

The PETSCoconnect Asia 2017 conference, a collaboration between VIV worldwide and PETS International, aims to build a better bridge between animal feed manufacturers and the world of pet food. From the outside it seems easy to cross over from the animal feed market to the pet food market. However, both markets have their own characteristics. To be successful in the expanding Asian pet food market it is important to have an in-depth understanding of the market.

To understand sourcing for pet food in the right order it is important to understand the similarities and the differences between ingredients, minerals, vitamins, palatability, et cetera of pet food versus animal feed. The growing welfare level of Asian consumers means that the requirements of human food safety are on the rise. This reflects on the importance of rules and regulations for the safety of pet food.

All this information has been incorporated in an inspiring programme, brought to you by professional speakers from the pet food industry. In addition, the renowned trendwatcher Tony Bosma and the international market researcher Paula Flores will share their vision on the global pet food industry.

**PETSCoconnect Asia is all about you:**

- Animal feed industry and raw materials to pet food industry
- A network of exclusive pet food industry champions
- Access to sourcing markets
- Insights in the opportunities and trends of the Asian pet food market
- International experts and experiences from the USA and EU
- Maximize your time in Bangkok with a visit to VIV Asia 2017

Admission is granted to management and professionals related to the global pet food industry. Tickets are on sale now for just €595.

Your PETSCoconnect badge provides VIP access to the exhibition VIV Asia 2017 show floor and gives you access to meet hundreds of nutrients suppliers from March 15 to 17, at BITEC Bangkok.

**VIP access includes:**

- Access to VIP Lounge: meet other VIPs and executives of the animal feed industry
- Explore latest tech innovations for pet health & nutrition

Are you a decision maker in pet food?

Join us! [petsconnectconference.com](http://petsconnectconference.com)



**PETSCoconnect  
VIV Asia**

14-17 March 2017

**Professional speakers**

**Gordon Butland**

Chairman PETSCoconnect Asia 2017

With extensive experience in financing and banking, Gordon Butland initiated his contact with the animal protein industry through a debt/equity conversion investment in the fourth largest Brazilian poultry company. Since then he moved towards the animal feed industry and now has advisory positions with companies all along the poultry chain and on every continent. Gordon is often asked to perform as a conference speaker, strategic advisor or trainer.



**David Southey**

Pet industry consultant

David established his own consultancy business in 2007, advising organizations on product development and manufacturing projects for over 120 clients around the world. He will discuss the sourcing of pet food ingredients and alternative ingredients.



**Tony Bosma**

Futurist and trendwatcher

Tony Bosma is the founder of Extend Limits, an international source of knowledge and information regarding innovation, trends and developments. He will share with you the characteristics of the pet market, humanization and the parallels with the human food industry.



**Milka Kosanovic Tesla**

Pet food production technology expert

Milka holds a master's degree in feed production technology. Her base studies are in animal nutrition and husbandry. She will tell you more about, why recipes for pet food are so important.



**Paula Flores**

Head of global pet care research  
Euromonitor

In her current post, Paula has direct responsibility over the content and quality of Euromonitor's Pet Care research, which provides strategic analysis and industry insights for 54 countries around the world. She will give you an update about the Asian pet market, with actual figures, trends and expectations.



**Cloé Champion**

EAME Marketing Manager

With a Master in Agronomy from Agro Paris Tech, Chloé specializes in food technology. She also owns a master's degree in marketing from ESSEC Business School. She will inform you how to use pet food claims into your marketing communication strategy.



**David Ng Whye Tye**

CEO Pet Lovers Centre

After graduating as an electrical engineer in Vancouver and holding two senior positions in multinational corporations, David Ng Whye Tye became Chief Executive Officer and Executive Director of Pet Lovers Centre (PLC). He will discuss how you build a pet food product category in relation with the pet retailer.



**David Pimrose**

Pet food technologist

David has extensive global experience (26 years) in pet food raw materials including Asia and other regions, and is a regular contributor to global pet food industry trade publications. He will inform you about how to match the worlds of pet food and animal feed.

