

Press release

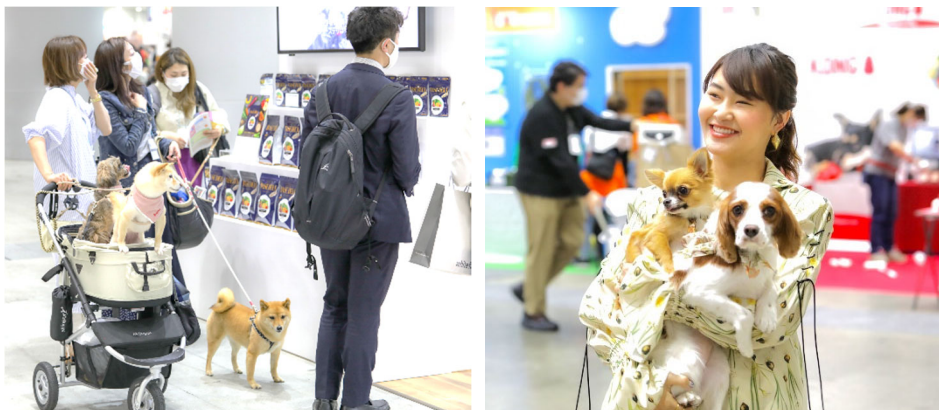
14 April 2021

## Interpets Asia Pacific 2021 successfully returned to Tokyo Big Sight

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**Interpets Asia Pacific – the international fair for a better life with pets – has wrapped up four successful days at Tokyo Big Sight. Returning for its 10<sup>th</sup> edition after a hiatus in 2020 due to COVID-19, from 1 – 4 April 2021, a total of 28,387 visitors (trade: 7,880, public: 20,507) and 13,736 pets<sup>1</sup> found their way to the fairground. Eager to re-establish business connections, 327 exhibitors from 11 countries and regions (domestic: 312, overseas: 15)<sup>2</sup> welcomed a wide variety of visitors with an extensive and diverse product range.**

Interpets Asia Pacific has been held since 2011 as one of Japan's largest pet industry trade fairs. Under the concept of 'a better lifestyle for people with pets', the fair not only showcases products and services but also provides a platform where new ideas and business opportunities can be generated. This is achieved by bringing industry players together with professionals from related fields such as automotive, housing, interior design, fashion, IT, electronics, leisure and hospitality.



Left: Visitors viewing a product showcase, Right: Ms Kanako Murakami visiting the booths with her dogs  
Photo: Messe Frankfurt Japan

As always, the opening day of the fair was reserved for trade visitors only and included a business seminar programme conducted by the Pet Food Association. About 400 trade visitors attended the programme and exchanged ideas on topics including market trends, the industry outlook and laws and regulations. From the second day onwards, a wide range of fringe events were open to the public, including a presentation on COVID-19 and animals, a dog smile photo contest, and a pet training

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<sup>1</sup> 44,114 visitors (trade: 12,449, public: 31,665) and 17,986 pets in 2019.

<sup>2</sup> Overseas exhibition booths were operated by their Japanese distributors.

workshop. Another popular feature was 'The Interpets award', presented to celebrities who enjoy a fulfilled life with pets, was awarded to the figure skater Ms Kanako Murakami this year.

Mr Tomoyuki Ota of Marfied Co Ltd, an exhibitor, commented on his four-day impression: "This is our first time exhibiting at Interpets Asia Pacific. The visitor flow was high and has exceeded our expectations. A lot of potential clients with specific needs visited our booth. In particular, on the first day we received business enquires from buyers representing a variety of different industries with the potential to bring us new business opportunities. We are pleased with Interpets Asia Pacific 2021."

Equally pleased was Mr Akinori Nakahara, Managing Director, Sales Department, Maruishi Cycle Ltd, who commented: "We are here to promote our special bike model which can carry small dogs and cats in its front. We are familiar with the bicycle industry but not the pet industry. At the fairground we met buyers from major retailers and had good business talks with them. The visitor flow was great and overall the fair successfully met our expectations. We look forward to the 2022 edition."

The arrangement of the 2021 fair had not been without challenges. In early January, the Japanese government declared a one-month state of emergency which was extended until 21 March. Within this context, the organiser, Messe Frankfurt Japan worked closely with local authorities to take precautionary measures and to provide participants with a safe and effective business platform.

The next edition of Interpets Asia Pacific will take place from 31 March – 3 April 2022 at Tokyo Big Sight. Interpets Asia Pacific opens 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://interpets.jp.messefrankfurt.com/tokyo/en/press/photos.html>

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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)

\*preliminary figures 2020

Interpets  
Tokyo Big Sight  
1– 4 April, 2021