

petstoday.gr

October  
2-4  
METROPOLITAN EXPO  
ATHENS - GREECE

# PETS TODAY 2026

connecting professionals



**NEW SECTIONS  
FOCUSED ON INNOVATION  
& DIFFERENTIATION!**



# GENERAL INFORMATION

## >>> DATES

Friday, October 2 – Sunday, October 4, 2026

## >>> OPENING HOURS

10:00 - 20:00

## >>> VENUE

**Metropolitan Expo (Hall 2) - Lobby 1**  
Athens International Airport  
“Eleftherios Venizelos”-  
GREECE



## Awards Ceremony

On **Friday, October 2, from 19:00 to 22:00**, at the **INSPIRATION AREA** of the **PETS TODAY 2026 exhibition**, the Pet Biz Excellence Awards ceremony will take place – a special evening celebrating innovation, quality, and business excellence in the industry!

Only Greek companies participate in the PetBiz Excellence Awards. Visitors from outside Greece are invited to attend the ceremony in order to get to know Greek businesses better and to network.



# OVERVIEW

**PETS TODAY 2026** returns more comprehensive than ever, introducing **six new sections** dedicated to **innovation, development, and new collaborations** in the pet industry.

The sections have been designed to provide professional visitors with **a clear and targeted overview of new products and recent partnerships** that are entering or developing within the Greek market, as well as **products that meet the needs of small animals**. Our goal is the meaningful promotion of solutions with real added value, both at the product level and in terms of business synergies and knowledge.

Participation in the sections requires compliance with the event's criteria, while presentations will be carried out in an organized and proportionate manner.

## New sections:

- » **Startups & Small Business Area**
- » **Inspiration Area**
- » **International Area & Business Lounge**
- » **New Tails** (New Products)
- » **Collab Corner** (New Collaborations)
- » **Promo Picks** (Open Product Category)

DISCOVER THE  
**NEW REVAMPED**  
**PETS TODAY 2026**

# STARTUPS & SMALL BUSINESS AREA

The **Startups & Small Business** section showcases new and small enterprises operating in the pet industry or in related fields such as technology, equipment, design, and services. Its aim is to highlight new ideas, innovative approaches, and products, as well as to strengthen networking with professionals across the industry and beyond.

## **Business Activity Duration – Company Size**

The company must have been established or have commenced commercial activity within the last 3–5 years, or offer a limited number of products.

## **Scope of Activity**

The company must be directly or indirectly related to the pet industry, such as:

- › Pet products
- › Services & web software (apps, platforms)
- › Retail equipment (e.g. shelving, displays)
- › Pet fashion & accessories
- › Innovative or niche solutions
- › Mobility products
- › Insurance products

## **››› PROFESSIONAL PROFILE**

Participating companies must demonstrate a clear commercial activity through retail channels.

## **››› PRESENTATION TO VISITORS**

- › Companies are presented with a brief description, visual material, and a “Startups” or “Small Business” label in the digital catalogue
- › The presentation takes place in a specially designed area
- › Booths are uniform in design

DISCOVER  
**NEW & SMALL  
BUSINESSES**  
WAITING TO BE MET

# INSPIRATION AREA

## KNOWLEDGE AMPHITHEATER

The **Inspiration Area** is a specially designed space dedicated to knowledge, innovation, and business excellence in the pet products industry.

Within the **Inspiration Area**, visitors will discover a modern and vibrant environment equipped with state-of-the-art audiovisual technology, where they can stay informed and inspired..

The program includes:

- › **Talks and presentations** by expert speakers, covering topics such as entrepreneurship in the pet industry, digital marketing, innovation, and the optimal organization of pet shops.
- › **Product presentations by exhibitors**, available in dedicated time slots – a unique opportunity for direct interaction, networking, and targeted exposure to a specialized audience.

The Inspiration Area is **not just a presentation venue**, but also **a hub for inspiration and the exchange of ideas**, where visitors can explore the latest trends, discuss growth strategies, and connect with leading professionals in the industry.

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› Additionally, on **Friday, October 2nd, from 19:00 to 22:00**, the **Pet Biz Excellence Awards ceremony** will take place – a distinguished evening celebrating innovation, quality, and business excellence in the sector, offering winners well-deserved recognition and visibility.

Only Greek companies participate in the PetBiz Excellence Awards. Visitors from outside Greece are invited to attend the ceremony in order to get to know Greek businesses better and to network.



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The **Inspiration Area** is an integral part of **Pets Today 2026**, providing exhibitors and visitors with a comprehensive platform for information, promotion, and networking within the dynamic world of pet products.

# INTERNATIONAL AREA & BUSINESS LOUNGE

## >>> INTERNATIONAL AREA & BUSINESS LOUNGE

The new **International Area & Business Lounge** of the Pets Today exhibition has been created to strengthen the event's international profile and provide a dynamic environment for business development and partnerships.

It is a specially designed space dedicated exclusively to international visitors, buyers, and professionals in the pet products and services industry.

The **International Area & Business Lounge** is designed to offer international visitors a complete experience of networking and product discovery.

Visitors will have the opportunity to:

- Meet selected Greek producers and brands
- Discover innovative products and market trends
- Build new partnerships in a structured and welcoming environment

The **International Area & Business Lounge** is where connections turn into collaborations and meetings evolve into real international business opportunities.



SHARE IDEAS  
**CONNECT**  
WITH NEW  
**PARTNERS**

# NEW TAILS

## NEW PRODUCTS

The products to be presented in this section must be new and meet the following requirements:

### >>> PARTICIPATION REQUIREMENTS

#### > Novelty:

The product must have been launched in the Greek market from **June 1, 2026** onwards, or be presented for the first time at PETS TODAY 2026.

#### > Innovation / Differentiation:

- > The product should offer improved usability, innovative design or materials, a new composition/formula, or a technological approach.
- > Packaging changes are also accepted as an element of product differentiation.

#### > Product Categories:

Products will be classified into the following categories for easier presentation and navigation:

##### 1. Food:

Dry food / Wet food / Cooked meals  
/ Clinical & specialized nutrition for all  
companion animals (excluding fish)

##### 2. Treats:

For dogs, cats, and small animals / Functional  
treats / Training snacks

##### 3. Accessories:

Beds / Collars / Leashes / Harnesses /  
Carriers / Scratching posts

##### 4. Toys:

Enrichment, training, and instinct-stimulating  
toys for dogs, cats, birds, and small animals

##### 5. Grooming & Hygiene:

Shampoos / Cosmetics / Scissors / Brushes  
/ Combs / Cleaning products / Hygiene  
products / Cat litter / Litter boxes

##### 6. Technology Products:

Smart products / Wearable gadgets /  
Monitoring & automation devices / Automatic  
feeders & water dispensers / Self-cleaning  
litter boxes

##### 7. Services:

Applications (apps) / Digital platforms / Pet  
shop support services

##### 8. Eco-friendly products:

Biodegradable products / Recycled & natural  
materials / Eco cosmetics & hygiene /  
Sustainable packaging / Zero-waste products

##### 9. Aquariums/Terrariums / Food & Accessories:

Products and equipment for fish & reptiles /  
Aquariums / Terrariums / Filters / Specialized  
accessories

##### 10. Housing:

Bird cages / Small animal cages / Dog houses

#### > Professional Orientation:

The product must be available on the market through pet shops, veterinarians, groomers, wholesalers, and distributors.

# COLLAB CORNER

## NEW COLLABORATIONS

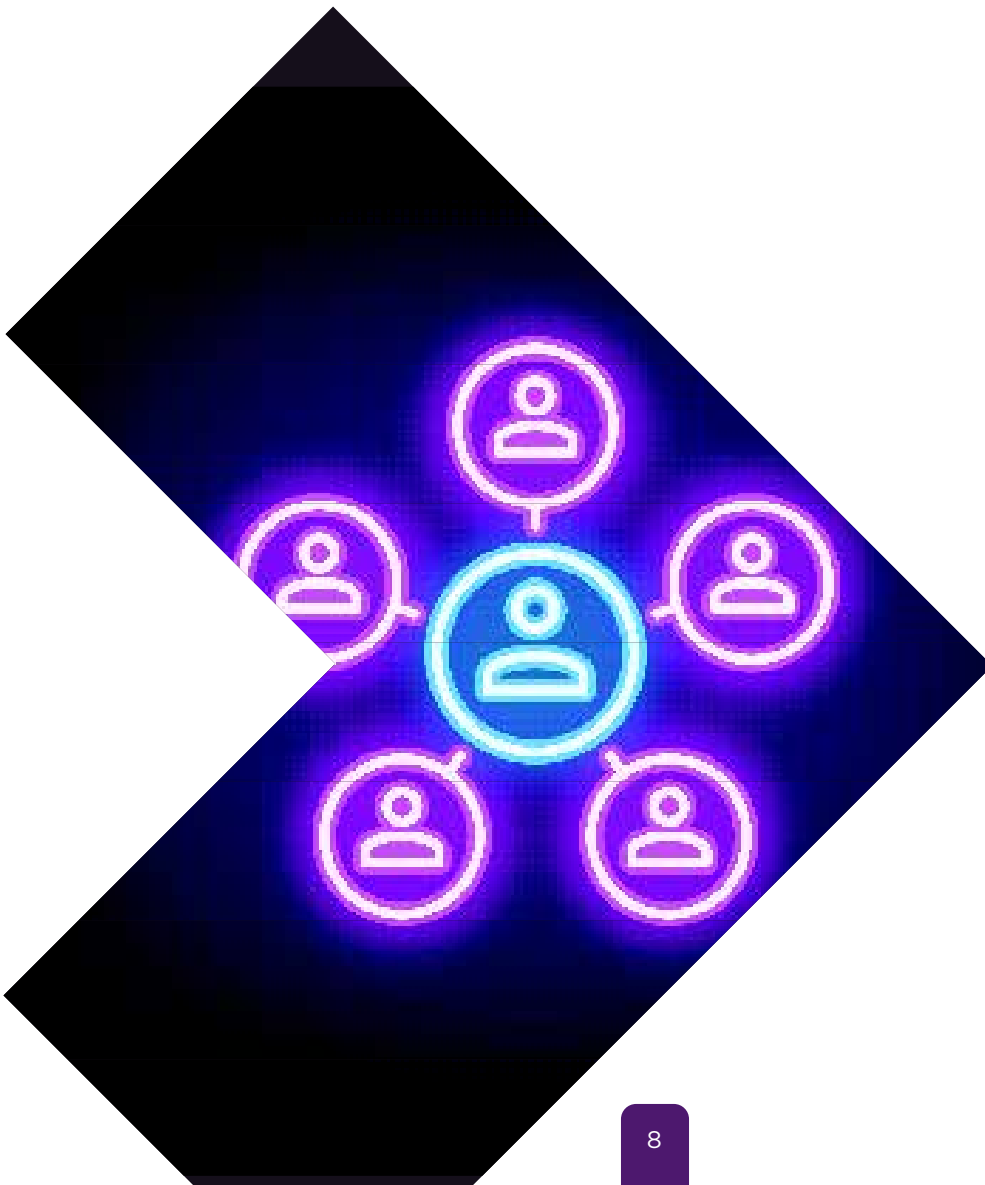
In this section, new business collaborations will be presented that have been announced after **June 1, 2026**, or will be announced during Pets Today 2026.

- › New official representative or distributor in Greece
- › New partnership with a brand or supplier
- › Strategic collaborations related to products and services

The collaborations **will be presented with a brief description**, details of the companies involved, and a clear reference to the scope of the partnership, with the aim of informing and connecting professional visitors.

### Requirements for inclusion:

- › The collaboration must have been officially announced from **June 1, 2026** onward
- › It must have a significant professional impact on the company or the market.



# PROMO PICKS

## PRODUCT - OPEN CATEGORY

The **Promo Picks** section showcases products that exhibitors wish to promote to professional visitors, without any restrictions regarding novelty or innovation. Its goal is to **maximize product visibility and promotion** within a specially designed area of the exhibition.

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*WellDone!*  
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