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FOR IMMEDIATE RELEASE

First Petfood Forum China announced for Shanghai on October 12, 2012

Annual conference will focus on the needs of petfood and pet treat manufacturers in China and the surrounding region.

Rockford, IL – December 9, 2011 – *Petfood Industry* magazine announces the creation of another new industry conference – **Petfood Forum China** – to be located in Shanghai on October 12, 2012. This new event is in addition to its current lineup of established conferences and exhibitions including **Petfood Forum US**, **Petfood Workshop US**, **Petfood Forum Asia**, and **Petfood Forum Europe**.

Petfood Forum China, an exciting new conference for petfood and pet treat professionals involved in all areas of the industry, will be co-located with the 15th annual **Pet Fair Asia** at the new Shanghai World Exhibition & Convention Center.

Petfood Forum conferences offer industry professionals the latest ingredient, processing and packaging technologies, product development processes, and practical knowledge from the industry's leading petfood consultants, manufacturers, academicians and suppliers. **Petfood Forum China** is the newest addition to the **Petfood Forum** portfolio of live conferences and exhibitions, and the first event of its kind to be held in China specifically for the needs of petfood and pet treat manufacturers.

According to Euromonitor International, China is the seventh fastest-growing petfood market, with a projected 7.7% compound annual growth rate through 2015. Euromonitor projects the China petfood market will reach US\$476 million in sales by 2015.

"As a unique global information provider to petfood and pet treat manufacturers and their partners, and with brands serving print, digital and live event content needs, our team believes it is important to be the first to enter China with our ability to serve the market and their needs," says Steve Akins, Vice President and Publisher of *Petfood Industry* magazine. "We are excited to partner with **Pet Fair Asia** in bringing **Petfood Forum China** to this fast growing market."

"An extremely small percentage of registered pets in China are currently being fed manufactured petfood, but with rapid urbanization in the country, demand for petfood is increasing dramatically," Akins adds. **Petfood Forum China** will feature educational sessions presented by petfood industry experts, networking opportunities and the chance to visit vendors at **Pet Fair Asia**. For more information, visit www.petfoodindustry.com/petfoodforum.aspx.

About Pet Fair Asia

***Pet Fair Asia** is the leading pet products exhibition in China for the rapidly growing Chinese companion animal marketplace, with visitors from 23 countries. A total of 44,347 visitors attended Pet Fair Asia 2011, an increase of almost 12% from 2010. Exhibitors in 2011 totaled 446 from 20 countries, including over 50 petfood and pet treat companies. www.petfairasia.com/en/index.php*

About Petfood Forum & Petfood Industry

*Established in 1917, WATT— parent company of **Petfood Industry** — is a content and media services company that provides business-to-business knowledge and solutions to agribusiness and petfood industries globally. 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 | www.petfoodindustry.com*

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