



1<sup>st</sup> to 4<sup>th</sup> of October 2009  
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The Mascota show coincides with the Southern European Veterinary Congress and Expoterraria

## **Animal lovers, professionals and veterinarians will turn Barcelona into the capital of pets**

For the first time in Spain, three important events dedicated to pets will be held in the same exhibition centre and on the same dates: Fira de Barcelona's Mascota Show where the latest pet food and pet care products will be presented; the Southern European Veterinary Congress attended by around 5,500 experts; and the international reptile and amphibian fair, Expoterraria. From the 1<sup>st</sup> to the 4<sup>th</sup> of October his coincidence will turn Barcelona into a reference point for pet professionals and lovers.

Mascota, which arose from the transformation of Sizoo and the Festival de la Mascota, will showcase the latest trends in food, health, accessories and specialised services for domestic animals. Although a trade fair, the general public will have the opportunity to see these new products at the weekend, on the 3<sup>rd</sup> and 4<sup>th</sup> of October, in the Montjuïc exhibition centre, also the setting for the other two major events which, together, will occupy halls 2, 5, 7 and 8 and the Plaça de l'Univers.

The show's list of proposals includes the Pets' Fashion Catwalk where the new collections of pet fashion and accessories will be presented, featuring designers like Adolfo Domínguez, and a large variety of activities for the whole family such as aquarium and cat exhibitions, training trials, a dog beauty contest and children's workshops with service dogs for persons with disabilities, among others.

### **Five thousand veterinarians**

At the same time, around 5,500 experts on animal health will attend the Southern European Veterinary Conference - 44<sup>th</sup> Congress of the Association of Spanish Specialist Veterinarians of Small Animals (AVEPA), which will feature 200 conferences and speakers from around the world. Topics at the event will include Leishmaniosis disease in dogs, new medical and surgical advances, clinic management and veterinarian assistant training. There will also be specialised workshops on diagnostic techniques and dog behaviour, among others.

Lastly, on the 3<sup>rd</sup> and 4<sup>th</sup> of October, exotic animal lovers and professionals will meet up in their most important annual event in Spain: the seventh edition of Expoterraria, organised by Reptilia Ediciones, with over 5,000 examples of reptiles, amphibians and arthropods from 12 European countries, especially France, Belgium and Italy. Visitors to this fair will also be able to acquire products, accessories and books dedicated to these animals.

**Barcelona, September 2009**

Text available in the press section at [www.salonmascota.com](http://www.salonmascota.com).

Images available at <http://premsa.firabcn.es>

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The Pets' Fashion Catwalk features the sector's leading fashion and accessory firms

## **Adolfo Domínguez presents a new collection for pets at the Mascota Show**

Visitors to the Mascota Show will be able to see the most daring garments, the latest haute couture models and the newest accessories for domestic animals on the Pets' Fashion Catwalk from the 1<sup>st</sup> to the 4<sup>th</sup> of October in Fira de Barcelona's Montjuïc exhibition centre. Seven brands dedicated to pet fashion and accessories, such as Adolfo Domínguez will be participating. Other well-known designers, such as Konrad Muhr, Antonio Miró, Agatha Ruiz de la Prada and Lydia Delgado will exhibit a unique work designed for the exhibition "*Simbiosis. Mascotas de Diseño*" (Symbiosis. Design Pets).

Every day, pets will strut the Pets' Fashion catwalk wearing the new autumn-winter proposals from renowned firms such as MascotRaceClub, DogModel, Barcelona Dogs, Ginger Marilyn, Yorky's and Pet de Luxe. Adolfo Domínguez's new collection for pets will also be presented on Saturday 3<sup>rd</sup> of October at 12 p.m.

Among the dogs participating in the 12 programmed fashion shows, will be animals from the SOS Galgos association and the Altarriba and Amistad foundations in order to raise awareness on responsible pet ownership and, above all, promote adoption.

### **Design Pets**

In addition to the catwalk, designers such as Konrad Muhr, Antonio Miró, Agatha Ruiz de la Prada, Adolfo Domínguez and Lydia Delgado will exhibit unique creations they have made exclusively for Mascota and which can be seen in the exhibition "*Symbiosis. Design Pets*", which reflects on the role of pets in society.

With these proposals, the show aims to become a new icon for pet fashion and accessories, a sector which is booming in the United States and which has major growth potential in Spain. In fact, according to a survey commissioned by Fira de Barcelona from the consultancy Market ADD, Spanish consumers are showing increasing interest in acquiring clothing and other textile elements for their pets.

More information on times of the Pets' Fashion Catwalk shows can be found in the activities programme.

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Owning a pet costs from 60 to 120 euros a month

## The pet sector grows in specialised services and products

In the pet sector, the last decade has seen an increase in professional services such as grooming and sales of accessories, which rose by 174% in less than ten years, as well as in product ranges. Despite being affected by the crisis, like in the majority of economic activities, the Spanish market, with 23 million pets, has great growth potential.

Nutrition, health, accessories services and breeders are the main areas of the pet sector which, according to the latest data available for 2007, compiled for a report commissioned by Fira de Barcelona from the consultancy firm Market ADD, had a turnover of 1,909 million euros. Catalonia accounts for the largest portion of sector sales, 30%, followed by Valencia with 13.4% and Andalusia with 12%.

Likewise, some services, which had not been popular in Spain until recently, have also seen an increase in demand, such as animal fashion articles, from dresses to all types of accessories such as leads, carriers, hats, raincoats, shoes, sunglasses and jewellery. According to the Market ADD report, the accessories sector, which includes fashion companies, grew by 174% between 1998 and 2007 and had a turnover of some 260 million euros, accounting for 13.6% of the market.

Grooming services, available in 65% of establishments, also increased in 2007 reaching double the figure for 1998. Growth was also experienced in services linked to the accelerated pace of life of many families which leaves them little time for their pets, such as dog walkers who pick the animal up at home and take it for a walk; sitters, who look after the animal while the owners are away; and boarding kennels, which in some cases are hotels for pets with all types of luxuries.

### Veterinary services

Health is another big business area. In Spain, there are currently 27,000 registered vets, 33% of which specialise in small animals. According to data from Veterindustria, an average veterinarian clinic can invoice around 250,000 euros a year and sales of pharmaceutical and biological products, nutritional supplements, additives and premix medicines, among others, reached 368.9 million euros in 2007. Furthermore, the Spanish animal health sector is fourth in the E.U. ranking.

*The pet accessories business has risen by 174% in less than ten years*

*In Spain, there are 27,000 registered vets and 33% of them specialise in small animals*

*65% of specialised outlets already provided a grooming service in 2007*

The sector is moving more and more towards professionalism and differentiation. In line with this trend, the veterinary business model is changing and has greatly increased its products and services. This is demonstrated by the fact that 51% of veterinary clinics currently have their own shop in which they sell food and all types of products for pets

Overall figures for the sector in Spain show that there are 7,700 establishments dedicated to pets, 70% of which are shops or veterinary centres with their own shop, as mentioned above.

In fact, in recent years, the role of pets has become very important in the family and they receive more and more attention. This is partly due to social and demographic changes: ageing of the population, increase in single-person homes and decrease in the number of children.

According to specialists, the high number of pets in Spain is partly due to the fact that they are not expensive to keep. The average monthly cost is between 60 euros, including all basic products and services, and 120 euros, in the case of more delicate pets which are given all types of luxuries.

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## Activities programme

Every day, from the 1<sup>st</sup> to 4<sup>th</sup> of October 2009

### **Exhibition: "Symbiosis. Design Pets"**

Well-known fashion designers exhibit unique creations inspired by pets made exclusively for the exhibition. Participants: Konrad Muhr, Agatha Ruiz de la Prada, Adolfo Domínguez, Antonio Miró and Lydia Delgado

Organised by: Fira de Barcelona's Mascota Show

### **New Products Exhibition**

The latest, most original products presented by exhibitors will be awarded prizes and exhibited throughout the show.

Organised by: Fira de Barcelona's Mascota Show with the collaboration of the magazine Animalia.

## Thursday, 1<sup>st</sup> of October (trade visitors only)

### **Pets' Fashion Catwalk**

Presentation of autumn-winter collections of pet fashion and accessories.

- 12 p.m.: Joint show featuring all firms participating in the Pets' Fashion catwalk (with dogs recently adopted from the Altarriba Foundation)
- 4 p.m.: Barcelona Dogs fashion show (with dogs from SOS Galgos)
- 6 p.m.: Ginger Marilyn fashion show (haute couture fashion and accessories)

Organised by: Fira de Barcelona's Mascota Show

## Friday, 2<sup>nd</sup> of October (trade visitors only)

### **Pets' Fashion Catwalk**

Presentation of autumn-winter collections of pet fashion and accessories.

- 12 p.m.: Pet de Luxe fashion show
- 4 p.m.: Joint show featuring all firms participating in the Pets' Fashion catwalk

Organised by: Fira de Barcelona's Mascota Show

## **Saturday, 3<sup>rd</sup> of October (trade visitors and public)**

### **Pets' Fashion Catwalk**

Presentation of autumn-winter collections of pet fashion and accessories.

- 11 a.m.: Joint show featuring all firms participating in the Pets' Fashion catwalk
- 12 p.m.: Adolfo Domínguez fashion show
- 4p.m.: Joint show featuring all firms participating in the Pets' Fashion catwalk
- 6 p.m.: MascotRaceClub fashion show

Organised by: Fira de Barcelona's Mascota Show

### **Dog Obedience Exhibition**

11 a.m. to 2 p.m., 5 p.m. to 7 p.m.

Demonstration of rescues, drug detection and deactivation of explosives by the dogs from the *Mossos d'Esquadra*, Guardia Civil, Guardia Urbana and Firefighters of the Generalitat.

Organised by: The different safety departments with the sponsorship of Intervet Schering-Plough Animal Health

### **Spanish Agility Championship of the *Real Sociedad Canina de España* (Royal Canine Society of Spain) 2010**

3.30 to 8 p.m.

Obstacle and training trial, which counts towards the Spanish Agility Championship of the *Real Sociedad Canina de España* 2010.

Organised by: *Club d'Agility Ciutat Comtal* and sponsored by Nestlé Petcare

### **Popular Dog Contests**

4 to 7 p.m.

Open to all breeds with or without pedigree and mixed breeds. Prizes will go to the best looking, most likeable and best behaved dogs.

Organised by: Affinity Petcare

## **Sunday, 4<sup>th</sup> of October (trade visitors and public)**

### **Pets' Fashion Catwalk**

Presentation of autumn-winter collections of pet fashion and accessories.

- 11 a.m.: Dog Model fashion show
- 12 p.m.: Joint show featuring all firms participating in the Pets' Fashion catwalk
- 4p.m.: Joint show featuring all firms participating in the Pets' Fashion catwalk
- 6 p.m.: Yorky's fashion show

Organised by: Fira de Barcelona's Mascota Show

### **National Dog Beauty Contest**

11 a.m. to 2 p.m. and 4 to 7 p.m.

Beauty contest which recognises the best dog from each breed and also the best puppy and litter, young and veteran groups. Some 200 dogs are expected to participate.

Organised by: the *Associació Canina de Catalunya* (ACC) and sponsored by Intervet Schering-Plough Animal Health

### **Agility open to the public**

10.30 a.m. to 1.30 p.m.

Organised by: *Club d'Agility Ciutat Comtal* and sponsored by Nestlé Petcare

**Agility Pet Open**

4 to 8 p.m.

Organised by: *Club d'Agility Ciutat Comtal* and sponsored by Nestlé Petcare

**Over the weekend (trade visitors and public)**

**Barcelona Aquarium Meeting**

Activities related to marine and fresh water aquarophilia such as an exhibition of tropical fish, workshops, conferences and a photography exhibition.

Organised by: *Associació Aquariòfila de Barcelona (AAB)*

**Exhibition of Dwarf Rabbits**

Featuring over a hundred examples of all colours and variations, from the short-haired dwarf rabbit to the Belier, Rex, Angora and Cabeza de León breeds.

Organised by: Mascota

**Feline Exhibition**

Over 150 cats of 15 different species bred in Europe and the United States can be seen. The best cat in the exhibition will be selected from 6 to 7.30 p.m.

Organised by: *Associació Felina de Catalunya (ASFEC)*.

**Children's workshop on social assistance dogs**

11 to 11.30 a.m., 2 to 4 p.m. and 5 to 7 p.m.

Drawing and painting activities and games with service dogs that assist people with physical or mental disabilities.

Organised by: *Centre de Teràpies Assistides amnCans* and sponsored by Nestlé Petcare

**Exhibition of pet stamps**

There will be around 14,000 stamps of pets such as dogs, cats, birds, reptiles and fish, from different countries around the world.

Organised by: *Gremi de Filatelia i Numismàtica de Catalunya y Aqvanatura*

**Exhibition of parrots**

Exhibition of different species of parrots from Josep Bertrán's private collection.

**Children's activities**

Games, handicrafts, make-up sessions and activities from the Affinity Foundation

Organised by: Affinity Petcare

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## Fact File

**Mascota, show for professionals and lovers of pets**

### Dates

1<sup>st</sup> to 4<sup>th</sup> of October 2009

### Edition

1<sup>st</sup> <sup>a</sup>

### Frequency

Biennial

### Sphere

Trade and open to the public

### Opening Hours

1<sup>st</sup> and 2<sup>nd</sup> (trade visitors only) from 10 a.m. to 7 p.m.

3<sup>rd</sup> and 4<sup>th</sup> (open to the public and trade visitors) from 10 a.m. to 8 p.m.

### Admission

General: 8 euros

Children (3 to 18): 5 euros

Pets: 3 euros

*(Tickets at the box offices in Plaza España)*

### Sectors

Aquaria

Terraria

Articles for dogs and cats

Articles for small animals

Articles for birds

Outdoor equipment

Trade press and communications media

### Activities

- Pets' Fashion Catwalk (autumn-winter collections)

- Designers' exhibition: "Symbiosis. Design Pets"

- Children's workshops with service dogs that assist people with disabilities

- Agility demonstrations (training)

- National Dog Beauty Contest

- New Products Contest

- Barcelona Aquarium Meeting: exhibition of aquaria, workshops and conferences
- Exhibition of obedience with police and fire dogs
- Popular dog show
- Exhibition of dwarf rabbits
- Exhibition of felines
- Exhibition of pet stamps
- Exhibition of parrots
- Children's activities

**Other events (coinciding in venue and dates)**

- Southern European Veterinary Conference– 44<sup>th</sup> Congress of the Association of Spanish Specialist Veterinarians of Small Animals (
- 7<sup>th</sup> edition of Expoterraria, Southern Europe's International Fair on Reptiles, Amphibians and Arthropods

**Venue**

Halls 2, 5, 7 and 8 and Plaça de l'Univers  
Fira de Barcelona's Montjuïc exhibition centre

**Organised by**

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**Images**

<http://premsa.firabcn.es/salones 2009>