

Press release

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## Interpets 2020 moves to new halls at Tokyo Big Sight

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**Interpets 2020 – the four-day international fair for a better life with pets – is preparing its tenth anniversary edition. The 2020 show will take place from 26 – 29 March (Thursday – Sunday), welcoming trade visitors as well as existing and potential pet owners and offering a wide range of pet-related products and services. Because of the 2020 Tokyo Olympics, this years' edition will move to Aomi Exhibition Halls, the newly constructed halls of Tokyo Big Sight. With 95% of the exhibition space already booked, the organiser looks forward to a celebratory tenth edition.**

### Themed categories for efficient sourcing

Interpets will again feature a unique concept by showcasing pet-related products as well as services and by providing a platform where new ideas and business can be developed. It will bring together the pet industry with other fields such as housing, interior design, fashion, IT, automobile, tourism and leisure. Key product categories will be represented in specific zones, such as 'outdoor & leisure', 'living, interior & pet products' and 'fashion & accessories'. Interpets will also feature a number of special themes, like 'cats', 'birds & small animals' and 'aquarium'. This will facilitate efficient sourcing and help visitors to easily discover their desired items and services.



Interpets 2019 welcomed over 44,000 visitors and their pets. Source: Messe Frankfurt Japan Ltd.

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### Exhibition space nearly full booked

The ninth edition of Interpets welcomed 481 exhibitors from 23 countries and regions and a record-breaking 44,114 trade visitors, existing and potential pet owners from 26 countries and regions in total. This was an

increase of 4.9% compared to the previous edition, and proof that the fair has cemented its position as the largest international fair for the pet-related industry in Japan.

In preparation of the 2020 Tokyo Olympics, Interpets 2020 will move to Aomi Exhibition Halls, the newly constructed halls of Tokyo Big Sight. In order to welcome as many exhibitors as possible in the smaller available venue, while ensuring the safety of all visitors and pets, the show changed the minimum booth space from 9sqm (3m x 3m) to 4sqm (2m x 2m). Already 95% of the exhibition space has been booked by existing and new exhibitors from around the world.

### **Fringe programme reflects market trends**

The size of the Japanese pet market has shown steady growth in recent years, and grew by 1.5% (up to 14.2 billion USD) in 2018. The largest increases were marked in the fields of premium pet food, healthcare products and services, veterinary care and pet insurance<sup>1</sup>. This shows pet owners' increased demand for a healthier, safer and more comfortable life for their pets.

The Interpets 2020 fringe programme, participatory events, seminars and lectures will add even more variety to this year's product coverage. Topics will include a series of emerging, innovative and inspiring themes related to the pet industry, like the Internet-of-Things. Interpets 2020 aims to be the go-to event for related trade visitors, existing and potential pet owners and anyone in the industry who is looking for a comprehensive range of products, information and services.

The fair will open exclusively to trade visitors on 26 March, and to both trade and public visitors from 27 – 29 March.

### **Press information and photographic material:**

<https://interpets.jp.messefrankfurt.com/tokyo/en/press.html>

### **Links to websites:**

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

[https://twitter.com/interpets\\_jp/](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 €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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)

Interpets  
Tokyo Big Sight  
26 – 29 March, 2020

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<sup>1</sup> Research conducted by Yano Research Institute Ltd. in 2019