



CELEBRATE



ExpoZOO

Drummondville, Québec

Networking



Learning



Sharing



Welcome & Happy 20th Anniversary



Mike Campbell

Stéphanie Girard

Wewould like to wish you a warm welcome to this year's special edition of Expozoo, in Drummondville, Quebec. This year is notably special not only because the Pet Industry Joint Advisory Council of Canada (PIJAC Canada) is celebrating its 30-year anniversary, but also because Expozoo is celebrating its 20th edition! That's 20 years of gathering the animal industry in a space of sharing, learning and networking. We know that without you and your support, celebrating this anniversary would be impossible.

Thank you to all the participants, including our exhibitors, suppliers and visitors. Your participation is what makes this show a hit year after year. We know that we all share the same vision, which is to work together for the well-being of pets and their families. PIJAC Canada provides leadership and communication between all sectors of the pet industry through resources, training, and advocacy to promote the highest level of pet care. We know that gathering a group of people and companies that value this vision and mission is what makes this event so special.

For 30 years, PIJAC Canada has collaborated with Canadian and international stakeholders and governments to develop regulations which promote fair competition, high standards of care and informed consumer choice. With an average of 52% of Canadian households owning a pet, the need for citizens to access healthy animals, reliable and proper care advice is essential. PIJAC Canada is proud to represent 700 Canadian pet businesses which include pet service retailers, product manufacturers and distributors.

Thank you again for joining us for this special 20th edition of Expozoo and to all of you who continue to demonstrate your support for PIJAC Canada.

Mike Campbell
Board Chairman, PIJAC Canada

Stéphanie Girard
President and CEO, PIJAC Canada

That's 20 years of gathering the animal industry in a space of sharing, learning and networking.

For more information on how to become a PIJAC Canada member: memberservices@pijaccanada.com

To discover the last 30 years of PIJAC Canada's history: pijaccanada.com/history



Message from former president and CEO Louis McCann



Louis McCann

PIJAC Canada's trade shows are unique in the sense that they are the largest gathering of the pet industry professionals under one roof.

From the very beginning, Expozoo has had the goal of reuniting the Quebec pet industry. But how did all of this start?

PIJAC Canada had been invited to a private event hosted by the Petland Group in Quebec in 1998 where you could find approximately 35 exhibitor booths. The organizers intended to expand the show and offer it to the entire pet industry in Quebec. PIJAC Canada chose to offer a show that met Petland Quebec's goal of reuniting the entire pet industry under one roof. What was an event of 138 booths in 2004 is now an event of 240 booths in 2018. The success of the event with each passing year has allowed PIJAC Canada to expand the show to offer more opportunities to participants.

Trade shows like Expozoo allow PIJAC Canada to continue funding special projects and programs available to members across the country. The revenue is entirely reinvested into the industry, allowing PIJAC Canada to continue educating, offering information and being animal welfare advocates. Expozoo is also an opportunity for attendees to be the first to take part in new workshops and seminars. It is truly an event based on education, sharing and networking.

Many things have changed over the last 20 years. Not only has the show expanded in size and participation, but the common themes and topics have evolved as well. It is important for PIJAC Canada to offer visitors an opportunity to learn new things with each visit to the show. PIJAC Canada makes sure to stay on top of trends and issues to keep participants informed and interested. There is always something new to learn at Expozoo.

PIJAC Canada's trade shows are unique in the sense that they are the largest gathering of pet industry professionals, all under one roof. It is an occasion to network and get the pulse of the markets. What makes Expozoo particularly unique is that it caters to the francophone market. PIJAC Canada is excited and honoured to be able to organize this event.

Thank you to all of you for continuing to make Expozoo an amazing success.

Louis McCann
Former President and CEO PIJAC Canada



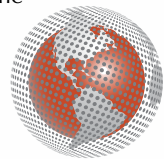
PIJAC CANADA 30 YEARS OF HISTORY



1988
PIJAC CANADA is incorporated (March 3).

1989
NATIONAL Pet INDUSTRY TRADE SHOW
First National Pet Industry Trade show.

PIJAC Canada becomes a founding member of the International Pet Advisory Council (IPAC) regrouping like-minded pet industry trade associations from around the world.



PIJAC Canada becomes a founding member of the National Companion Animal Coalition (NCAC) regrouping four national associations and government agency (CFHS, CKC, CVMA, AAFC).



PIJAC Canada launches its Pet Care Training Programs in both official languages. The programs are refined over the years and have been taken by a wide variety of retailers, shelters, law enforcement officers, animal health technicians and veterinarians.



1996
PIJAC Canada implements first Canadian standard for electronic identification of companion animals, allowing maximum recovery of lost pets.

2002
PIJAC Canada launches its Retail Store Certification Program (RSC).



2000
PIJAC Canada creates and hosts its first pet industry trade show in Western Canada (**Western Pet Expo**).



1999
PIJAC Canada creates and hosts its first pet industry trade show in Québec (**Expozoo**).



1998
PIJAC Canada leads the first delegation of exporting member companies in a Canadian pavilion exercise in Germany.



2005
PIJAC Canada testifies at the Ontario legislature against breed specific legislation.

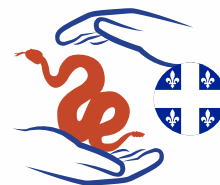


2006
PIJAC Canada designs and launches its own website dedicated to reducing the threat of alien invasive species called 'Habitattitude'.



2007-2008-2009
PIJAC Canada Provides expertise on a variety of provincial legislative initiatives such as: New controlled alien species regulation in British Columbia, New Pet Establishment licensing Act and Exotic Animal Regulation in New Brunswick ; regulatory exercises in Quebec for Safety and welfare of Animal Act; CSST (work safety agency) resulting in massive savings to our retailers' monthly insurance premiums.

2010-2011-2012
PIJAC Canada works with Québec's ministry of health in the creation, design and distribution of information on the Safe Handling of Reptiles and Amphibians, education is better than banning.



2018
PIJAC Canada implements recognition awards program at all our pet industry trade shows.



Discover the highlights of the last 30 years in details at pijaccanada.com/history pijaccanada.com/historique (FRENCH)

2017
PIJAC Canada consults with the government of New Brunswick on proposed changes to its exotic animal regulation.



2016
PIJAC Canada launches its Best Management Practices program.



PIJAC Canada participates in the British Columbia government consultation exercise to regulate the commercial breeding of cats and dogs.



PIJAC Canada introduces its new slogan: Animal Welfare is Everyone's Business



2014
PIJAC Canada provides expertise to the Québec government on proposed Bill 54, an Act to improve legal status of animal and proposed changes to the province's animals in captivity regulation.



PIJAC Canada is an amazing resource for the pet industry, and the trade shows are spectacular!

Burgham Sales Ltd. is a family-owned Canadian company that was founded by Hans Schlichtmann Sr. in 1953. We have been a proud and loyal member of PIJAC Canada right from the start. With the continued growth of the pet industry, and of PIJAC Canada, Burgham Sales has developed into one of Canada's leading importers, manufacturers and distributors of Canada's top selling brands of pet products. Our energetic national sales force services retail across the country and with the support of PIJAC Canada, we continue to change and expand our product offering to meet the needs of the Canadian marketplace. Congratulations and thank you to the PIJAC Canada Executive team for your support and guidance, the resources you make available to pet businesses, and for your tireless work to advance the well-being of Canada's animals. Working together is the key to positive pet experiences and successful pet businesses. We look forward to many more years of collaboration.

**The Schlichtmann Family,
Burgham Sales Ltd.**

I want to take this opportunity to thank PIJAC Canada for the terrific work you are doing for our industry and the tremendous dedication you have towards making the Pet Industry a better and more enjoyable one to work in.

Warmest regards,

**Natalie Moseley,
Les collections Natalie Moseley**

Rolf C Hagen the founder of Hagen Group was always very supportive of Pet Stores with healthy clean Livestock especially fish, birds and small animals. When a PIJAC Organization for Canada was suggested and funded by Trade Shows, Hagen was one of the first to jump right in and support the plan. Both driven by a common bond of love and compassion for animals, just like PIJAC Canada. The trade shows this team puts together are important. As is responsible pet care for those that are not only the heart of our business, they are the reason we are in business. Congrats and thank you to both PIJAC Canada Executive team and the Companies and Stores that are now part of the Canadian Pet Trade who are members and support PIJAC Canada. We have a great organization.

Rolf Dieter Mark and Tom Hagen



Animal welfare is a major concern for Quebec citizens. Over the last 20 years, the Expozoo event, has brought together a growing number of organizations in the pet industry. The show has been a place where the Ministry of Agriculture, Fisheries and Food has been able to discuss with experts in this sector the evolution of laws and regulations governing animal welfare. PIJAC Canada, through its involvement, has played a huge role in this progress. Expozoo remains a unique opportunity for

exhibitors to show how important animal welfare is to them! Happy 20th Expozoo!

**Dr. Hélène Trépanier,
m.v., m.c.—
Chief Veterinary Officer
Animal Health Directorate
Deputy Minister of Animal Health and
Food Inspection
Ministry of Agriculture, Fisheries
and Food**



PIJAC Canada's trade shows are a wonderful thing! These three events are the best thing happening in this country in overall support of the Pet Industry. Primarily they are venues for buying opportunities and viewing new product developments. They have also evolved to be a convention for those in our industry to meet and exchange information and ideas.

PIJAC Canada's trade shows are really unique. No one else does anything comparable. They are essential to the Pet Industry in Canada.

Congratulations!

**Tom Ferguson,
Former member of the board PIJAC
Canada, representing Rolf C. Hagen
Inc. from the beginning until 2006 and,
Nature Pet Centres from 2008 to 2016.**



I have been attending Expozoo since the very beginning, 20 years ago. It was with my father Yvan that I use to come to this event and learned with him to build relationships with suppliers, as well as to take advantage of the exceptional deals offered at the exhibition. Now that I'm the owner of my family business with my brother Olivier, Expozoo remains a must for us and our team. What better way to see the products of manufacturers and discuss with them the reasons to choose and sell their products! Our team appreciates this special event year after year for the sharing, learning and discussion opportunities. As a member of PIJAC Canada and as a person involved since many years in the improvement of animal welfare, I value the gatherings created by the PIJAC Canada to share our points of view with several other experts in the pet industry. It's important that our organization continues these events and strongly support us by encouraging membership, informative communications and by developing training programs such as Best Management Practices.

**Sara Côté,
CEO, La Grande Ménagerie, L'Animatout**

"The whole Anidis team is happy to celebrate Expozoo's 20th edition: we were there on the first day! Expozoo has truly become a must-attend event for the entire industry. The show is amazingly orchestrated and continues to improve year after year! Congratulations to the PIJAC Canada team for its creativity and professionalism!"

**Valérie Cauvin,
General Manager, Anidis**



Expozoo is a unique opportunity to meet industry experts in one place and discover new products. It also gives retailers an excellent opportunity to shop at discounted prices. In addition, the show is an ideal place for networking and to fraternize with colleagues of the pet industry. A special thanks to PIJAC Canada for organizing this show for 20 years!

**Pierre Gadbois,
CEO, Gastronom animal**







Roselyne Lévêque has been coordinating PIJAC Canada’s three major Canadian trade shows, including Expozoo, for the last fourteen years. Events such as Expozoo Drummondville do not come together overnight. In fact, it takes Roselyne and her team ten months of planning to put this show together. In the meantime, the Western show and the Toronto shows are being simultaneously planned. The success of the show does not go unnoticed by the team. Expozoo’s participation numbers grow with each passing year, confirming that the event is well appreciated by the participants. Roselyne recalls how in 2004, her first year of planning Expozoo, there were approximately 138 booths. Now, in 2018, 240 booths have been reserved for the event. Over 1000 visitors are expected to visit the show this year. Numbers like that are what makes her feel like the show is still a hit 20 years later.

An enormous amount of work goes into planning such a large-scale event, when other domestic and international events are being planned at the same time. Once the mission and objectives have been laid out and the budget has been set, Roselyne throws herself into the other tasks required to make Expozoo come to life. From negotiating with various suppliers to promoting the event, what makes all the work worthwhile is the people and being able to see this event come to life.

Year after year, Roselyne Lévêque and her team manage to sell out Expozoo. This can be explained by the uniqueness of the event. In fact, PIJAC Canada’s Expozoo is one of its kind in Canada. The Drummondville event is the second largest of PIJAC Canada’s trade shows after the Toronto show. No one else puts on a trade show like this one! With each passing year, relationships built on trust and a sense of belonging have flourished and it keeps the visitors coming back. After all, at the end of the day, it is the common goal of animal wellbeing that brings us all together. Expozoo is always a great place to celebrate this common goal and community.



Roselyne Lévêque



From negotiating with various suppliers to promoting the event, what makes all the work worthwhile is the people and being able to see this event come to life.



Expozoo has truly become a must-attend event for the entire industry. — Valérie Cauvin



I want to take this opportunity to thank PIJAC Canada for the tremendous dedication you have towards making the Pet Industry a better and more enjoyable one to work in. — Natalie Moseley



Our team appreciates this special event year after year for the sharing, learning and discussion opportunities. — Sara Côté





Our Mission

The Pet Industry Joint Advisory Council of Canada provides leadership and communication between all sectors of the pet industry through resources, training, and advocacy to promote the highest level of pet care.

Our Vision

To be the leader in the advancement and development of a vibrant pet industry, working together for the well being of pets and their families.

Our Values

Collaboration: We have a commitment to respect and collaborate with our internal and external sources for the advancement of animal well-being and the industry.

Excellence: We strive continually to learn and improve so that we may help our industry achieve the highest standards possible.

Responsibility: We deal honestly and fairly with our industry, the public and one another.

Leadership: PIJAC Canada is dedicated to leading the way in the development of policies, resources and best practices that benefit pets, pet families and Canadian pet businesses.



A special thank you to the PIJAC Canada team and board members who contribute not only to the success of the trade shows, but to the fulfillment of PIJAC Canada's mission.

PIJAC Canada

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