

Pet Industry Federation

UK Pet Industry Delegation to China

China International Pet Show (CIPS) 2026

Guangzhou, 12-15 November 2026; CIPIC 11 November

CIPS 2025 scale	100,000 m ² 1,230 exhibitors 84,890+ visitors
China market	RMB 312.6bn urban dog & cat consumer market in 2025
Delegation support	VIP access, tailored routes, B2B matching and visit options

A supported route into the Chinese pet market

The Pet Industry Federation is bringing together a UK delegation for CIPS 2026, giving pet businesses the opportunity to explore one of the world's major pet industry markets with practical support before, during and around the show. **This is not simply a group visit.** Delegates can use CIPS's VIP and business-matching services to turn a large international exhibition into a more focused programme built around their own commercial priorities. The delegation is a Pet Industry Federation initiative, delivered through PIF World Ltd, PIF's dedicated company for international trade activity.

Why China - and why CIPS?

A substantial consumer market. CIPS reports that China's urban dog and cat consumer market reached RMB 312.6 billion in 2025, up 4.1% year on year. The urban dog and cat population reached approximately 126 million.

A broad pet and aquatics marketplace. CIPS spans dog and cat products, food, accessories, health and care, aquatics, reptiles, birds, small animals, technology and supporting services. The 2025 show covered 100,000 m² and hosted 1,230 exhibitors.

International reach. CIPS welcomes industry professionals from more than 125 countries and regions. In its 2025 post-show reporting, the United Kingdom was among the top 10 overseas visitor countries.

Useful for more than sourcing. The show brings together manufacturers, brand owners, distributors, agents, retailers and e-commerce businesses. For UK brands, it can provide market insight and potential partner conversations; for buyers and retailers, it offers a concentrated view of products, suppliers and emerging trends.

What the PIF delegation will include...

VIP registration and badge co-ordination. Official PIF delegates will receive CIPS VIP status, with registration and badge arrangements co-ordinated by the CIPS team.

Tailored exhibition routes. Companies can identify the categories, suppliers and business questions that matter to them so that CIPS can recommend relevant exhibitors and plan a more focused route through the show.

Pre-arranged B2B matching. Where requested, CIPS will identify suitable exhibitors and potential business partners, share recommendations for review and coordinate meeting availability once priorities are confirmed.

Retail and factory visit options. CIPS can arrange relevant retail and factory visits, likely to take place after the exhibition. Dedicated shuttle transport will be provided for official visits organised by CIPS. Final options will depend on participant interests, host availability and locations.

Market-access questions. The delegation information process allows companies to flag regulatory and market-access questions in advance so that relevant support and briefings can be considered.

CIPIC: international insight before the show

The 2nd CIPS International Pet Industry Convention (CIPIC) takes place on Wednesday 11 November. PIF CEO Nigel Baker is part of the international speaker line-up. Topics include the China opportunity, global market shifts, cross-border collaboration, European market regulation and responsible trade, product development, sustainability and scaling innovation in China's pet industry.

For delegates arriving in time for CIPIC, this provides useful market context before the exhibition opens on 12 November.

How the matchmaking process works

1. Register interest with PIF. We will provide the CIPS delegation information form and practical briefing information.

2. Tell us what you want from the trip. Each company completes one delegation form covering its profile, areas of purchasing or partnership interest, regulatory questions, CIPIC interest, B2B matching requirements and other needs.

3. CIPS prepares recommendations. CIPS reviews each profile and recommends relevant exhibitors, potential partners, tailored routes and visit options.

4. Confirm your priorities. Participating companies review the recommendations and identify the meetings or visits they most want to pursue.

5. CIPS co-ordinates the schedule. The team approaches selected exhibitors and partners and finalises individual meeting times and visit arrangements, subject to availability.

Important dates

August 2026	PIF launches the delegation and begins taking expressions of interest
4 September	Priority date for completed company forms where tailored matchmaking or visits are required
11 September	Final CIPS deadline for completed forms for customised matchmaking arrangements
11 November	CIPIC - CIPS International Pet Industry Convention
12-15 November	CIPS 2026, China Import and Export Fair Complex, Guangzhou

4 September is CIPS's preferred date for companies wanting a fully tailored programme. 11 September is the latest date for those arrangements. Businesses wishing to attend as general delegates without customised meetings can confirm later, although early registration is strongly encouraged.

Travel and practical arrangements

Visa-free entry for most UK delegates. At the time of publication, holders of standard British passports whose nationality is listed as 'British citizen' may enter mainland China without a visa for up to 30 days for business, tourism, family or friend visits, or transit. The policy is currently valid until 31 December 2026. Delegates should check the latest GOV.UK travel advice and confirm their own eligibility before booking, as other passport types or circumstances may require a visa.

Flights and accommodation. Participating companies will arrange and pay for their own flights and hotel accommodation. CIPS is providing details of partner hotels and preferential booking rates for delegates.

Convenient hotels and local travel. The Westin Pazhou, Shangri-La Guangzhou and Langham Place Guangzhou are all close to the Canton Fair Complex and approximately a 10-15 minute walk from the exhibition venue. Taxis and DiDi are widely available for independent travel around Guangzhou.

Organised transport support. CIPS will provide dedicated shuttle transport for official retail or factory visits. Airport-to-hotel support is still being reviewed. Additional hotel-to-venue support may also be considered once the final group size and itinerary are known.

Who should consider joining?

UK pet brands exploring China. Use the show to understand channels, category trends, potential partners and practical routes to market before making a larger commercial commitment.

Retailers and buyers. Meet manufacturers and suppliers across multiple categories, compare products efficiently and use tailored routes to focus on relevant sourcing opportunities.

Businesses testing the market. For companies not yet ready to exhibit in China, the delegation offers a lower-commitment way to fact-find, build relationships and assess the opportunity first hand.

Delegation co-ordination fee

PIF members: £250 + VAT

Non-members: £395 + VAT

The fee covers delegation organisation, liaison with CIPS and PIF support in China. A discount is available for more than one attendee from the same company. Participation will be contracted and invoiced through PIF World Ltd. This is not a fee charged by CIPS. Flights and hotels are not included.

Register your interest

If China is a market you are considering - whether for sourcing, distribution, partnerships or market intelligence, contact PIF to request the CIPS 2026 UK Delegation information pack and company matching form.

Companies seeking tailored B2B meetings or retail/factory visits should aim to return their completed form by 4 September and no later than 11 September 2026.

About CIPS 2026

Dates: 12-15 November 2026

Venue: Area B, China Import and Export Fair Complex, Guangzhou, China

CIPIC: 11 November 2026

GOV.UK, China travel advice - entry requirements (visa-free policy current until 31 December 2026):

<https://www.gov.uk/foreign-travel-advice/china/entry-requirements>