

# Press

September 2017

Interpets  
International fair for a better life with pets  
Tokyo Big Sight  
29 March – 1 April, 2018

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## Interpets 2018 to expand to four halls due to the increasing exhibitor and visitor numbers

### High level of exhibitor applications thanks to tremendous success of the last show

Interpets – the four-day international fair for a better life with pets – is preparing for its eighth edition, taking place from 29 March – 1 April (Thu – Sun) 2018 at Tokyo Big Sight. The show will again feature a unique concept by not only showcasing pet food and pet products, but also providing a platform where new ideas and business can be developed by bringing together the pet industry's housing, interior design, fashion, IT, automobiles, and tourism and leisure sectors. The fair will be zoned through several lifestyle scenes, such as 'Outing', '@Home' and 'Learning', and will also feature special zones for 'Cats', 'Birds & small animals' and 'Aquarium life'. This will help stimulate visitor's imagination, and to make it easier for them to find their desired items and services.



Interpets in 2017 crowded with 38,140 visitors from 23 countries and regions.

The seventh edition of the 2017 show welcomed record breaking figures of 404 exhibitors from 17 countries and regions (domestic: 339, overseas: 65)<sup>1</sup>, 38,140 visitors from 23 countries and regions (trade:

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<sup>1</sup> 359 exhibitors from 20 countries and regions (Domestic: 293, Overseas: 66) in 2016.

12,668, public: 25,472), and 14,848 pets<sup>1</sup>. The success of the previous event, which featured 13% more exhibitors and 38% more visitors than the previous year, proves the fair has cemented its position as the largest international fair for the pet-related industry in Japan, and also for pet owners and potential pet owners.

In response to the upward trend of exhibitor and visitor numbers, as well as the fact that a certain number of exhibitors were on a waiting list for the last edition, the show will expand from three halls to four halls in 2018, adding another 13,005 sqm. The official survey conducted during the last event showed that 95% of exhibitors intended to return to the 2018 edition. In fact, 40% more space is already occupied by existing and new exhibitors from around the world, when compared to the same month the year before.

Corresponding to the increasing number of overseas exhibitors, the fair will again conduct a business matching programme, which will be offered to overseas exhibitors on the first day of the show, inviting decision making buyers from leading wholesalers, trading houses and retailers in the pet industry in Japan. In addition, the show will organise a seminar on the Japanese pet market as well as a bus tour to pet shops in Japan, to compliment the fair as a firm business platform.

Despite number of household dogs and cats in Japan decreasing by 0.3% to 19.7 million in 2016 compared to the previous year<sup>2</sup>, the size of the pet market has shown steady growth in recent years, and grew by 1.1% (up to 13.6 billion USD) last year. The largest increases were seen in the fields of premium pet food, healthcare products and services, veterinary care and pet insurance<sup>3</sup>. This shows pet owners' increased demand for a healthier, safer and more comfortable living for pets.

The show's lineup of participatory events, seminars and lectures will add even more variety to this year's product coverage, such as those related to the Internet-of-Things, for example. This means Interpets will be an excellent fit for pet owners, potential pet owners and anyone in the industry who is seeking a comprehensive range of products, information and services.

The fair will open exclusively to trade visitors on the first day, and then to both trade and public visitors from the second day onwards, and is once again held concurrently with the "FCI Japan International Dog Show" organised by the Japan Kennel Club under the title "AJPET (ALL JAPAN PET EXPO in TOKYO)."

Please visit the official website for further information: [www.interpets.jp](http://www.interpets.jp).

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company

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<sup>1</sup> 27,580 visitors from 28 countries and regions (Trade: 9,881, Public 17,699, Pets: 10,009) in 2016

<sup>2</sup> Research conducted by Japan Pet Food Association in 2017

<sup>3</sup> Research conducted by Yano Research Institute Ltd. In 2017

generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)