

PETS TODAY 2022

Taking full advantage of its new layout, the new business format of **PETS TODAY 2022** seeks to reaffirm its renowned expertise in the pets and pets sector in general and strengthen its close ties with exhibitors and visitors from all over Europe.

A professional trade fair represents a vital communication opportunity for a brand or company. It is also a dynamic business forum where participants can generate sales momentum, meet customers and recruit prospects. In its new venue at Athens International Airport, **PETS TODAY 2022** boasts an exceptional exhibition area with optimized support services for exhibitors and visitors and one priority objective: to drive business both in Greece and East Mediterranean Markets.

A professional trade fair is also a top-ranking investment opportunity for companies, delivering events communications and offering them a unique springboard for enhancing their appeal, placing orders and rising to the challenge of European competition. *The economic crisis has highlighted the need to concentrate on essentials without however neglecting important peripheral issues*, points out Vassilis Goulielmos, organizer of **PETS TODAY 2022**, *we have therefore been careful to retain all the fair's essential features – warm welcome, market trends, friendly atmosphere, visitor comfort etc. – whilst at the same time, build a new, more effective fair with one constant objective: continually strive to better serve the needs of the entire industry”*.

The pets and pet's business rendezvous will take place in Athens, Greece, October 7th – October 9th, 2022.