



**5-7**  
**MAR**  
**2020**  
MADRID

## Activities Program

- Special for Exhibitors
- Official Program

**Look out for the Future**

PROMOTED BY:

**aedpac**  
Asociación Española  
de la Industria y el Comercio  
del Sector del Animal de Compañía



# Meeting areas for media, influencers, veterinarians and customers...

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**Iberzoo+PROPET 2020 will be held once again as the main business platform on the Iberian Peninsula for pet industry professionals.**

Recognised as a consolidated brand, accredited by the participation of **468 companies** from **46 countries** and the attendance of over **15,700 registered professional visitors**, the next edition will take place from **March 5 to 7 2020**, and is a must-attend event for the industry.

On display will be **the largest selection of the latest products** for pets:

- Fashion and accessories
- Furnishings and toys
- Food and nutrition
- Pharmaceutical and health products
- Hygiene and grooming aids
- Aquarium supplies
- Equipment for pet stores and veterinary clinics
- Furniture, snacks, harnesses and collars
- Services and management solutions.



# Activities Program

## Special for Exhibitors

In addition to having a professional and commercial network for trade visitors, **IBERZOO + PROPET 2020** increases the profitability of your participation, developing a **Special Activities Program for Exhibitor.**



NEW  
PRODUCTS  
AND

## INNOVATION GALLERY



The exhibiting companies that wish **to present an innovative or novel product** can do so in this space. An Experts Committee, made up of industry professionals, will determine which to include in this space.

This Gallery will be the focus of **promotion and special attention in the digital Guide to New Products**, and will feature the products presented by the participating companies.

The **Innovation Gallery** will be exhibited in one of the **Iberzoo + PROPET 2020** spaces and on the trade show website. After the trade fair closes, it will continue to be disseminated in both Spain and other countries.

In last year's edition, **the guide listed 200 new products**, of which nearly half were considered innovative, showing the undeniable dynamism of the sector.

**Participation is free of charge**



Download  
the  
Participation  
Form



**AULA**

## VETERINARIA SCIENTIFIC FORUM



The **AULA VETERINARIA - Scientific Forum** will be the venue for talks on veterinary topics, coordinated by AMVAC.

Exhibitors who so desire can make **scientific presentations, 50 minutes long**, upon acceptance of AMVAC.

This ambitious programme within **Iberzoo + PROPET 2020** means that the trade fair will have a very important **space for training, analysis and discussion**.

Coordinated by:



**Cost for participating: €155 + VAT**

\* Access control in activities



**Download  
the  
Participation  
Form**

## SHOWCASE- GALLERY



**Iberzoo + PROPET 2020** will again offer the attractive **Showcase-Gallery** space to inspire specialised retailers and veterinary clinics.

**Experts on window dressing and visual merchandising** will highlight the participating brands, making for a high-impact communication scenario.



**Download  
the  
Participation  
Form**

**Cost for participating: €210 + VAT**



## SPECIALIZED AREAS

In parallel there will be activities dedicated to **fishkeeping** and many more activities that will enliven Spain's annual pet industry event.



FISHKEEPING

TV

EL

BLOG

PET

NEWS



Activities  
Program

**Official  
Program**





## THE SCENARIO



**The scenario** will feature **different grooming activities for professional visitors**, making it one of the most dynamic areas, during the three days of the trade fair:

**Grooming workshops and master class** by ARTERO & PROCAN.



## “LA TARDE DEL SECTOR”



The annual meeting of all the professionals of the sector.

Iberzoo +PROPET offers annually the updated data of veterinary and distribution sector.

### ANTON AWARDS:

- Professional Pathway Veterinary Field.
- Trajectory Profesiona Ambito Empresarial.
- Professional career Scope Styling Canine.
- Professional career Ambito Proteccion Animal
- Institutional Scope Initiative that promote Animal Welfare and Coexistence with Pets.



Coordinated by:

**aedpac**  
Asociación Española  
de la Industria y el Comercio  
del Sector del Animal de Compañía

**AMVAC**  
Asociación Madrileña de Veterinarios  
de Animales de Compañía

## 3<sup>er</sup> FORUM

OF THE INDUSTRY AND COMMERCE  
OF THE COMPANY ANIMAL  
SECTOR IN SPAIN



"The **3rd AEDPAC FORUM**, will be held, as is already traditional, within the framework of the **Iberzoo + Propet** contest that will take place on **March 5 to 7, 2020** at Feria de Madrid.

This third edition of the "**Forum AEDPAC** of the Industry and Commerce of the Animal Sector of Company in Spain", will bring together some of the most prestigious professionals of manufacturing, distribution and retail, which will address the main issues to which It faces the sector from a business and trade perspective.

It is aimed at professionals in the pet industry, and seeks to consolidate as the meeting point and platform for dissemination and debate on the industrial, business and commercial activity of the pet industry in Spain. The sessions of this third edition, will address market experiences and specifically in the B2B, B2C, distributor-manufacturer, distributor-retailer, as well as various presentations of success stories in companies in the sector.

**Download  
the  
Programme  
Preview**





XXXVII CONGRESS  
AMVAC  
Medicine and Surgery  
in the Cardiorespiratory  
System



## Vetmadrid 2020-XXXVII Annual Congress: "Medicine and surgery of the endocrine system and behaviour"

Vetmadrid 2020-XXXVII Annual Congress organized by AMVAC (Madrid Small Animal Veterinary Association) in its thirty-seventh edition will deal with "**Medicine and surgery of the endocrine system and behaviour**" and will take place in parallel with the Iberzoo + PROPET Fair, event of reference for the professional field of the companion animal, on **5, 6 and 7 March 2020** at the North Convention Center of IFEMA, Feria de Madrid.

In each edition, **Vetmadrid** tries to improve by creating new training courses and contacting leading speakers in their specialties, to turn this veterinary congress into a reference of scientific vanguard. Before the celebration of the congress, different seminars and workshops will be organized in various surgical or veterinary diagnostic techniques.

In addition to the already mentioned veterinary congress, Vetmadrid will offer (as in past editions), a Veterinary Practice Management Congress whose objective is to provide the professional field with tools for the efficient management of the veterinary clinic, a **Congress for Veterinary Nurses and a Congress oriented to Animal Protection Entities** co-organized by FAPAM (Federation of Protective Associations and Animal Defense of the Community of Madrid).

This wide range of learning, together with various recreational activities that will take place throughout the three days of Vetmadrid, will once again guarantee the presence of more than 3,000 professionals interested in the different congresses and learning days.



## JORNADAS ARTERO



Block your agenda for **Jornadas Artero**, dates have been confirmed! The **22nd and 23rd of March 2019**.

**2019's biggest Dog Grooming show** will be held on Friday the 22nd and Saturday the 23rd of March 2019.

As usual, it will take place in Madrid at **IFEMA's South Auditorium** and during these same dates the nationally most important Trade show "Iberzoo and ProPet" will also be taking place at IFEMA.

**12 of the most extraordinary dog groomers** coming from the United States, Russia, China, Italy and Spain will conduct a total of **18 performances**.



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