

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

Event organizers deem first Petfood Forum China a success, announce event date for 2013

Inaugural event draws participation from more than 170 professionals around the globe

Rockford, IL – October 18, 2012 – On October 12, more than 170 petfood professionals from China, Japan, Thailand, the U.S. and Europe gathered at the Shanghai World Expo Exhibition and Convention Center in Shanghai, China, for the first ever **Petfood Forum China**. The event was co-located with the 15th annual Pet Fair Asia trade show, which drew more than 12,000 visitors from over 20 countries.

During Petfood Forum China, industry experts from throughout the world presented information and insights on important topics such as pet nutrition and ingredients, petfood safety and packaging, regulations in the U.S. and China, the Chinese pet market and new product development.

According to show organizers, the new conference was a success at every level. “The feedback from delegates was very complimentary on the high quality and diversity of presentations for the growing China marketplace, and our sponsors stated how pleased they were in the level of decision makers and number of attendees from both multinational and local China petfood manufacturers,” says Greg Watt, President/CEO of WATT.

Werawat Wiangchai, a marketing professional in business development from Thailand, had this to say about his experience as an attendee at the event: “The forum went very well. All speakers and topics were very interesting and impressive. There’s so much new information that I can use to develop my business.”

Next year’s event, Petfood Forum China 2013, will be held August 23, 2013, co-located again with Pet Fair Asia at the Shanghai World Expo Exhibition & Convention Center in Shanghai, China.

The success of Petfood Forum China continues the positive momentum for other upcoming *Petfood Industry* events, including [Petfood Forum](#) & [Petfood Workshop](#), April 15-18, 2013, in Schaumburg, Ill.

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

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. www.petfairasia.com/en/index.php

About Petfood Forum & Petfood Industry

Established in 1917, WATT— parent company of **Petfood Industry** — is a content 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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