

Press release

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Interpets 2020 cancelled amid Coronavirus concerns

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Owing to concerns over the Novel Coronavirus (COVID-19) outbreak, Messe Frankfurt Japan Ltd, the Japan Pet Food Association and the Japan Pet Products Manufacturers Association have announced the cancellation of the tenth anniversary edition of Interpets. The four-day international fair for a better life with pets was scheduled to be held from 26 – 29 March 2020 in the Aomi Exhibition Halls of Tokyo Big Sight.

The decision follows a rise in confirmed COVID-19 cases in Japan. According to the World Health Organisation, the number of cases across the country had reached 157 as of 25 February, while 691 cases had been recorded on the Diamond Princess Cruise Ship¹. In response, the Japanese Health Minister has urged the public to avoid non-essential gatherings².

Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd commented: "After serious discussions among the fair organisers, and in consultation with our stakeholders, we have come to a difficult decision to cancel the tenth anniversary edition of Interpets. We have strived to make the upcoming fair the best edition to date. However, under the current situation, where the prospects for effective countermeasures against the new coronavirus are uncertain, we have placed the health and safety of our participants as top priority. Regrettably, because of a conflict with the upcoming Olympic Games, we have been unable to reschedule Interpets at Tokyo Big Site during an appropriate time this year. Because of this, we have to defer Interpets to 1 – 4 April 2021."

About Interpets

Launched under a unique concept in 2011, Interpets showcases pet-related products and services, providing a platform where new ideas and business can be developed. By bringing the pet industry together with the fields of housing, interior design, fashion, IT, automobiles, tourism and leisure, the fair is a source of new product ideas and inspiration. The 2019 edition welcomed 481 exhibitors from 23 countries and regions and

¹ 'Coronavirus disease 2019 (COVID-19) Situation Report – 36', World Health Organisation. <https://bit.ly/2virCKj>. Retrieved, 26 February 2020

² 'Avoid crowds and non-essential gatherings, health minister urges', Japan Today. <https://bit.ly/32rqvjK>. Retrieved 25 February 2020

a record-breaking 44,114 trade visitors, including existing and potential pet owners from 26 countries and regions, cementing a position as the largest international trade fair of its kind in Japan.

Following the success of Interpets in Tokyo, a sister event is scheduled to be launched in Aichi – one of the key pet markets in Western Japan. Under the name 'Interpets Aichi', the inaugural edition will take place as planned from 21 – 22 November 2020 at Aichi Sky Expo.

Press information and photographic material:

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

Links to websites:

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

<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 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

* preliminary figures 2019