

CIPS Organizers Expect Record Numbers

Wednesday, July 15, 2009, 5:00 p.m., EDT

Show floor at the a previous China International Pet Show. Organizers of the 13th China International Pet Show, set for Nov. 16 to 19 in Guangzhou, China, expect a record number of exhibitors to attend this year's event. In June, 500 exhibitors already registered for the show, which features pet and pond products.

With nearly all of the exhibition space booked, the show's organizers, China Great Wall International Exhibition Co. and Nurnberg Global Fairs, said the show will be 30 percent larger than last year. Last year's show, held in Beijing, drew 476 exhibitors from 18 countries and 25,000 visitors. Organizers expect this year's show to draw at least as many visitors as last year's.

To better serve CIPS visitors in the months leading up to the event, organizers relaunched the show's website, www.cipscom.com. The updated website includes a new search feature for visitors to look up show exhibitors or products.

Also new this year is a special display area for fish as well as an international visitor's lounge. Back for the second year in a row is the World Pet Summit discussion forum. Data on Chinese consumer market and manufacturing industry will be presented at the summit. A complete summit schedule is expected to be available in August.