TRADE SHOW

WUSATA PAVILION AT PET FAIR SE ASIA

Wednesday, Oct 28 - Friday, Oct 30, 2026
Registration: Monday, Aug 24 - Friday, Sep 11, 2026 | 1:00 PM
Bangkok, Thailand | Thailand | Southeast Asia

https://www.wusata.org/e/XHRTW4R

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in WUSATA Pavilion at Pet Fair SE Asia.

Pet Fair SE Asia

Bangkok, Thailand

October 28-30, 2026

Take your pet food or pet care brand to Southeast Asia's premier B2B pet industry trade show. Pet Fair SE Asia is the region's only exclusively business-to-business pet trade event, connecting 450+ exhibitors with more than 11,000 trade buyers from over 80 countries importers, distributors, pet specialty retailers, veterinarians, e-commerce platforms, and supermarket chains from across Thailand and ASEAN.

The opportunity is now: Southeast Asia's pet product market is projected to grow up to 20% annually from roughly $4 billion today to $17 billion by 2030 and Thailand alone accounts for over 43% of the regional pet care market. USDA's Foreign Agricultural Service values Thailand's pet food market at $2.2 billion in 2025, with buyers actively seeking premium, health-focused U.S. products.

Benefits of Participation:

- Reduced Booth fee and registration costs covered by WUSATA
- Turnkey booth space ready for you to move in on setup day
- One hotel room covered per company registered for the trade show from 10/26-10/31/2026
- Trade show buyer meetings at your booth with vetted buyers attending from around SE Asia
- Market briefing by Thailand FAS Office the day before the show begins
- On-site support

Registrants will cover their own roundtrip flight to Bangkok and back and any freight for samples being shipped. These expenses are eligible for FundMatch through your WUSATA account.

Itinerary:

- Monday, October 26: U.S. Suppliers fly-in to Bangkok and check-in at hotel
- Tuesday, October 27: Trade show setup day at BITEC
- Wednesday, October 28: First day of trade show
- Thursday, October 29: second day of trade show
- Friday, October 30: Third and last day of trade show
- Saturday, October 31: Check-out from hotel and fly home

PRODUCT DESCRIPTION

Premium, niche and health-focused Pet food, pet treats, pet supplements and pet care products.

INDUSTRY FOCUS

Pet Food and Products

BUYER AUDIENCE

Worldwide