

# CHINA CROSSROADS

Tuesday, March 25<sup>th</sup>, 2025, 19:30 – 21:00

## China's Pet Industry: Evolution, Trends, and Opportunities

**Fabio Alves**

Chief Operating Officer of Wagtopia

Former Head of Manufacturing at Royal Canin

**Chen Hongfeng**

China General Manager of ADM Pet Nutrition

**Eric Lin**

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The pet industry has exploded in China with the growth of the middle class and decreasing family size and increasing childlessness. This is especially true among professionals in cities like Shanghai. This panel brings together three seasoned pet industry professionals to discuss the evolution, trends, and opportunities in China's pet industry.

[Fabio Alves](#) is a seasoned operations and supply chain leader with 26 years of experience, including 21 years at Royal Canin across 5 countries. With 9 years in China, he now applies his expertise as COO and Co-Founder of Wagtopia, driving pet industry innovation.

[Chen Hongfeng](#) is China General Manager of ADM Pet Nutrition. He has over twenty years of senior management experience in multinational companies in China and France, including Siemens, IKEA, Royal Canin, and the French HAVEA Group. He holds a PhD in Management from Université Paris 1 Panthéon-Sorbonne.

[Eric Lin](#) is Director at The Silk Initiative leading client engagements across China and APAC. Eric uniquely straddles agency and client-side experience, which enables him to have first-hand knowledge in translating insights into executable plans for marketing, sales, and R&D. He was formerly Global Insights and Category Lead at Real Pet Food Company. Originally from Taiwan, Eric has 7 years experience with Kantar and 5 years client-side marketing and category building experience in China and Australia as well as a record of transforming categories and portfolios across high-demand Asian markets.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).