

5<sup>TH</sup> ANNUAL



# PETCARE INNOVATION EUROPE

Showcasing the latest innovations across Europe to drive partnerships and investment within petcare

## 2023 POST-EVENT REPORT

3-4 May 2023 | Berlin

### Key Speakers



**Rosa Carbonell**  
President, **FEDIAF**  
Head of B2B & Veterinary Affairs, **Nestlé Purina Petcare**



**Danny Holmes**  
President  
**FECAVA**



**Eli Hasson**  
Investor  
**Phil Ventures**



**Ivan Farneti**  
Managing Partner  
**Five Season Ventures**



**Claudia Bilzer**  
Clinical Director  
**Medivet**

ASSOCIATE PARTNER:



EVENT PARTNERS:



200+ SENIOR LEADERS



100+ START-UPS



25 COUNTRIES REPRESENTED



10+ HOURS OF 1-2-1 NETWORKING

# 2023 Takeaways

*It was a pleasure to be in person with over 200 leaders at Petcare Innovation Europe. The 2 day event was full of insightful discussions into the biggest trends and challenges in the petcare industry, exciting presentations from the leading start-ups across Europe and important discussions on learnings we can apply from across Europe.*

*Thank you to all of our speakers, partners and attendees for making Petcare innovation Europe such an exciting powerful and industry-shaping 2 days. We look forward to welcoming you back next year with even more start-ups, investors, retailers and networking opportunities.*

*Until next year,*



*Poppy Adams  
Head of Content  
Petcare Innovation Series*



## KEY TRENDS SHAPING THE COMPANION ANIMAL MARKET:

The increasing number of pets and continuous humanisation, innovation and increasing medicalisation, specialised subject areas, consolidation of veterinary practices and new care concepts.



## ACCESSING FUNDING:

It is harder to secure funding as a founder due to the current macroeconomic climate. To stand out to investors you need to have a clear VP, a strong team, be filling a gap in the market and consider the sustainability of your supply chain.



## INSURANCE UPTAKE:

The difference across Europe varies significantly from country to country. A lot of this depends on what the consumer perceives insurance to be: a valued product, a necessary evil or an outdated nonessential.



## VCPR REGULATIONS:

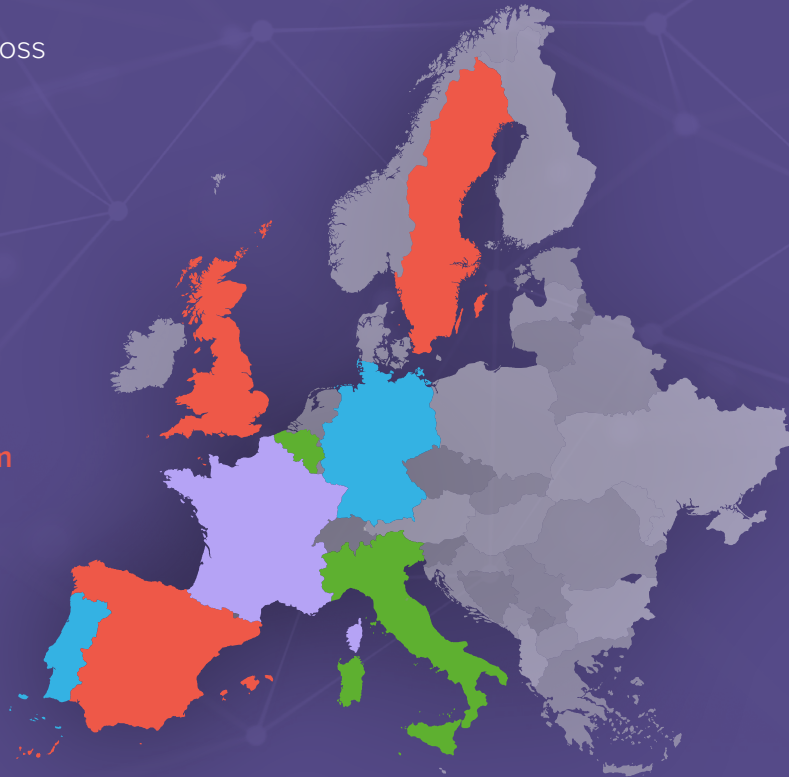
Regulations on establishing VCPR through telehealth are changing in the UK in September which will have a huge impact on the UK and wider European veterinary and telehealth industries.

# 2023 Audience Breakdown

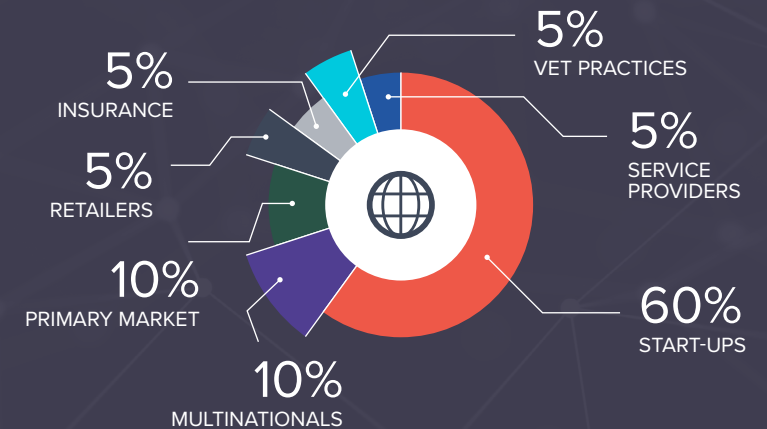
## Geo Breakdown

Representation from 25 countries across Europe and the globe, from:

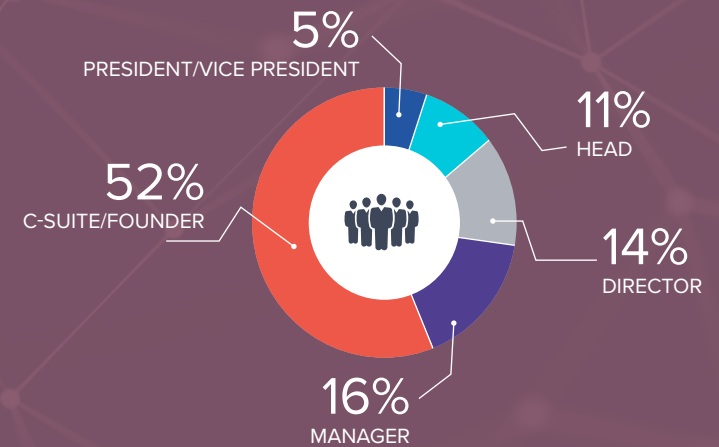
- Argentina
- Austria
- Belgium
- Brazil
- China
- Croatia
- Cyprus
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- New Zealand
- Norway
- Poland
- Portugal
- Singapore
- Spain
- Sweden
- Switzerland
- Taiwan
- Ukraine
- United Kingdom
- United States



## Industry Breakdown



## Seniority Breakdown



## 2023 Attendees Included:



## What the Industry had to say

“Another fantastic Kisaco event bringing together new and upcoming start ups with industry experts and investors for exciting collaboration across the pet industry.”  
**JESSICA MAY**, EUROPEAN COMMITTEE CHAIR, **VETERINARY VIRTUAL CARE ASSOCIATION**

“Petcare Innovation Europe is a must-attend event for anyone in the pet care industry looking to stay up-to-date on the latest trends, innovations, and best practices. The congress brings together a diverse group of industry experts, thought leaders, and innovators to share their knowledge and insights, making it an excellent opportunity to network and collaborate with like-minded professionals. I was thrilled to participate as a speaker and can confidently say that the event was well-organized, informative, and engaging. I highly recommend Petcare Innovation Europe to anyone looking to stay ahead of the curve in the pet care industry.”  
**FÁTIMA BONMATI**, MARKETING MANAGER, **DINBEAT**

“It was a very informative few days. The online prebooking system was fantastic to connect with fellow participants and each day ran smoothly to give enough time to organise 1 to 1 meetings. Very well ran and organised.”  
**FRANK CLARKE**, CEO VETERINARY SURGEON, **OMUU PETFOOD**

“Very well organised and in an easily accessible location. Great guestlist with highly relevant companies and investors. Extremely friendly and engaged team!”  
**JAMES HENDERSON**, MANAGING DIRECTOR, **EPIC INVESTMENT PARTNERS**

“Best networking event in the industry!”  
**JULIEN TRIPET** CEO AND FOUNDER, **ANIMOSCOPE**

# Best in Show Spotlight

At the Best in Show Spotlight, 13 emerging pet brands were handpicked by the prestigious Selection Committee to introduce themselves and their products or services on the main stage in a quick-fire round of presentations.

Each brand gave a two-minute presentation and had the opportunity to display a short video or photo reel to showcase their brand visually.

## 2023 WINNERS



**STRAYZ**



## 2023 FINALISTS



bellylabs<sup>®</sup>  
to be sure

Caboodle  
DOGIE DELIGHTS BY THE BOWL

CheckForPet



Doderm

JAMPY



pharmapets

Purmi

STRAYZ



## 2023 SELECTION COMMITTEE



**Eli Hasson**  
Investor  
Phil Ventures









**Victoria Perweiler**  
Investor  
Digitalis Ventures









**Ivan Farnetti**  
Managing Director  
Five Season Ventures

# Partnering Opportunities








-  Keynotes
-  Webinars
-  Industry / Research Reports
-  Workshops, Roundtables, or Panels
-  Customer Insight Sessions
-  Chair



-  White Papers
-  Onsite Visibility
-  Webinars & Podcasts
-  Lanyards
-  Online Visibility
-  Marketing Exchange



-  Executive Leader's Dinners
-  Cocktail Reception
-  Boardroom Luncheons
-  Boardroom Briefings
-  VIP Breakfast
-  One-to-one Meetings

**GET IN TOUCH**  
TO LEARN MORE ABOUT HOW YOU CAN GET INVOLVED

Connect with our team to understand how you can get involved



**Harrison Sharp**  
Senior Commercial Partnerships Manager  
harrison.sharp@kisacoresearch.com



**ANIMAL HEALTH, NUTRITION  
& TECHNOLOGY INNOVATION  
SERIES**

# 2023 IN-PERSON EVENTS



March	May	June	September	October	December
 <p>6-8 London</p>	 <p>3-4 Berlin</p>	 <p>2023 Boston</p>	 <p>13-14 São Paulo</p>	 <p>2023 Tokyo</p>	 <p>5-6 Los Angeles</p>
 <p><b>ANIMAL HEALTH, NUTRITION &amp; TECHNOLOGY INNOVATION EUROPE</b></p>	 <p><b>PETCARE INNOVATION EUROPE</b></p>	 <p><b>ANIMAL HEALTH, NUTRITION &amp; TECHNOLOGY INNOVATION USA</b></p>	 <p><b>ANIMAL HEALTH, NUTRITION &amp; TECHNOLOGY INNOVATION LATIN AMERICA</b></p>	 <p><b>ANIMAL HEALTH, NUTRITION &amp; TECHNOLOGY INNOVATION ASIA</b></p>	 <p><b>PETCARE INNOVATION USA</b></p>
<p><b>Shaping the Future of the Animal Health Industry by Showcasing innovations in Prevention, Prediction and Treatment</b></p>	<p><b>Showcasing the latest innovations across Europe to drive partnerships and investment within petcare</b></p>	<p><b>Shaping the Future of the Animal Health Industry by Showcasing Innovations in Prevention, Prediction and Treatment</b></p>	<p><b>Uncovering Innovation to Advance Animal Health and Nutrition in Latin America</b></p>	<p><b>Advancing Innovation, Product Regulation and Strategic Corporate Partnerships in Asia Pacific</b></p>	<p><b>Driving Innovation in Wellness and Preventative Care to Improve Pet Health and Pet Parent Experience</b></p>



Speak to our team to discuss partnering with the events that best align to your goals. Contact us at + 44 (0) 203 696 2920 or email Harrison Sharp at [harrison.sharp@kisacoresearch.com](mailto:harrison.sharp@kisacoresearch.com)