



Contact:

Stacy Kiejko, Marketing Services Coordinator

303 N. Main Street, Suite 500

Rockford, IL USA 61101

+1.815.966.5575

skiejko@wattnet.net

FOR IMMEDIATE RELEASE

Petfood Forum Asia enjoys record attendance numbers

Event draws participation from more than 135 professionals in 15 countries

Rockford, IL – March 6, 2012 – On February 16, more than 135 petfood professionals from 15 countries gathered at the Bangkok International Trade & Exhibition Centre (BITEC) in Bangkok, Thailand, for Petfood Forum Asia 2012. Petfood companies represented included Royal Canin, Mars Petcare, Procter & Gamble, Del Monte, Unicharm, Perfect Companion, Nippon Pet Food, Betagro, Total Alimentos and many more.

According to show organizers, a distinctively positive picture and optimistic outlook on petfood emerged, especially in the Asia-Pacific market. “Considering that the worldwide economy is still shaky, it would not be a surprise for members of our industry to worry about the near future. But I believe most people who attended Petfood Forum Asia walked away with a ‘glass half full’ view of our industry,” says Debbie Phillips-Donaldson, Editor-in-Chief of *Petfood Industry*.

Likewise, [Victam Asia 2012](#), the agrifeed trade show with which Petfood Forum Asia co-located, enjoyed record numbers of both exhibitors and visitors as well as high engagement.

Attendees at Petfood Forum Asia listened to David Whye Tye Ng, executive director and CEO of [Pet Lovers Centre](#), describe how his pet retail chain grew sales 25% in Singapore last year (and now owns 46.3% of the pet retail market there) and 35% in Malaysia.

Warangkana Anuwong of [Euromonitor International](#) also shared encouraging market data, including rising pet ownership in the Asia-Pacific region, sales growth in all channels where pet products are sold — led by 168% growth in Internet sales, 118% growth in pet superstores and 63% growth in supermarkets/hypermarkets from 2006-2011— and a projected steady increase in cat food and dog food sales in the region through 2016.

The success of Petfood Forum Asia sets the stage for other upcoming *Petfood Industry* events, including [Petfood Forum](#) & [Petfood Workshop](#), April 2-5 in Schaumburg, Ill., and [Petfood Forum China](#), October 12 in Shanghai, China.

For more information on upcoming *Petfood Industry* events, visit www.petfoodindustry.com/petfoodforum.aspx.

About Victam International

Victam International is the organizer of the world's leading trade shows for the feed, grain and biomass industries. Petfood Forum Asia is held in conjunction with VICTAM Asia, Asia Pacific's premier event for animal and aquatic feed, petfood and biomass technology. www.victam.com

About WATT

Established in 1917, WATT— parent company of Petfood Industry — is a content company that provides business-to-business knowledge and solutions to the agribusiness industry. WATT brings buyers and sellers in the poultry, pig, feed and petfood industries together with leading content distributed through a wide array of media channels. www.wattnet.com

###