





Technical Sheet Iberzoo Propet 2025

Fair:	IBERZOO + PROPET, Feria Internacional para el Profesional del Animal de Compañía (<i>Pet Industry International Trade Fair</i>).
Dates:	26 to 28 February 2016
Place:	Hall 10 IFEMA MADRID
Timetable:	Wednesday and Thursday, from 10:00 am to 20:00 pm. Friday from 10:00 am to 09:00 pm.
Frequency	Annual
Type:	Professional
Edition:	8th Iberzoo Propet / 16th Propet
Exhibitor numbers:	273 directly participating companies (33% more compared to 2024) 208 Spanish companies (25% more compared to 2024) 65 international companies (71% more compared to 2024)
Area:	9,855.5 m2 net surface area of stands (14% more compared to 2024) 22,000 m2 gross surface area of the hall
Participating countries:	Germany, China, South Korea, Italy, the Netherlands, Poland, Portugal, the United Kingdom, the Czech Republic, Sweden, Thailand, and Turkey
Parallel Activities:	42nd VETMADRID Congress 7th AEDPAC Forum The "Afternoon Sector" Antón Award Impulso Award AULA Veterinaria (Veterinary Classroom) Canine Grooming Conferences Artero Conferences
Visitor Profile:	Veterinary Pharmaceutical products and medical devices Clinical diagnostic laboratories Beauty and hygiene Identification systems

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	<p>Equipment for veterinary clinics</p> <p>Store equipment and accessories: Grooming and aesthetics Clothing and accessories Furniture and equipment Aquaristics - Terraristics Products and Accessories Pet shop equipment</p> <p>Food and nutrition.</p> <p>Services and management: Registration and management of goods Training Breeder training Insurance - Management services Animal boarding facilities</p> <p>Entities, Associations and Organisations</p> <p>Press and Communication</p>
Organised by:	IFEMA MADRID
Sponsoring Entities:	<p>AMVAC, Madrid Association of Pet Veterinarians</p> <p>AEDPAC, Spanish Association of Pet Product Distributors</p>
Collaborating Entities	<p>AEVET, Spanish Association of Veterinary Clinics</p> <p>ANFAAC, Madrid Association of Pet Food Manufacturers</p> <p>CEVE, Spanish Veterinary Business Confederation</p> <p>VET+i Foundation</p> <p>VETERINDUSTRIA, Spanish Business Association of the Animal Health and Nutrition Industry</p>

Get all the news about Iberzoo Propet on the website.

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Iberzoo Propet 2025, the greatest business event for the pet industry

The event is beating all previous records, growing in every parameter, including international participation.

Madrid, 14 February 2025. Iberzoo Propet 2025, the Feria Internacional para el Profesional del Animal de Compañía (*Pet Industry International Trade Fair*), is about to take place for the eighth time with record participation figures. International firms will be more present than ever, affirming the Fair's status as the sector's biggest business platform in Southern Europe. All this is possible thanks to the support of the Madrid Association of Pet Veterinarians (AMVAC) and the Spanish Association of Pet Product Distributors (AEDPAC), which sponsor the event. This trade fair, with its upgraded image, will be held in Hall 10 of IFEMA MADRID from 26 to 28 February 2025.

Iberzoo Propet 2025 will feature record numbers of participating companies, a total of 273, representing an increase of 33% with respect to the 2024 edition. Spanish companies account for 208 of these (25% more than last year) and 65 foreign (71% more) from 12 countries: Germany, China, South Korea, Italy, the Netherlands, Poland, Portugal, the United Kingdom, the Czech Republic, Sweden, Thailand, and Turkey. They will occupy 22,000 m² of gross exhibition area and 9,855.5 m² net (14% more).

Likewise, in response to the growing significance of the Portuguese market to Spain - according to the TGM Research Study, 2023, 72% of Portuguese people have at least one pet, and there are four million pets registered in the neighbouring country - Iberzoo Propet has decided to invite Portugal as its first-ever guest country. Spain is not far behind our neighbours, as according to AEDPAC, nearly 50% of Spanish households have a pet.


On the other hand, and in light of the growing awareness in our society of responsible pet ownership, Iberzoo Propet will feature the participation of the Directorate-General for Animal Rights - attached to the Ministry of Social Rights, Consumption and Agenda 2030 - aligned with its objective of promoting animal protection and welfare. The Directorate-General will also display its photography exhibition - "Society, people and animals, in company" - at the Fair.

Iberzoo Propet 2025 will bring together the entire value chain of the professional pet sector, including trainers, breeders, drug companies, grooming salons, pet shops, kennels, catteries and shelters, veterinarians, as well as food and nutrition companies, equipment and accessories and service providers.

As well as the steadfast support of AMVAC and AEDPAC. Iberzoo Propet enjoys the collaboration of the main players in this

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sector: AEVET, Spanish Association of Veterinary Clinics; ANFAAC, Spanish Association of Pet Food Manufacturers; CEVE, Spanish Veterinary Business Confederation; then VET+i Foundation, and VETERINDUSTRIA, Spanish Association of the Animal Health and Nutrition Industry.

. Conference programme

At the same time as the trade fair, Iberzoo Propet has put together a busy agenda of seminars, conferences, round table discussions, exhibitions, prizes, and more, which together will be an opportunity for high-level analysis and reflection and recognition for the sector. The programme will be carried out in close collaboration with its participating associations, bodies and companies.

Among the highlights will be the VetMadrid Congress, the 7th AEDPAC forum, the Aula Veterinaria (*Veterinary Classroom*), dog grooming demonstrations and "The Sector Afternoon".

The Madrid Association of Pet Veterinarians (AMVAC) will hold its 42nd Annual VetMadrid Congress from 26 to 28 February 2025. The topic for this year's event will be "*Medicine and Surgery of the Locomotor System and Nervous System*". More than 2,000 veterinarians and sector professionals are expected to attend this meeting.


Meanwhile, AEDPAC is organising its seventh edition. The event will be held from 26 to 28 February, and it will be titled "*The Forum of the Industry and the Pet Sector Business in Spain*". During the event, experts will address questions such as whether Spain is a pet-friendly country, analysing global trends that mark the development of the international pet care market, the importance of CSR policies to sector brands, and the impact of the Medicines Law on the veterinary world, among others.

On the other hand, the Aula Veterinaria (*Veterinary Classroom*) will be available to participating companies to host scientific presentations for professional visitors to the Fair.

Lastly, Iberzoo Propet will once again have its popular stage, featuring a full range of events. Outstanding firms such as Artero will give dog grooming demonstrations with different breeds, cocker spaniels, poodles, etc. And share their experience on how to improve profitability from the business. There will also be seminars by Procan Academy and an awards ceremony by Petshops Magazine. The stage will also be the venue for the latest "The Afternoon Sector" on Thursday, 27 February, at 16.30, when the traditional Antón and Impulso awards will be handed out, while the AMVAC and AEDPAC associations will present their respective sector reports.

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Iberzoo Propet 2025 gives more impetus to its goal to promote responsible pet guardianship

With the collaboration of the General Directorate of Animal Rights, which will participate in the Fair

Iberzoo Propet is giving new impetus to its objective of promoting responsible pet guardianship, coinciding with its eighth edition, organised by IFEMA MADRID, from 26 to 28 February 2025. This is a result of a partnership with the General Directorate of Animal Rights - attached to the Ministry of Social Rights, Consumption, and Agenda 2030 - which will participate with a stand at the Fair. This collaboration aims to improve animal protection and well-being by running a stand and with the activities it organises there.


Because of this collaboration, Iberzoo Propet will raise further awareness of the initiatives undertaken by the Ministry among key advocates of responsible pet guardianship, such as retailers and pet shops, veterinary professionals and clinics, and other sector professionals, all of whom serve as reference advisers for end users.

This means that IFEMA MADRID and its internationally renowned pet industry fair, promoted by the Madrid Association of Pet Veterinarians (AMVAC) and the Spanish Association of Pet Product Distributors (AEDPAC), position themselves as committed and sensitive agents in animal protection, aligning with the growing public concern on this matter.

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The Directorate-General of Animal Rights brings the photographic exhibition "Society, People, and Animals in Company" to Iberzoo Propet 2025

To offer an additional attraction to visitors at the fair, the Directorate-General of Animal Rights (DGDA) will present a photographic exhibition at this edition of Iberzoo Propet 2025. The collection features works by the authors of the award-winning pieces from the Friends of Animals competition, promoted by the DGDA itself and already presented and exhibited at the ministry's own headquarters.

As explained in the exhibition programme, the initiative is described as "a photographic exhibition of the culture and experience between people and animals. A visual journey that highlights the influence of these relationships on our daily lives, promoting inclusion and coexistence generated by the amazing emotional bond established between both." A visual lecture that encourages recognition of animal rights and our obligation as a society and citizens to respect and protect them".

The photographers whose works are displayed are:

Estela García de Castro

Víctor Pérez Aragón

Andrés López Moreno

Ruth Montriél Arias

Luis Sánchez Dávila

Friends of animals

Association for Method Management CER


3Patras Animal Cultural Awareness Association

The exhibition is sponsored by the Directorate-General for Animal Protection (DGA), with support and cooperation from AEDPAC and IFEMA Feria de Madrid.

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Iberzoo Propet 2025 has announced a comprehensive line-up of activities for pet professionals

These include the VetMadrid Conference, the 7th AEDPAC Forum, the Veterinary Classroom, dog grooming exhibitions, and "The Sector Afternoon", among others.

The International Trade Fair for the Pet Industry, Iberzoo Propet, organised by IFEMA MADRID and promoted by the Madrid Association of Pet Veterinarians (AMVAC), and the Spanish Association of Pet Product Distributors (AEDPAC), has announced a programme of activities aimed at pet sector professionals. The agenda includes the VetMadrid Conference, the 7th AEDPAC Forum, the Veterinary Classroom, dog grooming exhibitions, and "The Sector Afternoon", among other attractions. Iberzoo Propet will be held from 26 to 28 February 2025 in Hall 10 of the Recinto Ferial.

Once again, the Madrid Association of Pet Veterinarians (AMVAC) will hold the **Annual Vetmadrid Congress 2025**. The 42nd edition will take place on 26 and 28 February and will focus on "*Medicine and Surgery of the Locomotor System and Nervous System*". More than 2,000 veterinarians and sector professionals will attend this meeting.


Meanwhile, AEDPAC is organising its traditional meeting during the three days of the event. This time, the subject will be "**The Forum on the Industry and Trade of the Pet Sector in Spain**". According to the General Secretary of AEDPAC and Commissioner of these sessions, Ignasi Solana, "*Since its inception, it has been established as the major meeting point for analysis and debate on the industrial, business, and commercial activities of professionals and companies in the pet care sector in our country. An open space to detect new trends, generate valuable content, and project the voice of the sector to the markets, media, and public opinion.*"

On Wednesday, 26 February, issues such as "*Pet shops, veterinary centres, breeders, and grooming salons; The formation of the new ecosystem of specialised commerce in the pet sector in Spain*"; "*Analysis of global trends that will shape the development of the international pet care market*" (the perspective of GlobalPETS & PETS International), and "*Is Spain a pet-friendly country? An approach to the level of acceptance regarding the inclusion of pets in public administration, businesses, hotels, shops, transportation, and leisure and work centres*" will be addressed.

On Thursday, 27, the topics for discussion will include "*Pet food: Myths and realities in new diets for pets*," in collaboration with the National Association of Pet Food Manufacturers (ANFAAC); "*The importance of CSR policies for brands to connect with pet parents; Public-private cases and initiatives to promote responsible pet ownership*" (in collaboration with the General Directorate for Animal Rights), and the General Manager of the DGDA, José Ramón Becerra, will give a lecture.

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Press Release


The Forum will conclude on 28 February with an analysis of topics such as “The Medicines Law; its impact on the development of the Spanish veterinary sector,” in collaboration with the Spanish Veterinary Business Confederation (CEVE) and the Madrid Association of Companion Animal Veterinarians (AMVAC), and “The present and future of the veterinary profession, a national challenge” (also in collaboration with CEVE).

Additionally, Iberzoo Propet 2025 will once again offer exhibitors who wish to use its **Veterinary Classroom – Scientific Forum**. This is a space where scientific presentations will be made to professionals in the sector. The **Iberzoo Propet Stage** will also be available again, where a wide range of events will take place throughout the Fair, featuring prominent companies from the sector, such as Artero, which will stage dog grooming demonstrations with various breeds – cocker spaniels, poodles, etc. Experiences on how to improve business profitability will be shared, and it will host the Procan Academy seminar, as well as the awards presentation by Petshops Magazine. The Stage will also host a new edition of “The Sector Afternoon” on Thursday, 27 February, at 4.30 pm, during which the traditional Antón and Impulso Awards ceremony will take place, and the AMVAC and AEDPAC associations will present their sector reports.

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Iberzoo Propet 2025 to host the VetMadrid Congress

The Madrid Association of Pet Veterinarians (AMVAC) will also present its report during the "Sector Afternoon" and coordinate the presentations in the Veterinary Classroom

The Madrid Association of Pet Veterinarians (AMVAC) has chosen Iberzoo Propet, Feria Internacional Profesional del Animal de Compañía (*Pet Industry International Trade Fair*) as the venue for the 42nd edition of its Annual VetMadrid Congress 2025. The meeting will take place from 26 to 28 February, the same days as the trade fair, and the chosen subject is "*Medicine and Surgery of the Musculoskeletal System and Nervous System*".

VetMadrid is the most outstanding of the meetings organised by AMVAC throughout the year. It will attract more than 2,000 veterinarians and other sector professionals, who will have the opportunity to hear about the latest scientific and technological advances during the more than 60 hours of presentations on the agenda. Additionally, a series of recreational-scientific activities have been planned for congress attendees, inviting them to participate in various games that require visiting different stands, thus ensuring they explore the entire exhibition space of the Fair.

Furthermore, AMVAC will take use its time at Iberzoo Propet MADRID to present its 2025 Sector Report on Thursday, 27 February, in the afternoon, at an event known as "The Sector's Afternoon," which is organised jointly with AEDPAC. This report will feature economic and employment data related to this significant economic segment, gathered through collaboration with major institutions, companies, and entities connected with the activity of small animal veterinary clinics.


Finally, AMVAC will coordinate the participation and organisation of the content of the Veterinary Classroom - Scientific Forum. This space will be provided for exhibiting companies that want to share specific scientific or educational content with visiting veterinarians, allowing them to do so within the scheduled agenda from 26 to 28 February 2025.

Iberzoo Propet is the leading trade fair for the sector in Southern Europe, organised by IFEMA MADRID and promoted by the Madrid Association of Pet Veterinarians (AMVAC) and AEDPAC, the Spanish Association of Industry and Commerce of the Companion Animal sector.

For full details on all the news about Iberzoo Propet, see the website.

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Iberzoo Propet, the setting for the 7th AEDPAC Forum

From 26 to 28 February 2025, at IFEMA MADRID

The Spanish Association of Distributors of Pet Products (AEDPAC) is presenting its most cross-cutting programme at Iberzoo Propet 2025, which is held in Hall 10 of IFEMA MADRID from 26 to 28 February 2025. The slogan of the seventh edition of the AEDPAC Forum will be "The Forum of Industry and Commerce in the Pet Sector in Spain".

The FORUM provides professional visitors attending the event with a platform for debate featuring personalities and experts who will discuss current trends in the pet care industry and retail market.

Several round tables will be held at this edition. These will address the new retail ecosystem in the pet care sector, the implementation of a pet-friendly culture in today's society, an analysis of global trends that will shape the development of the international pet care market, the myths and realities surrounding new diets in pet food, and the importance of corporate social responsibility policies for brands in the sector. Other discussions will revolve around the public administration's perspective on animal welfare and protection in Spain in 2025 and the impact of the medication law on the veterinary sector, and the programme will conclude with a discussion on the current situation and future outlook for the veterinary profession in our country.

According to Ignasi Solana, the curator of the event, "Since its inception, the FORUM has established itself as the key meeting point for analysis and debate on the business and commercial activities of pet care professionals and companies in our country. It is an open space for identifying new trends, generating valuable content, and projecting the voice of the sector to markets, media, and the public".

At this edition, the AEDPAC FORUM is benefiting from the collaboration and participation of the AMVAC, ANFAAC, CEVE associations, and the General Directorate of Animal Rights.

PROGRAMME:

WEDNESDAY 26 FEBRUARY

From 11.30 am to 12:30 am.

"Pet shops, veterinary centres, breeders, and grooming salons. The formation of the new specialised business infrastructure in Spain's pet sector."


Moderator: Mar Cañas Asanza.

Director of Technology and Environment at Interempresas Media.

She graduated in Information Sciences. She has extensive experience in communication and public relations, publication editing and online product development. In recent years, she has specialised in team management and defining global communication strategies.

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Alex Artero, CEO of ARTERO.

Business management and administration at Management School. CEO at INSPIRING STYLE, S.A., ARTERO USA INC, ARTERO UK, LTD, SAS. AND ARTERO FRANCE. More than 35 years of experience in the sector.

Itziar Gonzalez, Co-CEO and partner of Tumascota.

She graduated in Physical Activity and Sports Sciences (UPM). She was a lecturer and researcher (UPV-EHU) until 2002 when she joined the management of the Tumascota chain of establishments, a project founded in 1973. More than 20 years of experience in the pet sector retail business sector.

José Miguel Doval, President of the Real Sociedad Canina de España (Royal Spanish Dog Society).

President and founder member of the World Dog Press Association. CEO at perros365.com. Member of the Committee of the Fédération Cynologique Internationale.

President of the RSCE (Spanish Kennel Club). Member of the General Committee of the FCI.

From 12:30 am to 13:30 am.

"Analysis of global trends that will shape the development of the international pet care market". The vision of GlobalPETS & PETS International.

David Palacios Rubio, Editor-in-Chief, GlobalPETS & PETS International

He graduated in Journalism from the Autonomous University of Barcelona (UAB) and has a solid background in media and international organisations, including the European Parliament. Currently, he leads the editorial strategy of one of the most influential B2B publications in the companion animal industry, which is distributed in 130 countries.

From 17:00 pm to 18:00 pm.

Is Spain a pet-friendly country? An approach to the level of acceptance regarding the inclusion of pets in public administration, businesses, hotels, shops, leisure activities, and the workplace.

Moderator: **Mercè Jimenez, Founder of Turismo Canino.**

Graduated in Audiovisual Communication. Master's in communication management and advertising. Expert in digital marketing. In 2017, she founded a website focused on promoting dog-friendly tourism through specialised content and travel proposals with dogs. Author of the DOG TRIP collection (Anaya Touring). Pet-friendly tourism consultant. Writer in the 'Peludos' section of La Vanguardia.


Francisco Garrido Benavides, CEO of TravelGuau.

Founded in 2012, TravelGuau works to achieve more inclusive and pet-friendly tourism, committed to the welfare of our pets and the happiness of their families, promoting a more sustainable, responsible, and welcoming tourism industry for all. It encourages travellers, establishments, and tourist destinations alike to join the pet-friendly movement.

Micaela de la Maza, Director of SrPerro, and President of the SrPerro Colega Foundation. Journalist and photographer. In 2011, she created the first dog-friendly tourism website in Spain. Promoter of dog-friendly leisure

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activities. Advocate for canine welfare. In 2023, she established the SrPerro Colega Foundation to encourage adoption and raise awareness about abandonment.

Pablo Muñoz Gabilondo, Creator of Pippet on tour.

Journalist. He has been travelling with his pet Pippet since 2018, "the first tourist dog to have toured Spain, in order to raise awareness in society and achieve access for well-behaved dogs to means of transport, accommodations, and restaurants..." He is the author of the guide 'Spain with Dog' (geoPlaneta) and the creator of 'Pippet on the Road' (TVE). He has more than a million followers at

THURSDAY, 27 FEBRUARY

From 11:30 am to 12:30 am.

"Petfood: Myths and realities in new diets for pets.

Collaborator: ANFAAC.

Moderator: **Pablo Hervás**. *Technical director of ANFAAC*

Veterinarian MBA in Management and Business Administration in the Animal Health Industry from ESIC. Head of technical and regulatory affairs at ANFAAC. Collaborator with FEDIAF. Technical director and public affairs director at Veterindustria. Vice president of the Vet+i Foundation.

Marta Hervera Abad. *Veterinarian, PhD, Acre GENCV AVEPA.*

Doctor of Animal Nutrition from UAB. Diploma from the European College of Veterinary and Comparative Nutrition (ECVCN). Founder and specialist advisor at Expert Pet Nutrition. Trainer and writer on dog and cat nutrition. Member of the scientific committee of FEDIAF. In collaboration with FEDIAF.

Víctor Romano. *R&D Affinity Petcare S.A.*

Graduated in Veterinary Medicine from UAB. Over 20 years of experience in the nutrition of dogs and cats. Coordinator of the Technical Committee of ANFAAC. Chair of the "Product Communication" working group at FEDIAF.

Víctor Algra. *Clinical veterinarian and educator.*

He graduated from UCM with a degree in veterinary medicine and from RESAD with a degree in interpretation. Postgraduate degree in Small Animal Clinic from UAB. Certified in Pedagogical Aptitude from UCM. Director at Centro Veterinario Pacífico. Founder and director of www.unveterinario.es. Contributor to Zapeando (La Sexta).


María Ángeles Toscano. *Corporate Affairs Director at Royal Canin Ibérica.*

Graduated in Veterinary Medicine. Master's in business administration (MBA from the Instituto de Empresa).

From 12:30 am to 13:30 am.

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"The Importance of CSR Policies for Brands to Connect with Pet Parents. Public-Private Cases and Initiatives to Promote Responsible Pet Ownership."

Moderator: **Ruth Manzanares**, *Director General of Animal Rights*.

Civil servant at the Directorate General of Animal Rights since 2020. INCUAL expert in the development of various professional qualifications related to dog training, breeding and sale of pets, and the management of animal protection centres. Specialist in training and education on matters related to pets in various public administrations and private entities.

Alejandra González, *Head of Digital Marketing & Communication for Spain & Portugal at Elanco Animal Health*.

With 40 years of experience in the veterinary health sector. She began her career at Bayer. She is responsible for the "Leave a Mark Elanco" Programme, which celebrated its 25th anniversary last year. The purpose of this initiative is to promote non-abandonment and responsible adoption, raise awareness and recognise therapy and assistance organisations, and foster responsible coexistence between people and animals.

Lola Barceló Ochoa, *Chief People Officer & Co-Sponsor E.S.G at Grupo IskayPet*.

Graduated in English Philology. Master's in human resources. Executive programme in Leadership at IE. Professor and collaborator at EAE and IE. With over 25 years of experience devoted to people and the pet sector. Specialist in adding value to organisations by enhancing team commitment and motivation in alignment with strategic objectives and results.

Ana Chinarro, *President of the Dingonatura Foundation*.

Veterinarian and CEO of Dingonatura, with over 30 years of experience in the dog and cat nutrition industry. President of the Dingonatura Foundation and a member of the Board of Directors of Huellas Compartidas.

From 17:30 pm to 18:30 pm.

"Animal welfare and protection: Spain in 2025".

José Ramón Becerra, *Director General of Animal Rights*.

Technical Industrial Engineer from the University of the Basque Country and master's in environmental and occupational risk Prevention and Control from UNED. Professionally, he developed nearly his entire career in the Basque public administration, holding technical and management positions such as the Director of Environmental Administration and the Director of Strategic Projects and Industrial Administration for the Basque Government.

He is a national reference in the animal welfare field, thanks to the Animal Protection Bill he initiated in Euskadi while serving as a parliamentarian in the Basque Parliament.

Presented by: **Ignasi Solana Vinyoles**, *FORUM Curator. General Secretary AEDPAC*.


Training at ESADE and UAB. Founder of ITVET. CEO of Pets2b. Co-author of the first pet sector White Paper in Spain. Co-founder of Dr.Vet by Bothmen Pharma. Columnist and speaker in various media on the pet care sector from a social and business perspective. Founder of the FORUM AEDPAC.

FRIDAY, 28 FEBRUARY

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"The medicines act. Its impact on the development of the Spanish veterinary sector"
Collaborator: CEVE.

Moderator: **Jaime Díaz Sacristán**, *Customer Healthcare and Engagement Director at UNAVETS*

Veterinarian Clinical veterinarian. Marketing Manager, KAM, and Business consultant. Founding partner of Ilusiona Consultora Sanitaria. He held different roles in Pfizer and Zoetis. Former manager of AMVAC. Since its foundation, it has been part of the Unavets group as Customer Healthcare and Engagement Director.

Manuel Lázaro Rubio, *Clinical pet veterinarian.*

He graduated with a degree in veterinary medicine from the Complutense University of Madrid. He has been a member of the Board of Directors of AMVAC (Madrid Association of Companion Animal Veterinarians). He is currently a member of GERPAC and GEMCA (Specialist Groups of AVEPA in Reproduction and Behavioural Medicine, respectively). He is currently a member of the Governing Board of the Association of Veterinarians of Madrid.

Matilde Sotodosos, *Head of the pharmaceutical law department at CEVE.*

I graduated with a degree in chemical sciences and pharmacy, with a master's in business management.

Over 25 years of experience working in the veterinary sector.

Ramiro Casimiro, *Deputy head of the Veterinary Medicines Department at AEMPS.*

Veterinarian He has held several positions in organisations such as the National Agricultural Products Service (SENPA), the General Subdirectorate of Animal Health at the Ministry of Agriculture, Fisheries and Food, and the Spanish Agency of Medicines (AEM). He is responsible for Pharmacovigilance, Quality Defects, and Foreign Trade of veterinary medicines and is currently in the Veterinary Medicines Department of the Spanish Agency of Medicines and Medical Devices (AEMPS).

From 12:30 am to 13:30 am.

"Present and future of the professional veterinary career. A nationwide challenge".
Collaborator: CEVE.

Moderator: **Pablo Pastor**, *head of unit at FUNDAE - State Foundation for Employment Training.*


Graduated in Psychology. Postgraduate studies in Human Resources. Professional teacher training and in the private business sector. Over 25 years of experience in coordinating teams and managing grant application processes to promote research and development projects in vocational training for employment.

Natacha Suarez, *president of AEMVELPA.*

Veterinarian with over 20 years of experience in the sector. Specialist in preventive medicine and training in all areas of clinical work. She has worked as a clinical veterinarian and general surgeon. Municipal advisor.

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Press Release

Advisor on hygiene, public health, and expert assessments. Secretary of CEVE and responsible for training and accreditation development of ATVs.

Antonio Cabrera, *manager of the training company FYSA.*

General Secretary of the Federation of Health and Socio-Health Sectors of CCOO from 2009 to 2021. Previously held positions for 12 years in the Federation of Andalusia. Currently participates in the parity committees of FUNDAE for Private Health, Dependence, and Veterinary sectors.

Shaila Iribarne Clemente, *UGT representative.*

Laboratory assistant. Surgical assistant. Head of Clínica Veterinaria de San Sebastián. With over 12 years of experience in the sector.


José Agustín González Ferreiros, *representative FETICO.*

Veterinarian. Graduated from the University of Córdoba with over 20 years of experience in clinical practice with small animals and exotics.

[See all the news about Iberzoo Propet on the website.](#)

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Iberzoo Propet 2025 provides veterinarians with information to further their professional careers

Exhibitors will use the Aula Veterinaria (Veterinary Classroom) to present their proposals

Iberzoo Propet 2025, Feria Internacional para el Profesional del Animal de Compañía (*Pet Industry International Trade Fair*) provides exhibiting companies with a venue where they can make presentations, offering veterinarians useful advice to guide them in the future. It's called **AULA VETERINARIA (VETERINARY CLASSROOM)** and consists of a busy agenda of conferences on all three days of the fair, namely 26 to 28 February 2025. The initiative is staged in collaboration with its sponsor, the Madrid Association of Pet Veterinarians (AMVAC), and organised by IFEMA MADRID (the other sponsoring entity of AULA is the Spanish trade and industry association that brings together the main importers, manufacturers, and distributors of products for pets (AEDPAC).

The events will kick off on Tuesday, 26 February, with an analysis of the opportunities that Artificial Intelligence offers sector professionals courtesy of Fundación VET+i. Also on the agenda will be the emotional connection between human mental health and pet welfare by Bubimex, "Natural food to the rescue" by (Natuka), the effect of medicinal plants on the intestinal microbiome of pets presented by Biotech Tricopharming Research, and the Health and longevity of dogs and cats (Puomenu).


On Wednesday, 27 February, attendees will receive training in cat well-being by MJAM Petfood, Surgical Management of Wobbler disease, by Biosurgex, the power of the microbiome on animal skin and hearing health (Ecuphar), the process of creating a zoo (Ascelcre); Cold Atmospheric Plasma Therapy (Livisto); Third-Generation Vaccines: New hope against canine leishmaniosis - Petia - and Phytotherapy applied in veterinary medicine (Wowzen Soria Natural).

The AULA VETERINARIA (VETERINARY CLASSROOM) presentations will end on Friday, 28 February, with talks on bone biopsies, delivered by a representative of Urano Diagnosis, and laboratory diagnosis of thyroid disease, by an expert from Laboklin. Furthermore, there will be a positive coaching workshop for veterinary teams by MSD, and a series of veterinary clinical trials (Argenta Global).

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The perception and evaluation of the veterinary profession will be the focus of the study that AMVAC will present during “Afternoon of the Sector”

As is traditional, AMVAC is presenting an extensive study with statistical information about the current state of the small animal clinical sector in The Afternoon of the Sector at Iberzoo Propet. The data from its Sector Report has become an industry benchmark for analysing and understanding the situation of the veterinary community in Spain.

In this edition, the study - presented by José Luís Blázquez - is titled “How the veterinary profession is valued by society... and how we perceive ourselves from within”. This study, commissioned by AMVAC and the Association of Veterinarians of Madrid, and conducted by the market research company Análisis e Investigación, examines the veterinary profession from two very different perspectives: on one hand, how society perceives it, and on the other, how future veterinarians and veterinary professionals working in the sector view it. It is an opportunity to gain exclusive insights into these evaluations and to learn about the economic data of the sector.

This event is part of the 42nd Vetmadrid Congress, held over three days, which brings together the best experts and speakers in their fields, presenting the latest scientific advancements and innovations that keep veterinary professionals updated in their training.

See the extensive training programme for VetMadrid with its multi-event format here:


Congress on Medicine and Surgery of the Musculoskeletal System and Nervous System.
Business Training Congress on Effective Communication
2nd Congress on Physiotherapy and Rehabilitation of the Myofascial System
2nd Pre-Congress on Feline Medicine and Surgery of the Cardiorespiratory System
Seminars
Workshops
Symposia
Aula Veterinaria (Veterinary Classroom)

This programme is complemented by the leisure and entertainment aspect that characterises this congress, which, in addition to its inaugural event, will host competitions, costume parties, and karaoke sessions, as well as providing a large dining area for attending delegates.

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Presentation of the "2nd Barometer of Pet Parent Habits and Trends in Spain and Portugal 2025" at Iberzoo Propet 2025

- The first edition of the Barometer confirmed that 49% of homes have pets. They are considered a member of the family in 80% of those homes
- To the point that they always (or almost always) include their pet in family traditions such as family photos (74%) and buying Christmas gifts (71%).
- The second wave of the "2nd Barometer of Pet Parent Habits and Trends in Spain and Portugal" compares both countries in terms of new business opportunities, preferences regarding food and economic impact, and the inclusion of Tech Pet technology as the topics of this new edition.

Promoted by AEDPAC and with technical management by Hamilton, the "2nd Barometer of Pet Parent Habits and Trends in Spain and Portugal" will be presented on Thursday, 27 February at 18:30 during Iberzoo Propet 2025 at IFEMA Madrid. This second edition of the study includes a comparison between Spain and Portugal, as well as an in-depth look at the uptake of new Tech-Pet technologies.

Barometer of Pet Parent Habits and Trends in Spain 2024: Highlights of this first edition

The idea behind the first Barometer on the new habits and profiles of pet parents in Spain in 2024 was to analyse emerging trends in households with pets and to assess the impact of the Animal Welfare Law (LBA) in this context.

Some of the most relevant data extracted include:


- Over 50% of pet guardians refer to their furry friends by name when speaking to someone else and they even look upon them as children.
- Pets are included in family traditions. A total of 74% say they always or almost always include their pets in photographs, and 71% say that they bought them Christmas gifts, with an average spend of €26.1.
- Meanwhile, 91% believe that pets have a significant or quite significant impact on well-being and mood.
- The reform of the Animal Welfare Law makes it illegal to leave pets tied up outside shops. This change in the law means that 54% of pet parents now feel tempted to leave their pets at home when they go shopping.

Profile of pet parents in Spain 2024

In the first edition of the study, which was conducted in 2024, it was confirmed that 49% of Spanish households had pets, considered them as a member of the family and even more significant a member than other people (80%). Consequently, 39% of households identified as pet parents in 2024.

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According to the type of relationship they have with their animals, five types of pet parents were defined in Spain: Lovers (24%), Loyal and Affectionate (24%), First-timers (22%), Happy Companions (18%), Consciously Responsible (12%).

The profile of pet parents was characterised by a composition of 50.9% women and 49.1% men, with an average age of 45.8 years. Most of them live with a partner and have children at home, which suggests a balanced family demographic group.

New sector report: 2nd Barometer of Pet Parent Habits and Trends in Spain 2025:

Portugal is the guest country of this edition of Iberzoo Propet, where the second wave of the "Barometer of Pet Parent Habits and Trends" is being presented. In addition to the evolution of the data compared to 2024, it will offer some new information: a detailed comparison between profiles in Spain and Portugal. This comparison not only analyses the profiles of pet parents but also explores the use of new technologies in the sector and looks at the investment made by pet parents in pet care products and services.

Outstanding aspects of the Barometer: Food, Tech Pet Technology, Economic Impact and New Market Opportunities


Among the aspects dealt with in the sector report, there are four main blocks:

- **Feeding Preferences:** animal guardians' focus on non-customised diets, natural foods, and new nutrition trends in companion animals.
- **Adoption of Tech-Pet Technology:** use of advanced devices such as trackers and health monitors, surveillance cameras, tech accessories, and applications for specific services related to pet care.
- **Economic Impact:** a detailed study of how much pet parents spend on food, health, hygiene, toys, and services such as insurance and daycare for their animals.
- **New Market Opportunities:** how the influence of pet parents affects sectors such as pet-friendly tourism, online services, and advanced care products.

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How Artificial Intelligence will Transform the Pet Care Industry

The pet care industry is experiencing an unprecedented transformation thanks to advances in artificial intelligence (AI). From smart devices that monitor animal health to personalised training and well-being platforms, AI is redefining how we care for and understand our pets.

One of the most important uses of AI in animal care is continuous health monitoring. Portable devices, such as smart collars, use advanced sensors and AI algorithms to record their vital signs, activity levels and sleep patterns. These devices can alert pet guardians to potential health problems before they get serious, offering data that can also be shared directly with veterinarians.

For example, TechPet companies have developed collars that analyse animals' physical activity, helping to detect abnormal behaviour suggestive of pain, anxiety or illness. In addition, some advanced systems can even predict chronic conditions like arthritis based on patterns of movement. By adding technology to the mix, the dream of giving our cats and dogs a better quality of life is becoming a reality.

Virtual Assistants and Online Veterinary Consultations

AI is also revolutionising how pet guardians access veterinary services. Nowadays, a variety of platforms offer virtual consultations, allowing pet guardians to describe their animals' symptoms and receive immediate recommendations. These tools use natural language processing to interpret the user's concern and provide precise responses.


In parallel, AI-based applications help veterinarians diagnose illnesses more quickly by analysing medical images and identifying patterns that may go unnoticed by the human eye.

The latest trend is the appearance of platforms that analyse cats' facial expressions to see whether they are comfortable or in pain. This type of information may help pet guardians decide whether their animals need surgery for an existing condition, is recovering well from a previous operation or, in case of persistent pain, whether it would be appropriate to decide on euthanasia.

This year, a series of innovations driven by artificial intelligence will give us a host of advantages, from detecting diseases to pet safety, transforming the way we take care of them. "You can buy AI devices to monitor your animal, and they can also track their faeces", says Dr Lionel Robert, Professor of Information at the University of Michigan School of Information and Professor of Robotics. "These devices record their level of hydration, their activity or inactivity, and even their mental health".

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Entertainment and Personalised Behaviour

Pet entertainment is also evolving thanks to AI. The platforms that already exist use automatic learning algorithms to personalise entertainment to suit each animal's breed, age, temperament, and behaviour.

Cats are notoriously difficult to read, unlike dogs, which can almost always express their emotions clearly. However, a recent study suggests that cats actually have hundreds of unique facial expressions. Many more than people, in fact. The way they move their eyes, ears and whiskers, although extremely subtle, can be analysed by AI to identify their emotional state.

Technology is also helping us to understand our pets better. There are apps in development that set out to translate dog barking into human language, with algorithms that analyse body and vocal language to interpret messages like "I'm hungry" or "I need to go out". This type of tools will certainly improve communication between humans and animals.

Intelligent Nutrition.

Personalised feeding is another key area where AI is making a huge difference. Systems that use data about pets' age, weight, level of activity and health to recommend customised diets. Some devices even include automatic feeders that adjust portions in real time, according to the animal's daily caloric needs.

Loss prevention and safety

Pet safety can also be optimised with AI. GPS trackers integrated with predictive algorithms can alert pet guardians if pet strays from a safe area. In addition, home cameras already feature facial recognition technology and emotion detection to identify when a pet is stressed or in need of attention.

Biometric systems for pets can use identifying information, such as their unique nose prints, to track pets in a less intrusive manner than the microchips typically used for the same purpose. Applications like Petnow have shown 99.99% precision in nasal print recognition.


The Future of Pet Care with AI

As AI continues to advance, the potential for transforming pet care is enormous. From robot-assisted treatments to tools for predicting healthy ageing in senior animals, the possibilities are almost limitless.

When you are out for a few hours and your dog has nothing to do, it's time to switch on your specialised domestic robot. Ogmen Robotics has developed a relatively small playmate with AI for dogs, a new category of

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products that is sure to take off in the coming years. This domestic robot can move from room to room, playing at searching for objects with your dog and even feed it at the right time.

However, it is also important to address the challenges associated with the use of these technologies. Data privacy, affordability and user education will be key factors when ensuring that these innovations benefit all animals and their guardians.


In conclusion, artificial intelligence is redefining the pet care industry, allowing us to give them more proactive, personalised, affordable care. This technological revolution will not only improve our pets' quality of life, but it will also strengthen the link between humans and animals, creating a brighter and healthier future for all.

Sources: Pets2B Consulting & Agency. Bangkok Bank Innohub, Global PETS.

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Sustainability in the Pet Care Sector

The pet care sector, which includes everything to do with pet well-being and care, is experiencing a significant growth in demand. Along with this growth come worries about its environmental impact and how to make it more sustainable.

Initiatives for more Sustainable Pet Care.

Companies and consumers are introducing measures to reduce the environmental impact of the pet care sector. Some of the trends include:

- **More sustainable diets:** Food products that use alternative proteins, such as insects, fungi and plant sources, which require less resources than traditional meat. There are also ECO certified products and others made with alternative ingredients like sustainable fish.
- **Eco-friendly containers:** The increase in the availability of biodegradable, recycling and reusable packaging.
- **Durable and recyclable products:** Accessories and toys manufactured with sustainable materials, and designed to last longer.
- **Waste reduction:** The use of biodegradable cat litter, ecological cleaning products, compostable dog poop bags and composting systems to manage organic waste and packaging.

Pet food sustainability


Dog guardians, like so many other consumers, are increasingly concerned about the sustainability of the products and brands they choose.

In a global lifestyle survey conducted early this year by Euromonitor International, 65% of pet guardians confirmed that they are worried about climate change. They are also more likely to do 'green activities' than people who do not have animals.

The results of the survey, presented by Ekaterina Tretyakova, a market research consultant at Euromonitor, show that pet guardians in emerging markets are trying to have a positive impact on the environment: 80% in India, followed by 74% in China and the United Arab Emirates, and 72% in Brazil. Interestingly, the most highly developed markets in terms of pet food showed far lower percentages in this regard, including 50% in Belgium and Sweden, and 32% in Japan.

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Pet guardians and their vision of how to contribute to sustainability

When it comes to the differences between people who do and do not have pets, regarding the adoption of more sustainable practices, 52% are reducing their use of plastics compared to approximately 48% of those who do not live with pets. Others include recycling items (50% versus 46%), using sustainable packaging (40% versus 36%), purchasing sustainable products (29% versus 25%), and reducing meat consumption (27% versus 23%).

The survey also analyses the types of containers that those surveyed consider sustainable, including recyclable (51%), biodegradable (48%), refillable/reusable (39%), paper (36%), made with recycled content (35%), compostable (34%) and plant-based options (31%).

Another survey of 945 pet guardians in Canada, France, the United Kingdom, and the United States, focused on sustainable pet food packaging. Conducted by Yummypets, an online community for pet lovers, and Pets International magazine, 55% of those surveyed said that they actively seek out sustainable packaging (although only 11% said they always do it), and 46% said that they buy animal food with sustainable or recycling packaging.

There are significant variations among pet guardians from different countries, 17% of those surveyed in the United Kingdom always look for sustainable packaging, with 57% sometimes purchasing sustainable or recyclable packaging. In comparison, only 35% of pet guardians in the United States shop with these criteria, and 29% of those surveyed in France said that they never sought out sustainable packaging.

Trust and willingness to pay more for sustainability

In the Yummypets survey, 27% of pet guardians said that they considered sustainability extremely important, 38% found it very important, while only 5% said it was not at all important. By country, 35% of respondents in the United States rated sustainability as extremely important, compared to 30% in the United Kingdom; in Canada, 47% considered it very important, while only 18% of pet owners in France did so.


Specifically, regarding pet food, 51% of pet owners stated that it is important or extremely important for it to be produced by an environmentally respectful company.

Pet guardians surveyed worldwide by Euromonitor appeared to be more trusting, with 61% saying they believe the claims of "recyclable," 57% in "locally sourced," and 54% in "environmentally friendly". While similar percentages, 57% and 55% respectively, reported trusting the claims of "organic" and "natural," 14% of these respondents believe that companies use these claims as an excuse to charge higher prices.

This is relevant because the price of more sustainable products definitely influences the purchasing behaviour of these pet

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guardians. The average prices of pet food with sustainability claims increased by approximately 22% in 2023, according to Euromonitor, following a rise of 19.5% in 2022 and 17% in 2021.

Thus, it is not surprising that only between 12% and 16% of respondents are willing to pay more for pet food labelled as environmentally friendly, sustainably raised or produced, locally sourced, or fair trade.

Eco-friendly Practices in Services

Groomers and veterinary clinics can also adopt more sustainable practices, such as:

- Using eco-friendly cleaning products that reduce environmental impact.
- Implementation of efficient waste management systems, such as recycling and composting programmes.

Adoption of Green Technologies

The pet care sector could benefit from incorporating green technologies, such as:

- **Energy efficiency:** Use of energy efficient equipment in facilities and processes.
- **Renewable energies:** Incorporation of clean energy sources, such as solar panels and wind energy systems.
- **Traceability certification:** Obtaining certificates that ensure correct traceability in manufacturing processes, guaranteeing responsible practices from production to distribution.

The Role of Consumers

Consumers have a crucial role in driving sustainability in the sector. Among the actions they can take are:

- Choosing products from companies committed to sustainability.
- Prioritising quality over quantity, selecting durable items.
- Participating in packaging recycling programmes.
- Getting information about the most sustainable options available in the market.


The Future of Sustainable Pet Care

The pet care sector has a long way to go in terms of sustainability, but current initiatives show that there is growing interest from companies and consumers alike. With innovations in technology, production and distribution, there is a possibility that pet care will become a pioneering sector in terms of integrating sustainable practices.

In conclusion, adopting a sustainable approach in the pet care sector is not only an environmental necessity but also an opportunity to enhance animal welfare and protect the planet.

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Sources: Pets2B Consultores, Euromonitor, Yummypets, Petfood Industry, Animal's Health, Pets International.

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Animals in the design of cities and urban spaces: How to do it

It is an undeniable social reality that animals are present in our lives. Our interaction with the animal world is highly beneficial to our health and well-being, both physical and mental, but there are also risks.

Animals of all types live in our towns and cities: wild, feral, production or pets, each with their own idiosyncrasies and needs, but with **crossed-impacts on health and multiple interferences with human life**. All this fauna includes local species, migratory species, invasive and threatened species and species in danger of extinction, some desirable and beneficial, and others, historically, considered to be infestations.

From my perspective as a veterinarian I see, over and over again, that **this subject is always forgotten, that it is not taken into consideration during city planning**, when building or upgrading housing developments, homes, workplaces, green zones and new climate oases. **Neither is it considered in urban well-being or planning**. This leads to numerous difficult-to-resolve problems.

When it comes to pets, **in Spain, 49% of people live with at least one pet**, and of these, eight out of ten consider their animals a member of the family. ANFAAC's annual report in 2021 talks of more than 30 million pets in Spain, **of which there are 9.3 million dogs and around 6 million cats**.

However, **many of these pets lack the space they need to be able to behave naturally**. All too often, this results in injury, distress and stress which changes their behaviour, making them more irritable, aggressive, and more difficult to live with.


Numerous studies show that interacting with pets reduces stress in people, is of great help in cases of loneliness, for bringing up children, it encourages active ageing and social cohesion, and even **reduces the need for medication to treat many health conditions**, of which depression, anxiety, chronic pain, diabetes, high blood pressure, are the most common.

Because this is a subject of great importance to half the population and has a significant impact on quality of life, the philosophy of "people who don't have enough space shouldn't have pets" no longer holds good; rather, this matter needs to be dealt **with greater empathy and with a collaborative professional response**.

The **situation should be taken into consideration as a factor for the sustainable and healthy design of spaces** because it addresses a pressing need to create private and common areas that integrate the presence of pets in social life harmoniously, safely and healthily, **particularly dogs and cats**, while ensuring animal health and welfare.

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Otherwise, this coexistence transforms into a swarm of complicated **health risks and disputes between neighbours and citizen safety**, which is, unfortunately, the current reality.

On this subject, **the design of homes, housing developments, shopping areas**, leisure facilities and even offices, hotels and restaurants (which are attempting to become increasingly pet-friendly), as well as common urban spaces, **has much to do with tipping the balance in one direction or another.**

For example, **floors that are too slippery for animals**, preventing them from running or playing safely; a **lack of adequate play and rest areas**, which often obstruct the passage of both people and animals; a lack of **elevated resting and refuge spots for cats**, essential to prevent multiple stress-related conditions in this species; **terraces and balconies that are not designed to prevent animals from falling** through gaps or from jumping over railings or fences; and unsafe gardens containing toxic or allergenic plants.

Despite the fact that more health, welfare and sustainability factors have been integrated in recent years, **the current situation is that plans and buildings are still being designed without considering the existence of pets in our lives.** It is crucial for architectural and interior design projects to be drafted with advice from experts such as veterinary clinics, municipal vets and psychologists specialised in the human-animal relationship.

We cannot expect animals to be "perfect citizens", not to be a nuisance or make a noise, and not to make a mess if we don't provide them with **adequate, sufficient areas** where they can behave naturally, **run, play and keep the mess to a minimum.**

All this is **essential for the best coexistence between humans and animals, guaranteeing a minimum level of well-being for animals, allowing them to be calmer**, better socially integrated and adapted to urban life. As a result, aggressive behaviour and the nuisance caused by barking would be reduced.


This is no longer just an isolated issue for each pet owner; rather, a **more professional and interdisciplinary response is needed in the design of public and private spaces, as well as accessibility policies for pets in different urban areas and buildings**, where they have traditionally been unwelcome but whose inclusion is now increasingly in demand by society. It is a necessity, a demand, and a challenge, but also a new market opportunity.

The **pet-friendly approach** is also starting to be a major tourist attraction, especially for emerging areas, as **dog-friendly tourism is of higher quality, more active, and environmentally friendly.** There is an increasing demand for tourist accommodation, hotels, restaurants, parks, green routes, beaches, and transport that allows animals, especially dogs.

When we talk about **green cities or climate oases**, it is no longer viable to think solely about plant species based solely on their

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appearance and on landscape criteria. **We also need to bear in mind that we are building an ecosystem where wild animal species** (birds, mammals, insects, etc.) **will inevitably nest. Depending on the choice of plant species and the design of the space, these animals can be beneficial** for the ecosystem, biodiversity, and health (for example, enjoying the pleasant sound of birdsong), **a nuisance** (noise, mess, safety issues), or **even an infestation** due to the proliferation of disease vectors that impact public health.

It is also important to consider that for the **ageing population, having a pet is a great help for dealing with loneliness**, helps to foster social cohesion and interaction, and is a significant factor in increasing physical activity. While they walk their dogs every day, elderly people interact with neighbours, participate in conversations in the park, and do enough physical exercise to establish a healthy habit. Therefore, **pet ownership should not be left out of the criteria to be considered in elderly-friendly cities**, which should provide optimal conditions for these habits to be carried out normally and without accessibility barriers.


All these facts should be a turning point for developing a new professional field that addresses a significant existing need. **I believe the effort will be worth it.**

Source: extract from the article published in NAN Arquitectura by Delia Saleno. Veterinarian, president of the One Health Work Group of the CEOE. Former president CEVE.

[See all the news about Iberzoo Propet on the website.](#)

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The new pet-friendly lifestyle

In recent years, the role of pets has moved beyond the home, and a debate has started about allowing them into the workplace. The boom in the concept of workplace welfare has caused many companies to adopt **pet-friendly** policies, allowing employees to bring their pets to the office. The idea is not universally accepted, but several academic studies have found that the benefits outweigh the drawbacks.

Benefits of allowing pets in the workplace

According to a comprehensive review published in the Journal of Management by Carisa Lam and Kai Chi Yam, welcoming pets into the workplace has multiple advantages.

Firstly, it improves employees' overall well-being because the mere presence of pets is known to have a positive impact. Researchers have found that pets are **reassuring, enhance job satisfaction, and promote workplace commitment**. This has positive effects not only on the quality of working life but also on the overall culture of the office.

One highly notable benefit is **stress management**. Since 2001, studies have shown that the presence of pets reduces work-related stress. Moreover, a more recent study indicated that these policies dissuade employees from resigning. Pets also act as a **"social lubricant"**, fostering interaction and support among team members. This not only benefits employees but also clients and potential workers, who perceive pet-friendly companies as being more committed to people's well-being.

Interestingly, these benefits are shared even among those employees who do not have pets. This is due to the impression that the companies value the overall well-being of their employees. Additionally, the presence of animals can improve clients' moods and increase the company's appeal to potential candidates.


Drawbacks and limitations

Despite the advantages, there are also drawbacks. According to the article, some people consider pets to be a distraction, and some people are afraid of them or do not like them. There can also be issues with hygiene, allergies, and even cultural and religious objections. What's more, taking pets to work can interfere with the work/life balance. For example, if a pet has a medical emergency, the employee may feel stressed when faced with dealing with the situation without neglecting their work responsibilities.

This phenomenon may also **blur the lines between work and personal life**, which can cause disputes and tension. Therefore, adopting a pet-friendly policy requires careful planning.

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Recommendations for implementing pet-friendly policies

Shawn X. Quan and Kira Schabram, in the article *The Benefits of a Pet-Friendly Workplace*, propose a series of steps for adopting these policies successfully. Firstly, the **needs of the workplace must be clarified**. The kinds of animals welcome and under what conditions they are permitted must be clearly defined. What's more, it is essential to establish rules to manage potential problems, such as any disruptive behaviour by the animals.

It is also crucial to comply with local regulations and to establish hygiene guidelines in common areas like cafeterias. **Short pilot schemes** are a good idea, limiting the days and areas where pets are allowed to streamline the adaptation process.

Another notable aspect is the need to cater for employees' needs related to their pets. This could include allowing time off to care for sick animals or offering pet insurance as an employee benefit, a growing demand, particularly among younger generations.

Source Ángel Peña EL MUNDO

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