

Pet Biz 2011: Driving the Pet Balkan Industry Forward

Pet Biz seems to have become the ‘must-attend’ appointment on the Balkans pet industry calendar. Under the spotlight of the Bulgarian mass media and thousands of visitor, Pet Biz has revealed not only the upcoming Balkan’s pet market but also the Pet Show underlined the sophisticated level of the Bulgarian pet owners.

In sum, Pet Biz 2011, managed to showcase the newest and fresh ideas of the local pet manufacturers and its educational program was highly praised both from the visitors (trade and public) as well as the exhibitors.

Pet manufacturers have renewed their trust, in recognition of Pet Biz’s added value and its ability, year after year, to be an important marketing tool and a unique opportunity for elevating business and communication in the Balkan area. The success of Pet Biz seems to be on its ability to satisfy the need (of the trade/public visitors) to touch the products, to evaluate the skills of the manufacturers, to ‘sniff out’ market trends and trending innovations, to network, to gain specific insights, and to conduct business.



Being consistent and supporting the market, Pet Biz has proved its skills as a versatile tool of trade fair success that updates itself to meet the needs of manufacturers and the demands of the market. Through its ongoing process of renewal, Pet Biz has become a trade fair that is not just a showcase. It doesn’t stop at simply displaying products and pointing the way to the general industry trends. It stands out in particular for its ability to show off some of the available alternatives, in terms of skills and capacities, of the various manufacturers - their ability to create products based on certain specifications; their creative and innovative skills; and their overall reliability. Pet Biz 2011 was the designated showplace where companies introduced and displayed their products, brought in orders, and earned a place in the media spotlight through communication.

As Vasilis Goulielmos, Head Project Manager of Pet Biz 2011 states: “The success of a fair like Pet Biz is in its completeness, because it is here that new Balkan pet trends are previewed, it is here that new products and ingredients are tested and it is here that emerging companies debut their new product lines. Completeness also means making space for all the industry sectors, not just the pet manufacturers and retailers. With sections dedicated to the public and seminars focusing on veterinary clinics and pet professionals, Pet Biz managed to develop strengths that will last over time.”



In total, over 5.000 visitors were welcomed at Pet Biz 2011, most of whom originated from Bulgaria and the rest from the neighboring Balkan countries. Visitors apart from the exhibition area, benefited from the informative seminar program – designed and led in co-operation with leading pet and vet professionals.

Maya Popova, chief executive of Pet Biz 2011 stated: “At this years Pet Biz 2011, we had welcomed an increase attendance both at the seminars and at the show generally, which was a pleasant surprise considering how full was the pet calendar. We believe that the Pet Show and the seminars were an important attraction for many pet trade



professionals, as in this way they could managed to get a two-folded step on both trade and retail but also get in touch with the final consumer. The feedback received was rather encouraging from both visitors and exhibitors. We hold that Pet Biz is also benefiting its strategic position in Sofia, being a central point in the Balkan’s area. Also, the Pet Show has promoted the value of this cross-over potential and we are rather satisfied that exhibitors not only recognized but in addition benefited from it.”