

PETS TODAY 2024

The heart of the East-Mediterranean pet market will beat in **PETS TODAY 2024**. The objectives of PETS TODAY 2024 are: **to create an ideal professional environment to host new proposals, ideas, products and services** to enhance the growth of the East-Mediterranean pet market and also to form the base for professional meetings among producers, distributors, and retailers who are the main agents for the market's growth.

In the uncertain economic climate, companies need to be there to maintain their lead in the real market, to meet existing and new customers, as well as to "seize" the opportunity to get to know (under the same roof) the available variety of products of the sectoral industry. **This will be provided by PETS TODAY 2024, the largest meeting of pet professionals, which in 2024 will present a fuller picture of the industry than any other year.**