

Press release

April 2018

Interpets gathered 25% more exhibitors and 10% more visitors than the previous edition

Katsuya Kashiwagi
Tel. +81 3 3262-8453
press@messefrankfurt.com
www.jp.messefrankfurt.com
www.interpets.jp

Interpets 18-3e

Interpets – the four-day international fair for a better life with pets – closed its doors with tremendous success on 1 April at Tokyo Big Sight. A record-breaking 502 exhibitors from 22 countries and regions¹ (domestic: 420, overseas: 82) including Japan, China, Korea and Germany, occupied four halls this year – one more hall than last year. The eight edition of the show welcomed 42,066 visitors² (trade: 15,794, public: 26,272) and 16,455 pets, which is around 4,000 more than at the previous edition.

The increase in exhibitor and visitor figures proved that the fair cemented its position as a leading event for the pet-related industry in Japan, as well as for pet owners and potential pet owners.



Interpets 2018 crowded with over 42,000 visitors and their pets

Interpets features a unique concept by not only showcasing pet-related products and services, but also providing a platform where new ideas and business can be generated by bringing together the pet industry with the fields of automotive, housing, interior design, fashion, IT, electronics, leisure and hospitality. Key product categories are represented in specific zones, such as 'outdoor & leisure', 'living, interior & pet products' and 'fashion & accessories'. The show also featured some special themes such as 'cats', 'birds & small animals' and 'aquarium'.

Messe Frankfurt Japan Ltd
7F Shosankan 1-3-2 Iidabashi Chiyodaku
102-0072 Tokyo Japan

¹ 404 exhibitors from 17 countries and regions (Domestic: 339, Overseas: 65) in 2017.

² 38,140 visitors (Trade: 12,668, Public: 25,472, Pets: 14,848) in 2017.

The numerous satisfactory comments from exhibitors confirmed that the fair is an ideal platform for them

Four car brands – Honda Access Corp, Mercedes-Benz Japan Co Ltd, Volkswagen Group Japan K.K. and Volvo Car Japan Ltd – took part in the show's 'outdoor & leisure' zone this year, presenting their vehicles which enable a fun and safe driving experience with pets. Also joining was Japan Airline Co Ltd, the first airline company participant in the fair's history.

"We introduced our new mileage services for pet owners and their pets, which are completely new in the Japanese airline industry," said Mr. Kazuhisa Nishikawa, Director, Marketing Division Route Marketing. "The number of visitors are far beyond our expectations. We are happy that we received so much positive feedback. We set up a small photo spot in our booth where many visitors took pictures of their pets, and they put the photos on social network services such as Facebook, Twitter and Instagram. This is also a great help to our promotion. Interpets is the right place for us."

Reflecting pet owners' higher awareness of pet health, more exhibitors showcased healthy pet food, supplements and healthcare products at the 'food' and 'beauty, health-care & nursing-care' zones. Mr Ryuji Takase, Agriculture and Forestry Division, Economic Department of Komoro City, said: "In order for the efficient use of the venison from deer we hunted to avoid them from damaging to the food crops, we started to develop them into pet food as venison is found out to be low-fat and is very healthy for pets. Our participation at Interpets is the very first challenging promotion of our activity towards the pet industry. We are very satisfied with the results as we got so many leads from leading wholesalers and distributors of pet industry in Japan, and also got public visitors to be aware of our activities."

Alongside the latest products and services presented by exhibitors, various inspiring events and seminars were also held. Photo shooting events gathered a lot of visitors who were eager to gain knowledge and skills to take good photos of their pets. A diverse range of informative seminars and lectures were held at a special stage, providing the latest information surrounding pets on various topics such as legal, health, therapeutic and lifestyle. The lecture on 'How we should live together with our pets in times of disasters' was especially popular, as the Great East Japan Earthquake in 2011 and the 2016 Kumamoto Earthquake have led to a growing interest in pet evacuation among the industry and owners.

The second edition of the 'Happy Grooming Contest' was conducted during the four day fair, where more than 100 professional groomers from all over the world joined. Mr. Kou Ando, Sales Division of Dream Industry Co Ltd, one of the leading manufacturers of grooming products, commented: "Thanks to the contest, we can meet so many groomers from all over the world at Interpets and get their feedback. And we can make full use of them for our future product development. Interpets is a must-attend show for us."

Interpets
Tokyo Big Sight
29 March – 1 April, 2018

Perfect support programme for international participants by the organiser

Interpets also conducted a business matching programme specifically for international exhibitors, inviting decision-making buyers from key importers to wholesalers and retailers in the Japanese pet industry. In addition, the show organised a seminar on the Japanese pet market as well as a tour to pet shops in Tokyo. One of the attendees commented: “We really appreciate these services provided by the fair organiser. We learned a lot about the distribution system of the pet industry in Japan and also preferences of Japanese pet owners. We will make full use of the information in order to prepare for Interpets next year.”

The fair has been organised by Messe Frankfurt Japan Ltd in cooperation with Japan Pet Food Association since its launch in 2011, and Japan Pet Products Manufacturers Association newly joined as the third organiser this year.

The next edition of Interpets will take place from 28 – 31 March 2019 at Tokyo Big Sight East Hall 2, 3, 7, 8, held concurrently again with “FCI Japan International Dog Show 2019” organised by Japan Kennel Club.

Interpets will open exclusively to trade visitors on the first day and then to both trade and public visitors from the second day onwards.

Press information and photographic material:

<https://www.jp.messefrankfurt.com/tokyo/en/media/consumer-goods/interpets/news.html>

Links to websites:

<https://www.facebook.com/Interpets/>

https://twitter.com/interpets_jp/

<https://www.instagram.com/interpetsofficial/>

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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). * preliminary numbers 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Interpets
Tokyo Big Sight
29 March – 1 April, 2018