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## **FOR IMMEDIATE RELEASE**

### **INDIA'S ONLY PET TRADE FAIR GEARED TO KICKSTART 4<sup>TH</sup> EDITION**

**The mega event will showcase pet products and pet-pertinent services from all over India and overseas, in addition to wide varieties of pets – dogs, fish and birds, etc. In other words, 12, 13 & 14th of February will be PETS' DAYS OUT!**

The 4th India International Pet Trade Fair 2010 (IIPTF), India's largest pet event and only pet trade fair, is slated to be held between 12 & 14 February 2010, at the NSIC Exhibition Ground, Okhla Industrial Estate, New Delhi. IIPTF, which is organised by the *Creature Companion* magazine (published by L.B. Associates Pvt Ltd) every year, is an exhibition-cum-trade show dedicated to the pet vertical in India. A quality-conscious exhibition at par with international standards, IIPTF showcases an exhaustive range of pet products and pet-pertinent services from all over India and overseas. The 3-day event will also showcase wide varieties of pets—dogs, fish, birds—as well as exotic pets.

The mission of IIPTF is to give impetus to the Indian pet industry by providing a forum to importers, exporters, manufacturers and service providers in this trade to congregate under one roof to interact, discuss, network and forge vital business relationships. It also strives to broaden the customer base for pet products through increased pet adoptions and impart education on responsible pet ownership.

This year, the fair is triple the size of its predecessors, spanning 55,000 sq ft. IIPTF 2010 will harbour over 100 stalls, with exhibitors from across India, as well as, foreign exhibitors and delegates from Canada, USA, Italy, Poland, Germany, China, New Zealand, Japan, Nigeria, Bangladesh and Spain.

In addition to showcasing products and services from the pet industry, the latest edition of the fair will also feature a '*Garden & Landscaping*' section, comprising products and services related to the garden and landscape industry in the country. This segment has been injected into IIPTF to highlight the undeniable affiliation

between pets and gardens. Besides the trade aspect, the fair will feature seminars and conferences on business related topics pertinent to the pet domain. For non-industry members, too, there will be plenty to look forward to, as all 3 days of the event will be packed with fun pet events. A grand dog and cat fashion show will be hosted concurrently with the trade fair, the winners of which will be entitled to certificates, goodies and exciting prizes.

A percentage of the ticket sales of IIPTF '10 will go to a deserving animal welfare NGO.

***For further information, contact:***

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