

Press release

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Interpets is in full swing preparing for its ninth edition

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Interpets 2019 – the four-day international fair for a better life with pets – is preparing for its ninth edition, taking place from 28 – 31 March (Thu – Sun) 2019 at Tokyo Big Sight. The show will again feature a unique concept by showcasing pet-related products and services, and providing a platform where new ideas and business can be developed. It will bring together the pet industry with the fields of housing, interior design, fashion, IT, automobiles, tourism and leisure.

Key Interpets 2019 product categories will be represented in specific zones at the show, such as 'outdoor & leisure', 'living, interior & pet products' and 'fashion & accessories'. Interpets will also feature some special themes such as 'cats', 'birds & small animals' and 'aquarium'. This will help stimulate visitors' imaginations, and will make it easier for them to discover their desired items and services.



Interpets 2018 welcomed over 42,000 visitors and their pets

The eighth edition of Interpets 2018 welcomed record breaking figures of exhibitors and visitors. The success of the previous event, which featured 24% more exhibitors and 10% 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 fact, 85% of total exhibition space of Interpets 2019 has already been booked by existing and new exhibitors around the world.

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Corresponding with the increasing number of overseas exhibitors,

Interpets 2019 will again provide fringe programmes for them. A business matching programme 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.

The size of the pet market has shown steady growth in recent years, and grew by 1.0% (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 insurance¹. This shows pet owners' increased demand for a healthier, safer and more comfortable living for pets.

Fringe programmes of Interpets 2019, 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 2019 is an excellent event 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 28 March, and then to both trade and public visitors from 29 – 31. It is also 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)."

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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 | www.congressfrankfurt.de | www.festhalle.de

Interpets
Tokyo Big Sight
28 – 31 March, 2019

¹ Research conducted by Yano Research Institute Ltd. in 2018