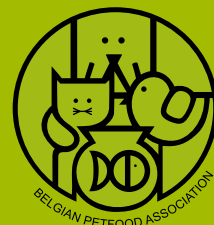


SAVE THE DATE!

BEPEFA PUBLIC ANNUAL GENERAL MEETING 2021



Trends in the Pet Sector

BEPEFA, the Belgian Petfood Association, is delighted to invite you to our **Public Annual General Meeting**, which is open to all our members and stakeholders in the pet food industry. This year's meeting will take place virtually on **Wednesday 21st April 2021** from **14.30 to 16.00** and our theme will be **Trends in the Pet Sector**.

We're excited to welcome guest speakers from **iVOX** and **MoPETS** who will share the latest data and answer your questions on pet ownership and pet care trends.

What is the impact of the pandemic on pet population?



The arrival of the pandemic in 2020 gave pet owners an opportunity to spend more time with their beloved companions. After all, when times get tough, we often turn to pets for comfort. Early media reports assumed there would be an increase in pet ownership, but was this really the case? To find out, BEPEFA commissioned a pet population study with online Market Research agency iVOX. Join us to discover the results.

Presenter: Hans Verhoeven, General Director [iVOX](#)

What's new in the world of pet lovers?

Belgium has some 4 million cats and dogs who have kept us company during the pandemic. Add to this the fact that millennials increasingly view their pets as their first child and it's easy to see why pet care is booming. Nancy Delhalle, renowned pet columnist from Belgian French-speaking TV Channel LN24, will join us to give an overview of the latest trends, new products and services related to pets with MoPETS, the club for pet lovers.



Presenter: Nancy Delhalle, Mother of pets; founder & CEO [MoPETS](#) and Pet Columnist at LN24

Our meeting will start at **14.30** and will take place virtually via ZOOM.

[CLICK HERE](#) to register or e-mail: **info@bepefa.eu**

R.S.V.P. by 16th April 2021

BEPEFA is the association of Belgian pet food manufacturers and distributors. Founded in 2010, we currently have 12 members who together represent more than 85% of the Belgian pet food market providing food for all types of pets including dogs, cats, rodents, fish, and birds.

Supporting the Belgian pet food industry to provide safe, nutritious and sustainable pet food.

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Affinity * Edgard & Cooper * Fides * Flamingo * Hill's * Mars * Purina * Royal Canin * United Petfood * Versele-Laga * Vitakraft * WellPet