 

**Retail in ASEAN gets big boost as two leading organizers team up**

**Two leading organizers, turning crisis into opportunity, join forces to enhance retail industry in Southeast Asia, and announce today collaboration of their retail shows which are co-located together in one roof to bring about maximum benefits to retail industry in the region and to all stakeholders.**

The joint announcement was made by Mr. Manuel Madani, Project Manager of VNU Asia Pacific and Mr Kavin Kittiboonya,

Managing Director of Kavin Intertrade Co. The two co-located shows are Pet Fair SEA Networks, the world’s largest pet show, and the

5th edition of ASEAN Retail 2020, Thailand’s biggest retail show. The two shows will be organized on October 14-16, 2020 (17th for

ASEAN Retail) at BITEC, Bangkok.

Asia-Pacific accounts to more than 50% of World’s population and largest retail market in world, average 20% of GDP among countries in ASEAN. Key factors in the growth of retail industry are robust economic growth, rising population, changing consumer trends, rising purchasing power and penetration of international players. Retail industry in the Asia-Pacific region will expand at a CAGR of 10.2% in the nearly future.

The retail landscape is on rapid change driven by technology and IOT including disruption of technology, transition of offline to online market place and number of new players. The pet industry is one of the fastest growing industries worldwide. The retail focus is key for further developments. Both communities by the 2 trade-fairs create synergy but as well opportunity to venture into the retail industry.

*Mr. Manuel Madani* said that “Retailers have the last but most important part of the Customer Journey for brands and products. It’s one of the most important stage before brands and products reach the consumers. So crucial that the retailers need to have the right tools, create the right experience and be profitable. ASEAN Retail offers the right tools and Pet Fair SEA is highly lucrative and the fastest growing industry in Asia. Venturing in the pet retail may lead to new concepts like Pet Smart in the USA and FRESHNAP in Europe. Highly competitive concepts that changes the industry.”

*Mr. Kavin Kittiboonya* said “The synergy between two organizers will open a new sky for other exhibition organizers for future collaboration. Both shows complement each other and will give a big boost to the US 20 billion retail industry in this fast growing economic region, especially all stakeholders, from exhibitors, visitors, associations. Visitors of both shows can expect to walk across the other show of different profiles in one roof and at one time. Meanwhile, exhibitors of both shows can expect to see more quality buyers/visitors to be attracted by both shows”.

ASEAN Retail incorporates three key profiles, include shop design, fittings and storage; booming e-commerce and internet, marketing; and retail technology.

**SAVE THE DATES:**

[Pet Fair SEA](https://www.youtube.com/watch?v=fB5bziM90ZI&t=6s)  will be organized during October 14-16, 2020 and **ASEAN Retail** will be held on 14-17 October 2020. Both tradeshows are located at BITEC, Bangkok.

Pet Fair SEA: online registration is available at <https://online-register.org/pet/> or more information at <https://www.petfair-sea.com/>

ASEAN Retail: online registration is available at <http://www.aseanretailshow.com/pre-register>

More information at <http://www.aseanretailshow.com/>

**About VNU Asia Pacific**

VNU Asia Pacific is part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai as well as in Bangkok, and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In South East Asia, Jaarbeurs has formed a Joint Venture with the TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 12 trade shows and event formats including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences and Biotechnology industries.

Royal Jaarbeurs belongs to the top 20 exhibition organizers by revenue worldwide and operates a 100.000 square meter exhibition center in the city of Utrecht, The Netherlands. In the coming years, the company is going to invest 300 Million Euro into further expansions of its exhibition centre to continue to meet the highest technology and sustainability standards. The Asian counterpart, TCC Group, headquartered in Thailand is one of South East Asia’s leading conglomerates and most recognized corporations. TCC Group employs 60,000 employees and has an extensive service and real estate portfolio. One of its real estate highlights is the premier exhibition and conference venue in the heart of Bangkok. The Queen Sirikit National Convention Centre (QSNCC) is currently being newly built and scheduled to re-open at the end of 2022.

For more information, visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)



**About Kavin Intertrade Co., Ltd.**

Founded two decades ago, Kavin Intertrade is a leading Bangkok based trade show organizer, specializing exhibition portfolios in Franchise, Coffee & Tea, Food & Restaurant, Hotel & Hospitality Services, Retail, Logistics & Warehouse, Pub &Bar sectors. Kavin Intertrade has currently established 9 premium tradeshows annually as leading market place for Southeast Asia such as ASEAN Retail, Pub & Bar Asia, TFBO Franchise show, TRAFS Restaurants & Hotel show, Thailand Coffee Tea & Drink, ASEAN Logistics & Warehouse etc.

As a market leader in many industries in Thailand, Kavin Intertrade provides a dynamic platform for local and international businesses to connect with their intended visitors and strive to connect, educate and strengthen business communities around the world. The company creates energetic, educational and invigorating environments where business goals are achieved without geographic boundaries and the events provide quality sales leads, a high return on investment for exhibitors and an exciting, memorable experience for visitors.

The sales and marketing opportunities created utilizing our events as a platform are endless; including public relations, traditional media, advertising, electronic communications, social media, word of mouth and meeting new customers face to face.

For more information: visit [www.kavinintertrade.co.th](http://www.kavinintertrade.co.th)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Contact us**

**Pet Fair SEA:** [**https://www.petfair-sea.com/**](https://www.petfair-sea.com/)

**Exhibition & Conference**

Email: petfairsea@vnuasiapacific.com Tel: (+66)2 111 6611 ext. 250-253

**Media Partner & Marketing Communications**

Mrs. Saengtip (Rainy) at saengtip@vnuasiapacific.com Tel: (+66)2 111 6611 ext. 330

Ms. Sasiwimon (Sasi) at sasiwimon@vnuasiapacific.com Tel: (+66)2 111 6611 ext. 331

**ASEAN Retail:** [**www.aseanretailshow.com**](http://www.aseanretailshow.com)

**Exhibition & Conference**

Ms. Apaporn Jinchotikul, apaporn.kavin@gmail.com Tel: (+662) 2 861 4013 ext. 110

**Media Partner & Marketing Communications**

Mr. Tehchad Kittiboonya, tehchad.kavin@gmail.com Tel: (+66) 2 861 4013 ext. 113