

**16/17**  
**Oct 24**  
**BRUSSELS**



# INTERNATIONAL PET CONFERENCE

**Exploring new business opportunities**  
How the pet industry can make itself  
fit for the future



**Kim Bill**  
Head of Purina  
Accelerator Lab  
Unleashed



**Torsten Toeller**  
Founder + Owner  
Fressnapf Group



**Polina Kosharna**  
Chair of the Board  
Suziria Company  
Group



**Wayne Kemp**  
Group Management  
Director  
Casco Pet



**Jim Lamancusa**  
Executive Director  
Pet Sustainability  
Coalition



**Gilles Vanhouwe**  
Director  
Verlinvest



**Dusan Placek**  
Owner + CEO  
Plaček Group



**Kirsten Ceulaers**  
Quality Control &  
Sustainability  
Coordination  
Flamingo Pet  
Products

# Be inspired

Consumer requirements are changing. More and more shoppers want to decide for themselves how and where they buy their products. Smart omnichannel shopping and personalised interaction are becoming increasingly important. AI and social commerce will ensure further changes in retail. Another game changer is the advance of climate change: many shoppers, especially from Gen Z, expect companies to take more responsibility for a greener future and improve their sustainability. All these mega-trends are impacting the pet industry now and in the future. Pet retailers, manufacturers and suppliers of pet products must adapt to the rapidly changing market in the post-Covid era and constantly rethink and improve their strategies. How the pet industry is preparing for the future and how

it can generate new growth areas in the digital age will be key topics at the International Pet Conference 2024. Be inspired by innovative business models from creative and forward-looking companies!

We look forward to seeing you.

**Ralf Majer-Abele**  
Host of the International Pet Conference  
Chief Editor, *pet* Fachmagazin |  
*PET worldwide*



# Benefits at a glance

- >>> Entertaining formats with valuable insights
- >>> Gain new inspiration for your business
- >>> Listen live to top thinkers and industry experts
- >>> Meet top trade and industry representatives in person
- >>> Listen to fascinating presentations and participate in discussion
- >>> Face-to-face networking opportunities

**20+**  
SPEAKERS

**150+**  
ATTENDEES

**1,000+**  
ONE-TO-ONE MEETINGS



# Hot topics

- >>> New retail concepts in the post-Covid age
- >>> How the pet industry can become greener and more sustainable
- >>> Strategies for a better customer understanding
- >>> Staying relevant: the future of pet retail
- >>> How the pet industry should position itself in turbulent times
- >>> AI and social media in the pet industry



# Timetable

## Wednesday, 16 October

- 10.00 Opening of the International Pet Conference
- 10.00 - 18.00 Talks, discussions and networking breaks
- 19.30 Evening programme

## Thursday, 17 October

- 9.00 Opening of the second day of the conference
- 9.00 - 14.00 Talks, discussions and networking breaks
- 14.00 Close of the International Pet Conference
- 14.10 Business lunch



## A platform for start-ups

The international pet sector needs new ideas, especially in tough times such as we are experiencing now. The *PET worldwide* trade magazine aims to encourage this process and give support to companies that are new to the market or are still building up their business.

This spring, *PET worldwide* announced a start-up award, and many young companies have put themselves forward for this.

Five newcomer companies nominated from among these applicants will give a presentation at the International Pet Conference 2024. As delegates at the International Pet Conference you also get to decide who will win the *PET worldwide* Best Newcomer Award 2024.

## Who will be PET Personality of the Year 2024?

*PET worldwide* will recognise the achievements of a person from the pet supplies sector with the coveted PET Personality of the Year Award 2024.

### Previous Award Winners

- 2006 Ard Malenstein (IJsvoegel Group)
- 2008 Torsten Toeller (Fressnapf)
- 2010 Roland Bohme (JBL)
- 2012 Steven Charman (Pets Corner)
- 2014 Rolf Boffa (Qualipet)
- 2016 Nicola Vaccari (Ferplast)
- 2018 Pavel Bouska (Vafo Group)
- 2022 Dr Rowena Arzt (WZF)

# Day 1 of International Pet Conference | 16 October 2024

**9.00 Welcome reception in foyer and delegate registration**

**10.00 - 10.05  
Welcoming address**

Marc Dähne, Managing Director, Dähne Verlag

**10.05 - 10.15  
Brief summary of conference programme by the moderator**

Ralf Majer-Abele, Managing Editor, *pet + PET worldwide*

## Innovative business models

**10.15 - 10.45  
Exploring new business opportunities**

**A one-to-one discussion between Kim Bill and moderator Ralf Majer-Abele**

Kim Bill is head of the Purina Accelerator Lab in Vevey (Switzerland) and leads the Unleashed programme at Purina. Her passion is building the pet tech community to continuously innovate the pet care industry, making pet ownership meaningful and enjoyable. Her background in both science and business facilitates her job as a super-connector, to bring value to both start-ups and Purina.

**10.45 - 11.15  
What's new at Plaček Pet Products?**

Dušan Plaček, Owner + CEO, Plaček Group

**11.15 - 11.45 Coffee break**

## KEYNOTE

**11.45 - 12.30  
How Fressnapf is expanding its market leadership in challenging times**

Torsten Toeller, Founder + Owner, Fressnapf Group

**12.30 - 13.00  
The future of pet retail**

Wayne Kemp, Group Management Director, Casco Pet

**13.00 - 14.00 Lunch**

**14.00 - 14.30**  
Five young companies have been nominated for the **PET worldwide Best Newcomer Award 2024**.

They will each give a presentation at the International Pet Conference in a five-minute elevator pitch. The winning enterprise will be presented with the award at the evening function following the first day of the conference.



**14.30 - 15.00  
Excellence in the pet industry:  
The success story of Petco Group Austria**

Katharina Miklauz, Founder & Partner, Petco Group

**15.00 - 15.30  
"Taking our assortment to the next level!"**

**A one-to-one discussion between Pierre-Yves Delforge and moderator Ralf Majer-Abele**

Pierre-Yves Delforge is vice-president of Marketplace at Zooplus. Mr Delforge holds an Msc from Neoma Business School and an eMBA from Harvard Business School. He can look back on 15 years of retail experience with Zooplus, Metro and Lidl.

**15.30 - 16.00  
In the face of war: How Suziria is developing in challenging times**

Polina Kosharna, Chair of the Board, Suziria Company Group

**16.00 - 16.30 Coffee break**

## Preparing for the digital age

**16.30 - 17.00  
Say Hi 2 AI. Opportunities and assistance**

Christian Bredlow, CEO, Digital Mindset

**17.00 - 17.30  
AI and social media in the pet industry**

Marco Hierling, CEO + Founder, AlphaPet Ventures

**17.30 - 18.00  
How human creativity and artificial intelligence complement each other**

Andreas Axmann, AI expert + digital consultant

## EVENING PROGRAMME

With friendly assistance from Purina



Following a long day at the conference, enjoy a pleasant, sociable evening with a host of highlights in true Italian style. Take the opportunity to engage in interesting conversations and expand your network of contacts as the first day of the conference draws to a close.

Find out who will receive the **PET worldwide Best Newcomer Award 2024** and which figure from the pet supplies sector will merit the **PET worldwide Personality of the Year Award 2024**.



HIGHLIGHT

# Day 2 of International Pet Conference | 17 October 2024

**9.00 - 9.05**

**Welcome by the moderator**

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## How to empower a sustainable future

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### KEYNOTE

**9.05 - 9.50**

**Discovering the path to a sustainable pet industry**

**Jim Lamancusa**, Executive Director, Pet Sustainability Coalition

**9.50 - 10.20**

**How the pet industry can become greener and more sustainable**

**A one-to-one discussion between Rafael Rybandt, Brandlead at Green Petfood, and moderator Ralf Majer-Abele**

Rafael Rybandt is an experienced marketing and communications professional with more than 23 years of professional experience in various industries and management positions. At Green Petfood, his focus is on the development of a sustainable and consistent brand strategy, brand building and the implementation of advertising activities.

**10.20 - 10.50**

**Keyword Sustainability: How Flamingo Pet Products is working towards a green future**

**Kirsten Ceulaers**, Quality Control & Sustainability Coordination, Flamingo Pet Products

**10.50 - 11.20 Coffee break**

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## Innovation is the key

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**11.20 - 11.50**

**How Jampy wants to revolutionise the way pet parents take care of their dogs**

**Rosa Scelsa**, Co-Founder + CEO, Jampy

**11.50 - 12.20**

**Zoomark 2025. A platform to find new business opportunities**

**A one-to-one discussion between Pascale Sonvico, show office and sales manager at Zoomark, and moderator Ralf Majer-Abele**  
Zoomark is a leading international meeting place for pet industry manufacturers and distributors, the ideal platform on which to develop new partnerships, gain knowledge and exchange ideas with a global audience. Zoomark 2025 is the 21st edition of the international trade show for pet food and pet care and will be staged from 5 to 7 May 2025.

**12.20 - 12.50**

**New protein sources for future pet food**

**Dr Regine Schreiner**, Owner + CEO, Feed and Additives

**12.50 - 13.20**

**Finally, Innovation: How IgY Technology boosts dental and gut health in dogs and cats**

**Klaas Krüger**, Business Development Director Pet Food, EW Nutrition

**13.20 - 13.50**

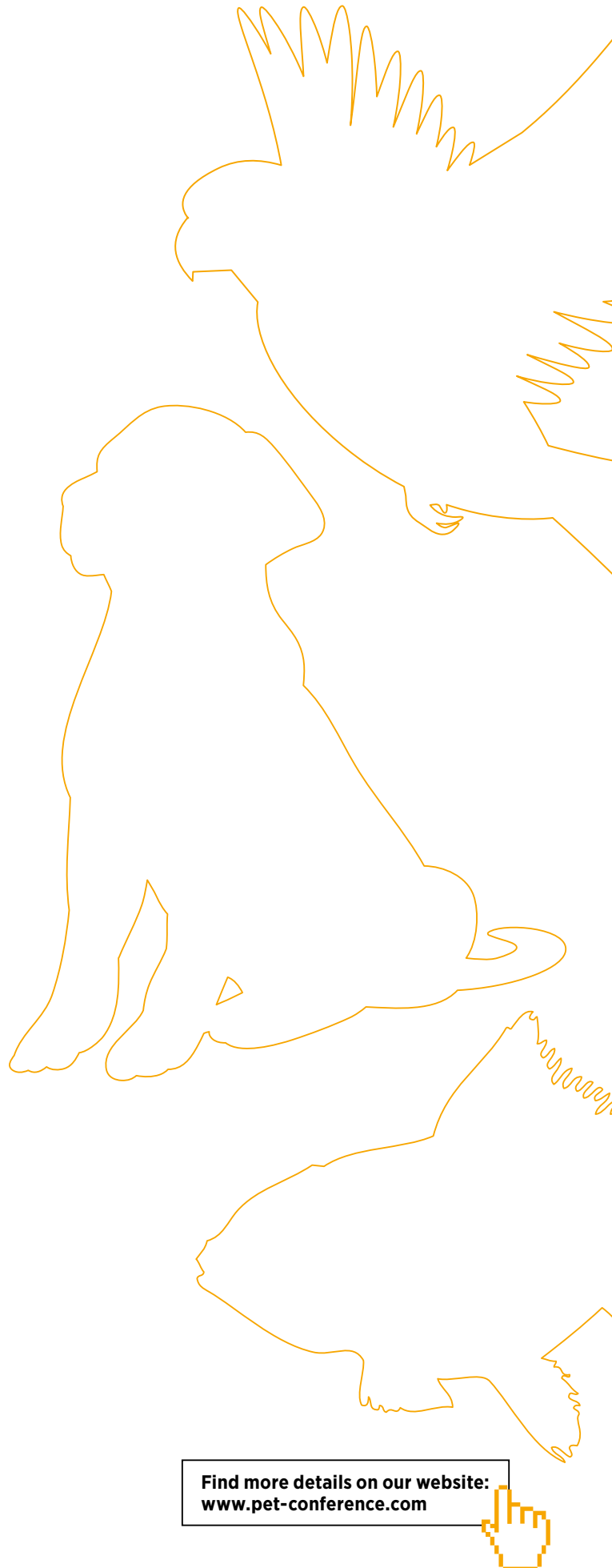
**Prospects for the pet industry**

**Gilles Vanhouwe**, Director, Verlinvest

**13.50 - 14.00**

**Conference summary and closing words by the moderator**

**14.10 Business lunch**



Find more details on our website:  
[www.pet-conference.com](http://www.pet-conference.com)



# Meet the industry experts and movers in the pet business



**Andreas Axmann**  
AI expert + digital consultant



**Kim Bill**  
Head of Purina Accelerator Lab Unleashed



**Christian Bredlow**  
CEO  
Digital Mindset



**Kirsten Ceulaers**  
Quality Control & Sustainability Coordination  
Flamingo Pet Products



**Marc Dähne**  
Managing Director  
Dähne Verlag



**Pierre-Yves Delforge**  
Vice-President  
Marketplace  
Zooplus



**Marco Hierling**  
CEO + Founder  
AlphaPet Ventures



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**Klaas Krüger**  
Business Development  
Director Pet Food  
EW Nutrition



**Jim Lamancusa**  
Executive Director  
Pet Sustainability  
Coalition



**Katharina Miklauz**  
Founder + Partner  
Petco Group



**Dušan Plaček**  
Owner + CEO  
Plaček Group



**Rafael Rybandt**  
Brandlead  
Green Petfood



**Rosa Scelsa**  
Co-Founder + CEO  
Jampy



**Dr Regine Schreiner**  
Owner + CEO  
Feed and Additives



**Pascale Sonvico**  
Show Office and  
Sales Manager  
Zoomark



**Torsten Toeller**  
Founder + Owner  
Fressnapf Group



**Gilles Vanhouwe**  
Director  
Verlinvest



**Moderator  
Ralf Majer-Abele**  
Managing Editor  
pet + PET worldwide

Find more details on our website:  
[www.pet-conference.com](http://www.pet-conference.com)

# Make the International Pet Conference your platform



## Bringing conference conversations to life

PARTNER



Take advantage of this established industry event to enhance the profile of your company and raise the level of awareness of your capacity as an innovative thought leader and reliable partner.

Join the conversation – increase your company presence and demonstrate your competence on subjects that affect your (potential) customers.

As a sponsoring partner or exhibitor, you will reach top decision-makers in the industry. We work with you to develop customised packages for optimising your company's presence. Let's talk!



### SPONSORING AND EXHIBITION CONSULTANT

**Harald Kraus**

HINTE Expo & Conference GmbH  
+49 (0) 721/9 31 33 666 | +49 (0) 163 5 18 28 44  
harald.kraus@hinte-expo.com

**Register now**  
[www.pet-conference.com/registration](http://www.pet-conference.com/registration)



### TICKETS

#### Regular ticket

€ 1,450 (+ 21% VAT)

### LOCATION

nhow Brussels Bloom  
Rue Royale - Koningsstraat 250  
1210 Brussels (Belgium)

A limited number of rooms are reserved for delegates: [www.pet-conference.com/hotel](http://www.pet-conference.com/hotel)

### WANT TO UPDATE YOUR CONTACT DATA?

Please send an e-mail to: [service@daehne.de](mailto:service@daehne.de).

You have the right to object at any time to the use of your data for purposes of direct marketing. Furthermore, you have the right to obtain information from us concerning the data that we have stored about you as well as the right to have inaccurate data corrected and the right to deletion of data stored unlawfully.

You can contact our data protection officers at [datenschutz@daehne.de](mailto:datenschutz@daehne.de).

All information relating to data protection can be found at [www.pet-conference.com/privacy](http://www.pet-conference.com/privacy). You will find our terms and conditions at [www.pet-conference.com/terms](http://www.pet-conference.com/terms).

### INFOLINE

**+49 (0) 721/57 04 43 94**

Got any questions about the International Pet Conference? We are happy to provide further assistance.

### CUSTOMER SERVICE AND REGISTRATION



**Lorena Rogg**

HINTE Expo & Conference GmbH  
[lorena.rogg@hinte-expo.com](mailto:lorena.rogg@hinte-expo.com)

### CONCEPT AND CONTENT



**Ralf Majer-Abele**

Chief Editor *pet*-Fachmagazin |  
*PET worldwide*  
[r.majer-abele@daehne.de](mailto:r.majer-abele@daehne.de)