

**PET-KEEPERS AND THEIR PETS WILL BE
SHARING A HAPPY TIME TOMORROW**

BACKGROUND

Along with the rapid development of the Chinese economy which is being further accelerating with every passing day, and in the wake of re-entry into WTO, the living standards of the people has been rising in quality. From the past basic living need, it has entered an era of leading a relatively comfortable life. As the close companions of modern people living under a rapid rhythm, high pressure and highly tense, pets help release work pressure, relax body and mind and relieve the loneliness suffered by old people. Raising pets becomes a more and more important way to help pet-keepers to apprehend and love the great nature. Pets have been walking quietly into innumerable families. In our country, raising pets in a scientific and rational way and the popularizing of the professional knowledge about pets, is still at an embryonic stage. However, in the world, pets have already been divided systematically into horse, dog, cat, aquatic animals and birds—five kinds and detailed up to ten thousands breeds. And have be formed the ripe and systematic huge related enterprises. So in our country, to establish the orderly market rapidly, to standardize the operation and to popularize related popular science knowledge has become an urgent priority.

In the past, domestic cats and cage birds were raised separately, but now pets such as dogs, cage birds, pigeons, tortoises, insects, goldfish, tropical fish and sea fish, etc., consist of nine categories and about one thousand species. Under the current fast life rhythm and high-pressured working conditions, the urban population of the aged and children are kept far away from the nature, therefore, raising pets have become a day to day important way of releasing working pressure, relaxing oneself physically and mentally, a solution to the solitude of the aged people, and helping younger generation to get known to and love the nature.

Shanghai International Pet-Expo 2003 and Shanghai International Dog Show 2003 are meant to build a platform for the communication of vast numbers of pet raisers. The show serves the purpose of spreading scientific knowledge of how to raise pets, to point advanced, raising techniques, to update pet-raisers the latest information shared by the world.

Pet circles, to increase preventing and curing ability and to promote the exchange between the pet raisers. Thus, total levels of raising pets technique in Shanghai in an all-round way are risen, and linking up with international track is achieved.

Subject: Shanghai International Pet –Expo 2003 and Shanghai International Dog Show 2003

SHANGHAI INTERNATIONAL PET-EXPO 2003 & SHANGHAI INTERNATIONAL DOG SHOW 2003

Venue: Shanghai Exhibition Center
Size: 5500 m²
Date: May 5-9, 2003
Organizers: Shanghai Zoological Society Pet Branch
East Best International Trade Promotion Co., Ltd.
Operational: Shanghai Jin Long Exhibition Co. Ltd
Tritalents Pet (Shanghai) Co., Ltd

A GIANT COLONY OF PET RAISER

Shanghai has become a big international city with a high density of population. The fixed population of 16 million people is composed of 4 million families. According to some incomplete statistics, out of 20 families in Shanghai, there is one family that keeps pets. Pet raisers are distributed so widely. It goes without saying that with such a large population, it is imperative for this huge colony of pets to educate pet-keepers about how to raise family pets in a scientific and rational way and achieve a multi-purposed goal of preventing pets from catching diseases and other harmful incidents and create a hygienic living environment for them in order to make them more lovely and appeal to people's appreciation.

PUTTING STRESS ON SPECIALIZATION

Shanghai Animal Institute, Pet Branch specialty leading officials assume office of the organizing committee and have a hard in it. And the professional specialists and experts prepare the organizing work. We are going to invite the international authoritative organization and domestic professional units to take up the past of the evaluating committee. The specialization is obviously. The authoritativeness and standardization are conspicuous.

A LINEUP OF STRONG SPONSORSHIP

Shanghai International Pet-Expo 2003 and Shanghai International Dog Show 2003 enjoys a very strong lineup of sponsors. The program was initiated by the two trade institutes homed in Shanghai and Beijing respectively, and some international professional organizations are also invited to support it.

Their involvement in this upcoming show helps to make this event go a step further to establish its authoritativeness in China.

FAVOURABLE EXHIBITION VENUE

As an economic center of China, Shanghai is a mature international big city with finance, goods transport, traffic, culture, tour, communication and information, that merge into an organic whole. Shanghai is a metropolis linking up with the world, still is a big concentrating consumer-city. After getting into WTO, its geographical advantage becomes more obvious. The current exhibition will be

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held in Shanghai Exhibition Center which is located at the center of Jing An District, one of the most famous commercial districts in Shanghai. To the west and north of Shanghai Exhibition Center, 2 internationally famous top level commercial official business mansions soaring into the sky/ They are Shanghai Commercial City and Kerry Center.. The main traffic artery of the city-Yan an overduct is at the south of it. There is Jing An subway station of line No. 2 is neighbouring with it, that is a traffic hub running through the whole city. The style of the architecture for this show is classical, and Shanghai municipal government has just placed in a huge amount of funds for its renovation, including, fitting up and upgrading its equipment, that makes its inside software and hardware facilities very ideal. Many a domestic and international famous exhibition, including pet related expositions has been run for years there successfully. Many of important domestic or international political conferences or events were also completed satisfactorily and repeatedly at that place. Its advantage, it goes without saying. Since Shanghai has been successfully nominated as a venue of International Fair in 2010, it will become an exhibition center of the Asian-Pacific region. It is obvious Holding this pet-expo to be arranged in Shanghai, the advantage.

HIGHLY INTERNATIONALIZED

International authoritative organizations will be invited to participate in this show.. The newest concept and standard for judgment will be introduced and applied. Domestic professional standards at its initial stage will be kept abreast with the international standards on a high starting point.

ENHANCED INVOLVEMENT AND SERVICE

Since domestic pet-raising families are short of the know-how of how to raise pets in a rational and scientific way, experts in this domain will be invited to participate in this event and provide visitors a face-to- face consulting services to the ordinary show visitors. Meanwhile, the organizers will also invite specialized pet hospitals to offer medical services and advice to pet keepers carry on duty consulting and professional guidance in scene so as to reach to treat table, again effect a permanent cure double effect.

EXTENSIVE ADVERTISING PLAN

For the purpose of ensuring the success of this showcase, the organizing committee of the show has mapped out a package of advertising plans in great detail, and will send show schedules to related manufacturers. The organizers will repeatedly advertise the show on other important occasions through the media such as newspapers, magazines, TV and radio programs as well as Internet websites both at home and abroad. It is our firm belief that these advertising efforts will meet the satisfaction of the competition participants, exhibitors as well as the audience to the show.

Make a full use of the media (the press, magazine, radio and TV programs) to release the news, update the show bulletin, solicit contribution to publish, in order to maximize the influence of this pet exposition.

1. The participants to the competition will be judged on the spot by the international common practice and standards, compare and assess. Pet-expo layout is outstanding in science, nor malized and educationalness. Compare and assess is at scene. That embodies fair and just. Members of the

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judge panel will be composed of professional experts both at home and abroad, who have been engaged in pet research for a long period of time. The cast of the judge panel has shown the authoritativeness of Shanghai International Dog Show 2003.

2. The pet-expo will be placed in Shanghai Exhibition Center located at Nanjing (West) Road, the central part prosperous commercial, where the stream of people flow is tremendous. With its convenience in transportation, it is easier for foreign pet fans to view the show and get involved in an active way. It is no doubt this show will become the first of its kind for the pet circle in the downtown area of Shanghai.
3. This pet-expo also has a portion set forth for the display of pet-raising gear (such as gear food, utensil, medicine, etc.), which provides an arena for the pet industry to increase their sales of pet products and create an opportunity for pet fans to acquire more knowledge about pets and pet gear for the purpose of future purchase. Of course, it also brings business opportunities to the enterprises in the pet business at the same time.

ITEMS OF ACTIVITIES

1. The first big-sized pet dog competition in Shanghai for 2003

Total number of dogs required for the competition: 350 dogs of well-known species for selection

Information for registration: +

- (1) Announce to the public through the medium 30 days in advance, the venue and time of this competition, the procedure for registration and rules and criteria of this event.
- (2) Enter preliminary contest 20 days in advance. People who are interested in entering this dog competition are required to submit to photograph of the dog that is meant for the competition, the dog identification or health certificate raisin Compare and assess at the scene. In the same time, the owner of the dog is required to fill out a registration form and pay RMB100 yuan as registration fee for each dog.
- (3) The contest group will grant the exhibition certificate and joining the match memorial plate to the joining match.
- (4) All the pet dog joining the match during the section for night must not stay in scene always, and be sent to scene at 8:30 next day. (besides special case)

Criteria for judgment