

Press release

20 May 2019

A record-breaking 44,114 visitors enjoyed the 9th edition of Interpets Asia Pacific with its wider product range

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

Interpets19_2e

Interpets Asia Pacific 2019 – the four-day international fair for a better life with pets – closed its doors with tremendous success on 31 March at Tokyo Big Sight. With 481 exhibitors from 23 countries and regions (domestic: 382, overseas: 99) including Japan, China, Korea, Germany and the United States, occupying East halls 2, 3, 7, 8, the ninth edition of the show welcomed 44,114 visitors¹ (trade: 12,449, public: 31,665) and 17,986 pets.

Interpets features a unique concept by showcasing pet-related products and services and 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', 'foods', 'living, interior & pet products' and 'fashion & accessories'. The show also featured some special themes such as 'cats', 'birds & small animals' and 'aquarium'.



Over 44,000 visitors and their pets enjoyed Interpets Asia Pacific in 2019

Many exhibitors praised the fair as the best platform for them

Four car brands – Honda, Volvo as well as new comers, Jeep and FIAT – took part in the show's 'outdoor & leisure' zone this year, presenting their vehicles which enable a fun and safe driving experience with pets.

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

"Our primary goal was to build bigger brand awareness of our Jeep and

¹ 42,066 visitors (Trade: 15,794, Public: 26,272, Pets: 16,455) in 2018.

FIAT brands among dog owners as this was our debut at the show, and we are more than satisfied with the positive results,” said Mr. Yasuhiro Otomo, Senior Specialist, Marketing, Customer Services of FCA Japan Ltd. “According to the results of the visitor survey at our booth, more than 15% of participants showed their intention to take test drives in our cars. This ratio is extremely high, that would have never happened at other events. We are looking forward to coming back to Interpets Asia Pacific next year.”

Mr. Raita Teramoto, CEO of Morita Industries Inc, who joined the ‘outdoor & leisure’ zone, commented: “We are a long-established manufacturer of gas hot water dispensers. As we developed a portable hot shower dispenser using small gas canister, we took part in the fair for the first time to introduce it. Our participation at Interpets Asia Pacific is the very first challenging promotion towards the pet industry. We are so happy that we got so many leads from them. We received so much positive feedback from public visitors, and we’re looking forward to following them up.”

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 Takehisa Furuta, Product Development & Marketing Division, Smack Co Ltd, said: “We are one of the regular exhibitors of the fair. Year by year, pet owners’ health consciousness towards their pets increases. Interpets Asia Pacific is the best marketing platform for pet food and treats manufacturers like us to communicate directly with pet owners and get their opinions and demands. We can make full use of them for further development of our products.”

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. Also the third 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.

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 joined as the third organiser since last year. The next edition of Interpets Asia Pacific will take place from 26 – 29 March 2020 at Tokyo Big Sight Aomi Exhibition Halls. Interpets Asia Pacific 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>

Interpets
Tokyo Big Sight
28– 31 March, 2019

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 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018