Networks

actively promoting the exhibition worldwide.

This ensures exhibitors gain strong visibility not only during the exhibition, but also before and after the event.



DIGITAL ADVERTISING



INDUSTRY PUBLICATIONS



TV & RADIO



OUTDOOR ADVERTISING



BUSINESS NETWORKS

THE STEP YOU TAKE TODAY CAN BUILD **TOMORROW'S** **TRADE NETWORK.**

Africa's pet industry is still at the beginning of its growth journey. This creates significant opportunities for brands that establish an early presence to achieve substantial growth and market leadership.

The step you take today could become the foundation of tomorrow's continent-wide trade network.



New Customers



New Distributors



New Countries



New Opportunities



**TAKE YOUR PLACE
AT AFRICA'S LARGEST
PET TRADE GATHERING.**

For Participation & Sponsorship Inquiries



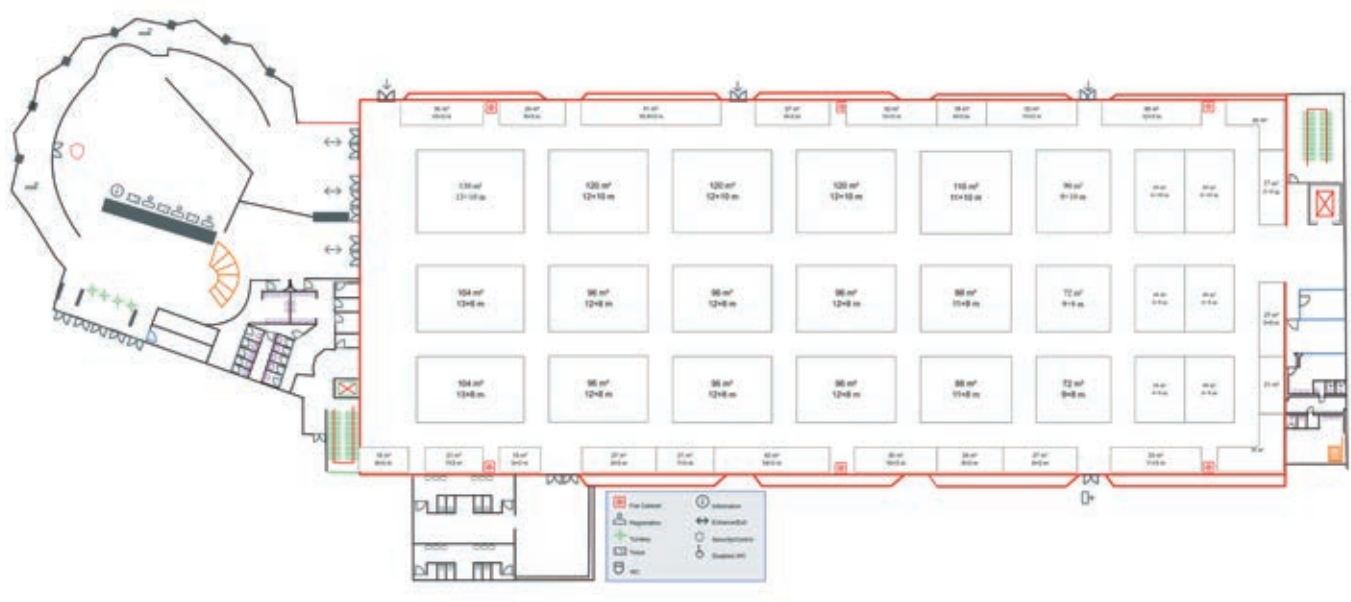
info@petzooafrica.com



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EXHIBITION FLOOR PLAN

Review the floor plan to select the ideal location for your exhibition stand.



PARTICIPATION OPTIONS



Empty Space Participation

STAND SIZE	PRICE / m ²
6-18 m ²	USD 200
19-50 m ²	USD 175
51 m ² and	USD 150

- ▶ Space Only prices exclude VAT.
- ▶ A 14% VAT applies.



SHELL SCHEME BOOTH

USD 60 / m² + 14% VAT

- Package stands are delivered fully constructed and ready for use.
- Standard electricity consumption is included.
- Additional electricity required for machinery, lighting, or other equipment is charged at USD 25 + VAT per 1 kW.
- Package stands include carpet flooring.
- Prices exclude VAT (14%).



Custom Stand

- Space is delivered empty for custom stand construction.
- Electricity consumption is charged at USD 25 + VAT per 1 kW.
- Prices exclude VAT (14%).

RISING SUCCESS TRAJECTORY OF PETZOO AFRICA

Petzoo Africa 2025 made its mark on the industry as the continent's first and most comprehensive pet-focused international commercial platform.

Bringing together manufacturers, distributors, veterinarians, and buyers under one roof through its years of expertise, the event established a strategic trade bridge between global brands and the African market.



3.008

Total Visitors



39

Exhibiting Companies



10

Exhibiting Countries



%32,2

International Visitors

%21,4

Pet Shops

%14,0

Veterinarians

%10,4

Distributors



THE NEW HUB OF INTERNATIONAL TRADE

01 International Participation Networks

Leading brands from 10 different countries, including China, Italy, Portugal, the United Arab Emirates, Türkiye, and Saudi Arabia, took part in the exhibition. (74.4% International Exhibitors).

02 Direct B2B Meetings

Exhibiting companies established direct face-to-face contact with importers, distributors, and retail chain buyers in the African region, securing long-term supply agreements.

03 Industry Future and Vision

Petzoo Africa not only generates commercial volume but also continues to elevate pet care standards in Africa by facilitating the market entry of innovative products.



Egypt



China



Czechia



Italy



Portugal



Romania



Saudi Arabia



Singapore



Türkiye



UAE





All about pets ...



Call for More Information
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Visit our website for more
petzooafrica.com



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