

# CIPS'11- Post Show Report

The Most Influential Int'l Trade Show  
in Asia-Pacific Region



China International Pet Show'11 has again underlined its role as the must attend show for the international pet industry by attracting a record number of more than 35100 visitors from 77 countries and areas as well as 761 exhibitors from 19 countries respectively to Guangzhou. It continues to be the top important trade show in Asia-Pacific in this industry bringing together trading partners across the global pet chain. After 16 years' development, CIPS has been regarded as an unparalleled marketing platform for the international pet and aquarium industry for sourcing.

761 companies from 19 countries in the world showcased their products and services at CIPS'11, marking increase of 4.1% respectively on last year's figure. Exhibitors of pet products supply and aquarium supply account for 59% and 41%.

High quality of overseas buyers has increased 10%. And the majority of visitors represented leading importers and wholesalers from Asia (22%), Africa (1%), America (5%), Europe (9%), the Middle East (2%) and Oceania (3%). Most of them were to establish business contacts, source new suppliers and products, inspect the trend.

The dynamic growth of Chinese pet and aquarium products market and manufacturing was also highlighted by the Awards to Outstanding Enterprises in Chinese Pet & Aquarium Industry. On the T-stage, many exhibitors launched their latest products, promoted their brands to potential buyers and exchanged the industry info with the professionals. More and more Chinese companies have realized the importance of brand in the business and paid high attention to their image and stand design. Through this CIPS became a beautiful and compatible show.

The Organizers received praise from the exhibitors and visitors for the excellent effect in the show. Almost 95% of the exhibitors confirmed their exhibiting in CIPS'12 and visitors expressed their intent to visit CIPS'12 again. CIPS has once again showed her beauty and attraction in the global pet industry.

The yearly event will be held in Beijing in Nov. 1-4, 2012. All related information about the show and industry are available at [www.cipscom.com](http://www.cipscom.com).

## BOOK REVIEW

### Fish Vetting Essentials (2011)

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The original handbook, published in 2007, is widely used in veterinary schools, labs, clinics and even zoos.

Reliable information on fish health, disease and medicine are difficult to come by and is at best, fragmented. This book has been in preparation since 2001, and it is a compilation of essential information for veterinarians to successfully and confidently attend to fish patients - in particular, how to diagnose common fish diseases, how to medicate and treat fish diseases using drugs available in their surgery. It is also of value to advanced aquarists, fish farmers, retailers and wholesalers. Also, it would be useful at times when a fish veterinarian may not be available locally, pet fish owners may bring this book along with them to a general veterinary practitioner. This book is earmarked to be a recommended reading for the proposed WAVMA (World Aquatic Veterinary Medical Association) Credentialing Certification.

The revised 2011 edition is a comprehensive resource that incorporates elements of fish keeping, clinical medicine and fish pathology.

Fish Vetting Essentials (2011) has:

- 50 new pages of latest research-based information
- extra data collected over the past three years
- best practice guidelines.

Important information for fish vets in this revised edition include:

- how to diagnose common fish diseases
- how to medicate fish
- how to treat fish diseases using drugs available in our surgery.

To order your copy of the latest Australian Fish Vetting Essentials (only \$A99 per copy plus \$A15 for postage and handling within Australia), visit <http://www.thefishvet.com.au/>

