

CELEBRATE



30 YEARS ANS **NATIONAL**
Pet INDUSTRY
TRADE SHOW

Le Salon national de l'industrie des animaux de compagnie

TORONTO 2018





Mike Campbell



Stéphanie Girard

Wewould like to wish you a warm welcome to this year's special edition of the National Pet Industry Trade Show, in Toronto. 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 the National Pet Industry Trade Show is celebrating its 30th edition! That's 30 years of gathering the animal industry in a space of sharing, learning and networking.

The National Pet Industry Trade Show is the largest of PIJAC Canada's trade shows. Year after year, the event proves that this is the place to be to make important industry contacts from across North America. In addition to discovering the newest products and the latest technology, clients and suppliers

can connect, network and participate in our special events and seminars.

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.

Mike Campbell
Board Chairman, PIJAC Canada

Stéphanie Girard
President and CEO, PIJAC Canada

► 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

▼ **Year after year, the event proves that this is the place to be to make important industry contacts from across North America.** ▲

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 30th edition of the National Pet Industry Trade Show and to all of you who continue to demonstrate your support for PIJAC Canada.

Message from former president and CEO Louis McCann



Louis McCann

From the very beginning, the National Pet Industry Trade Show has had the goal of reuniting the Canadian pet industry. Trade shows like the National Pet Industry Trade Show 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. The National Pet Industry Trade Show 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 30 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.

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. PIJAC Canada is excited and honoured to be able to organize this event.

Thank you to all of you for continuing to make the National Pet Industry Trade Show an amazing success.

Louis McCann
Former President and CEO PIJAC Canada

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30 YEARS OF HISTORY



1988

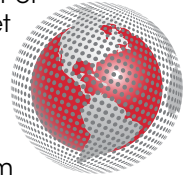
PIJAC CANADA is incorporated (March 3).



1989

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).



1995



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 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.



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

Animal welfare is everyone's business!™



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.



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.

The National Pet Industry Trade Show — Testimonies



▶ The Schlichtmann Family, Burgham Sales Ltd.

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.

▶ Margot Crump, The Crump Group Inc.

Since 2007, the National Pet Industry Trade Show has consistently provided us with access to quality buyer attendees, opportunities to showcase our new products and has been an invaluable means of staying connected to the industry. Thanks PIJAC Canada for being with our growing company every step of the way!

▶ Rolf, Dieter, Mark and Tom Hagen

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.

▶ Bernadette Mizerski, Canada Pooch

You guys rock! So very helpful always — your great work over the years, has been very positive for our business! Thank you PIJAC Canada.

▶ Roseline Caron, Togpetwear

I found PIJAC Canada to be a great source of information on the pet industry. Their resourcefulness and support for the industry make them a great asset for any company involved in this industry. Thank you PIJAC Canada and happy 30th anniversary!



▶ 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.

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!

The National Pet Industry Trade Show — Testimonies

▶ Tanya Kalra, Petcurean

PIJAC Canada's National Pet Industry Trade Show in Toronto has been a fantastic place to introduce new products and attendees are more eager than ever to discover different ways to improve their revenue at store level. Thank you to the PIJAC Canada Team for making this possible.

▶ Mitch Burko, President & CEO, This and That Canine Company Inc.

Being a member of PIJAC Canada and attending the National Pet Industry Trade Show has been imperative to the success of This & That Canine Co. The environment that PIJAC Canada provides by bringing manufacturers, distributors, and retailers together, ensures that all levels within our industry have the ability to thrive in the Canadian marketplace. Congratulations PIJAC Canada!

▶ Gordon Walker, Walker Sales and Marketing Inc.

Since I am on the "back nine" of my pet industry career, I have seen the National Pet Industry Trade Show evolve over the years. Wow! The industry has changed over the past 30 years and PIJAC Canada has kept current with all of these changes which have not been an easy feat. I cannot recall the first show, but I was likely there and have not missed many along the way. At the beginning there was basically only Louis McCann running the show, today the PIJAC Canada staff is an energetic team of professionals. It has been my pleasure and honour to support PIJAC Canada all of these years. Congratulations!

▶ Richard Grieves, Chief Executive Officer Pet Science Ltd

Pet Science Ltd has been a member and participant in all the PIJAC Canada trade shows since their conception 30 years ago. This event is Canada premier pet retailer event. Where else can you gather hundreds of retailers, veterinarians, groomers/breeders in one location over a two days period. This event provides an ideal platform to showcase your company, new products/programs and get retailers out of their stores to enjoy the local venue(s), promotions/discounts and a unique networking opportunity. The PIJAC Canada National Pet Industry trade show, along with the Western and Expozoo trade shows, provide us and our industry with a chance to unite under one roof, attend continuing education seminars and support our industry watch dog. Congratulations PIJAC Canada!



▶ Serge Boutet, Agrologist

As speaker for the last 5 years for the PIJAC Canada trade shows, I have been able to acknowledge the intense positive influence that this organization has always had

on the animal industry. PIJAC Canada can offer the best shows in the Pet Industry in Canada with the National Pet Industry Trade Show, Expozoo and the Western Canadian Pet Industry Trade Show. Not only does PIJAC Canada ensure constant monitoring for the well-being and safety of our little companions but it also confirms through these shows, the possibility of creating and establishing important links between the various stakeholders in the community, being institutional, commercial or manufacturers.

As an agrologist expert in animal nutrition and consultant, the National Pet Industry Trade Show offered me an opportunity to connect with entrepreneurs and companies in the field in Canada and an exceptional exposure to share ideas and knowledge at conferences I had the chance to present over the years.

As an independent professional, PIJAC Canada offered this unique visibility that allowed me to serve this great pet industry family. The valuable business relationship between the PIJAC Canada team members and I, has provided us with a unique and rewarding professional partnership and a high-level of integrity.

Thank you to PIJAC Canada for the privilege of being a member of the great Canadian pet industry family.



▲ 2002



▲ 2003



▲ 2004



▲ 2005



▼ 2007



▼ 2008



NATIONAL
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▲ 2009



▲ 2010



▲ 2011



▲ 2012



▼ 2014



▼ 2016



▼ 2017



▼ 2017



Roselyne Lévesque



Roselyne Lévesque has been coordinating PIJAC Canada's three major Canadian trade shows, including the National Pet Industry Trade Show, for the last 14 years. Events such as The National Show in Mississauga 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 Drummondville show are being simultaneously planned. The success of the show does not go unnoticed. The 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 the National Show, there were 339 booths and 189 exhibiting companies. Now, in 2018, 420 booths have been reserved for the event with approximately 230 exhibiting companies. Over 1500 visitors are expected to visit the show this year. Numbers like that are what makes the PIJAC Canada team feel like the show is still a hit 30 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 the National Show 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 Lévesque and her team manage to sell out the National Pet Industry Trade Show. This can be explained by the uniqueness of the event. In fact, PIJAC Canada's National show is one of its kind in Canada. This event is the first largest of PIJAC Canada's trade shows. 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. The National Pet Industry Trade Show is always a great place to celebrate this common goal and community.



► To learn more about PIJAC Canada's events:
Pijaccanada.com/events



Jacynthe Lacroix

At PIJAC Canada we strongly believe that a trained animal professional is the key to success. That's why we offer seminars and workshops at all our trade shows and have been for 30 years. These training sessions help animal business staff stay up-to-date with animal care and best management practices. As experts in the pet industry, our priority is to provide you with as many interactive training opportunities as possible across the country.

Jacynthe Lacroix, Member Services Manager, has been in charge of the Training Programs Department at PIJAC Canada for more than 11 years. She oversees a wide range of programs, helps and reunites industry professionals and encourages them to share their expertise. At trade shows, visitors can find a little bit of everything; from seminars on nutrition, first aid, grooming demonstrations, management and business, to market trends and statistics sessions. In addition to on-site conferences, PIJAC Canada, in collaboration with veterinarians and industry professionals, has developed its animal care training program. This program, which began in 1995, aims to help people who work with pets to increase and refine their knowledge, to help them provide



the best care possible. Every year new programs are added to PIJAC Canada's online platform. By offering a web training, people can take the courses from any location in Canada with the same goal to provide better care for pets.

In addition to managing the programs, she also works to develop scholarship programs to encourage students to continue in the animal field. One of PIJAC Canada's main goals is to continue to provide the resources, advice and best recommended practices in the industry, because we believe that animal welfare is everyone's business!



► To learn more about PIJAC Canada's education programs:
Pijaccanada.com/education

Animal welfare is everyone's business!™

www.pijaccanada.com



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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