

**11/12
Oct 22**
BOLOGNA



INTERNATIONAL PET CONFERENCE

The new normal in the pet business
Perspectives, trends and challenges
for the future



Karlien Delpont Botha
International
Marketing Specialist
Montego Pet Nutrition



Heiko Bucker
Senior Vice President
Product Offer
Fressnapf



Caitlyn Dudas
Executive Director
Pet Sustainability
Coalition



Rolf Hagen Jr
Co-Owner + CEO
Hagen Group



Polina Kosharna
Co-Owner and
Head of the Board
Suziria Company
Group



Thierry le Grelle
CEO
Tom & Co.



Dušan Plaček
Owner + CEO
Plaček Group



Hubert Wieser
Regional Director
Central Region
Nestlé Purina



Changing times



Times are changing for the pet sector. We have a new normal: the pandemic triggered a boom in pet-owning worldwide, online retailing benefited massively from coronavirus-induced lockdowns, and aspects such as sustainability and digitalisation gained substantially in significance. The ongoing problems experienced in the supply chains have exposed the vulnerability of our globalised economy, however, and these problems have been hugely amplified by the war in Ukraine. Considerable price increases in all product segments of the pet sector have been the consequence. What does the future hold for the international pet industry?

We intend to discuss this question and many other topics at the International Pet Conference in Bologna.

We look forward to seeing you.

Ralf Majer-Abele

Moderator of the International Pet Conference
Managing Editor, pet + PET worldwide

Benefits at a glance

- >>> Entertaining formats with valuable insights
- >>> Gain new inspiration for your business
- >>> Listen live to top thinkers and industry experts
- >>> Meet top trade and industry representatives in person
- >>> Listen to fascinating presentations and participate in discussion
- >>> Face-to-face networking opportunities

150+

ATTENDEES

1,000+

ONE-TO-ONE MEETINGS

20+

SPEAKERS



Hot topic

- >>> Strategies to grow your pet business
- >>> Mega trends for the future
- >>> Sustainability – a key to business success in the pet industry
- >>> The road to digitalisation in pet retailing
- >>> Challenges and solutions for the supply chains
- >>> How new players transform the pet market



Timetable

Tuesday, 11 October

9.00	Welcome reception and delegate registration
10.00	Opening of the International Pet Conference
10.00 – 17.45	Presentations, discussions and networking breaks
18.30	Evening programme

Wednesday, 12 October

9.00	Opening of the second day of the conference
9.00 – 14.00	Presentations, discussions and networking breaks
14.00	Close of the International Pet Conference
14.10	Business lunch

All presentations last for 20 minutes followed by a ten-minute discussion with the delegates and the moderator.



A platform for start-ups

The international pet sector needs new ideas, especially in tough times such as we are experiencing now. The PET worldwide trade magazine aims to encourage this process and give support to companies that are new to the market or are still building up their business.

This spring, PET worldwide announced a start-up award, and many young companies have put themselves forward for this. Five newcomer companies nominated from among these applicants will give a presentation at the International Pet Conference 2022.

As delegates at the International Pet Conference you also get to decide who will win the PET worldwide Best Newcomer Award 2022.

Who will be PET Personality of the Year 2022?

PET worldwide will recognise the achievements of a person from the pet supplies sector with the coveted PET Personality of the Year Award 2022.

Previous Award Winners

2006	Ard Malenstein (IJsvoegel Group)
2008	Torsten Toeller (Fressnapf)
2010	Roland Bohme (JBL)
2012	Steven Charman (Pets Corner)
2014	Rolf Boffa (Qualipet)
2016	Nicola Vaccari (Ferplast)
2018	Pavel Bouska (Vafo Group)
2022	?

Key topics and speakers | DAY 1, 11 October 2022

Opening

Welcoming address

Marc Dähne, Managing Director, Dähne Verlag

Brief summary of conference programme by the moderator

Ralf Majer-Abele, Managing Editor, pet + PET worldwide

The New Normal – the challenge posed by assortment & category management in changing economic environments

Heiko Bucker, Senior Vice President, Product Offer, Fressnapf

Digitalisation: a future task for everyone

From Petfood to Petcare in a Digital World

Hubert Wieser, Regional Director, Central Region, Nestlé Purina

On the way to becoming an omnichannel company: how Tom & Co. is driving digitalisation forward

Thierry le Grelle, CEO, Tom & Co.

How understanding data can actually be relevant for the pet industry

Michael Hurnaus, CEO, Tractive

From factory to consumer: new distribution models in the pet sector. Example: Petbuddy Group

Alexander Retzlik, Co-Founder + CCO, Petbuddy



Five young companies have been nominated for the **PET worldwide Best Newcomer Award 2022**. They will each give a presentation at the International Pet Conference in a five-minute elevator pitch.

The winning enterprise will be presented with the award at the evening function following the first day of the conference.



The long road to greater sustainability: concepts for success and new paths

Sustainability – a key to business success in the pet industry

Caitlyn Dudas, Executive Director, Pet Sustainability Coalition

“Plastic is fantastic”: how Moderna builds sustainability into its DNA

Chantal Saelen, Managing Director, Moderna

Environmental problems of cat litter: what the pet sector must do on the road to greater sustainability

Michael Behnke, Representative of Germany and France, PLA Europe

How to make the pet business more eco-conscious: a panel discussion

Chantal Saelen

Andreas Müller, Head of Sustainability, Interquell

Jean-François Laudouze, Global Business Development Manager, Companion Animals, Veramaris

Paul van der Raad, Global Commercial Director, Pet Industry, Protix

Visions and strategies for the pet sector of tomorrow

South East Europe: How the Pet Network Group wants to expand its market leadership

Timo Tervo, CEO, Pet Network International

Zoomark International 2023: The new experience Challenges and opportunities for pet trade fairs in a new market environment

A one-to-one discussion between **Pascale Sonvico**, International Sales Manager at Zoomark International, and moderator **Ralf Majer-Abele**

EVENING PROGRAMME

With friendly assistance from



Following a long day at the conference, enjoy a pleasant, sociable evening with a host of highlights in true Italian style. Take the opportunity to engage in interesting conversations and expand your network of contacts as the first day of the conference draws to a close.

Find out who will receive the **PET worldwide Best Newcomer Award 2022** and which figure from the pet supplies sector will merit the **PET worldwide Personality of the Year Award 2022**.

HIGHLIGHT

Key topics and speakers | DAY 2, 12 October 2022

Visions and strategies for the pet sector of tomorrow

A brand journey in the contemporary pet industry

Rolf Hagen Jr, Co-Owner + CEO, Hagen Group

Strategies to grow the pet business

A one-to-one discussion between Dušan Plaček and moderator Ralf Majer-Abele

Dušan Plaček is the owner and CEO of the Plaček Group, one of the leading pet supplies retailers in Europe with over 330 shops in seven countries. The family-run business with over 2,000 employees also markets and distributes exclusive brands such as Repti Planet, Ontario, Nature Land and others in all pet categories to strategic partners around the world.

The war in Ukraine and its consequences for the pet sector

In the face of war: what to expect for the Ukrainian pet business

Polina Kosharna, Co-Owner and Head of the Board, Suziria Company Group

Defying the war: how Collar Company is working on its comeback

Yuriy Sinitsa, Owner, Collar Company

Pet care in Europe: impact of socio-economic challenges and future prospects

Tommaso Cappato, Research Analyst, Euromonitor International

Africa, Southeast Asia (SEA): the next growth markets?

Why Africa is a BIG THING: acquaintance with an unknown future market

Karlien Delpont Botha, International Marketing Specialist, Montego Pet Nutrition

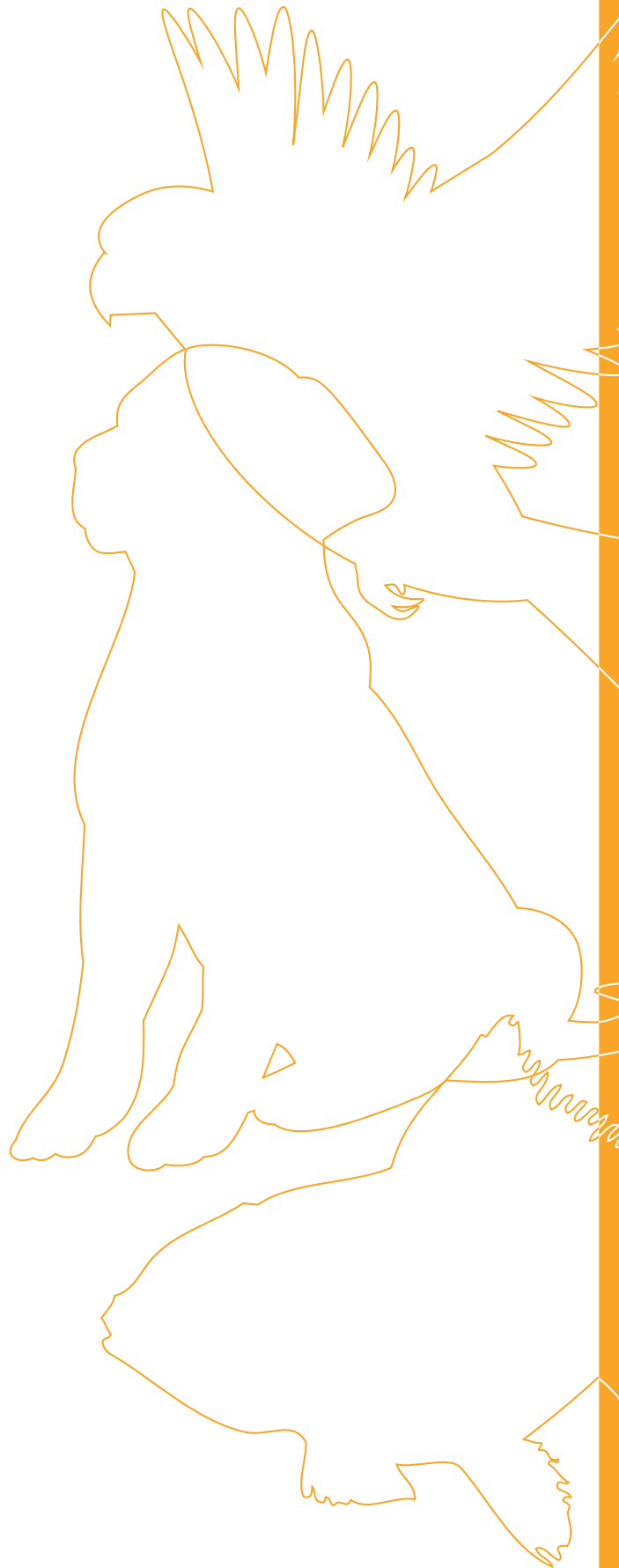
Trends and best practices – first-hand insights into SEA

Dr Matthias Koch, Founder + Managing Director, Anibene

Sourcing challenges and market opportunities: what role will China play?

A one-to-one discussion between Yannick Verry and moderator Ralf Majer-Abele.

Yannick Verry is a renowned expert on the Chinese pet industry. He has organised Pet Fair Asia in Shanghai for over 8 years, owns a wholesale and consulting business and has comprehensive in-depth knowledge of the international pet market. Earlier this year, he joined the Dutch exhibition organiser Jaarbeurs, for which he is developing a new event for the Benelux market.



Find more details on:
www.pet-conference.com



Meet the industry experts and movers in the pet sector



Michael Behnke
Representative of
Germany + France
PLA Europe



Heiko Bucker
Senior Vice President
Product Offer
Fressnapf



Tommaso Cappato
Research Analyst
Euromonitor
International



Marc Dähne
Managing Director
Dähne Verlag



Karlien Delpont Botha
International Marketing
Specialist
Montego Pet Nutrition



Caitlyn Dudas
Executive Director,
Pet Sustainability
Coalition



Rolf Hagen Jr
Co-Owner + CEO
Hagen Group



Michael Hurnaus
CEO
Tractive



Dr Matthias Koch
Founder + Managing
Director
Anibene



Polina Kosharna
Co-Owner and
Head of the Board
Suziria Company Group



**Jean-François
Laudouze**
Global Business
Development Manager,
Companion Animals
Veramaris



Thierry le Grelle
CEO
Tom & Co.



Andreas Müller
Head of Sustainability
Interquell



Dušan Plaček
Owner + CEO
Plaček Group



Alexander Retzlik
Co-Founder + CCO
Petbuddy



Chantal Saelen
Managing Director
Moderna



Yuriy Sinita
Owner
Collar Company



Pascale Sonvico
International Sales
Manager at Zoomark



Timo Tervo
CEO, Pet Network Inter-
national



Paul van der Raad
Global Commercial
Director, Pet Industry
Protix



Yannick Verry
Expert on the Chinese
pet industry



Hubert Wieser
Regional Director
Central Region
Nestlé Purina



Moderator:
Ralf Majer-Abele
Managing Editor
pet + PET worldwide

Find more details on:
www.pet-conference.com

Make the International Pet Conference your platform



Partners



Exhibitor



Bringing Conference Conversations to Life

Supporting you is our passion. Take advantage of the International Pet Conference to raise the profile of your company, increase your visibility and demonstrate your innovativeness and dependability as a partner. Get in touch with us and benefit from countless options.

I look forward to hearing from you.



Jonas Fabian Mertens
Head of Sales Events
+49 151 4027 1004
j.mertens@handelsblattgroup.com

REGISTER NOW



www.pet-conference.com/registration

TICKETS [P4300029]

€ 1,390

LOCATION

Savoia Hotel Regency
Via del Pilastro 2, 40127 Bologna (It)

NEED TO UPDATE YOUR CONTACT DETAILS?

Please call us or send an e-mail: +49 211 8872-8210, info@managementforum.com.

You have the right to object to the use of your data for the purpose of direct advertising at any time. In addition, you have the right to demand information from us regarding the data about you that we have stored as well as the right to demand correction of incorrect data and the right to demand deletion in the event of inadmissible storage of data.

You can contact our Data Protection Officer at Datenschutzbeauftragter
c/o Management Forum, a brand of Handelsblatt GmbH,
Toulouser Allee 27, 40211 Düsseldorf, Germany.

In addition, you have the right to file a complaint with the supervisory authority.

You can find our terms and conditions online at: www.pet-conference.com/terms

INFOLINE

+49 211 8874-3599

For further information please contact

CUSTOMER SERVICE AND REGISTRATION



Imke Jürgens
info@managementforum.com

CONCEPT AND CONTENT



Ralf Majer-Abele
r.majer-abele@daehne.de