

Press release

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## Interpets Asia Pacific set for a welcome return at largest scale ever

Nanako Kaku  
Tel +81 3 3262-8453  
[press@japan.messefrankfurt.com](mailto:press@japan.messefrankfurt.com)  
[www.jp.messefrankfurt.com](http://www.jp.messefrankfurt.com)  
[www.interpets.jp](http://www.interpets.jp)  
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**Interpets Asia Pacific – the international fair for a better life with pets – is preparing for its 2022 edition, taking place from 31 March – 3 April at Tokyo Big Sight. Excitement is gradually building as around 470 exhibitors gear up to showcase their new products and services to an expected 36,000 visitors. As one of the largest pet industry trade fairs in Japan, Interpets Asia Pacific not only provides a platform for trade visitors to conduct business meetings, but also serves as an open door event for pet lovers from the general public. The show will again blend business with education, showcasing the latest pet-related products and services alongside forums where new concepts and business ideas can be explored. This year’s event brings together the pet industry with the fields of housing, interior design, fashion, IT, automobiles, tourism, and leisure.**



Interpets Asia Pacific 2021 under COVID-19 precautionary measures. Photo: Messe Frankfurt Japan

With today’s pet owners paying more attention to health care, the 2022 fair sees the expansion of its Veterinary Care and Nursing Care zone, a must-see for veterinarians and veterinary nurses. Other essentials will be presented at specific zones across the show floor, including Food & Treats, Fashion & Accessories, and Health Care & Beauty. The show will also feature dedicated showcases for cats, birds and small animals that will help stimulate visitors’ imaginations and make it easier for them to discover the most in-demand supplies and services. Even in the midst of the major lifestyle changes caused by the pandemic, many new items and services that make life with pets more comfortable and enriching will

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

be presented.

In line with the dynamic nature of the pet industry, this year's Interpets Asia Pacific fringe programme will help fairgoers connect the dots of business, law and the latest research. The 'Business Forum' will take place on 31 March and 1 April, featuring the most up-to-date information on 'revised Animal Welfare and Control laws', 'Apoptosis Inhibitor of Macrophage (AIM) research updates' and 'Tips for living with aging pets'. Elsewhere, the 5th Interpets Asia Pacific Happy Grooming Contest will be conducted through the show, attracting many young professional trimmers from all over Japan. There will be plenty of fun and exciting events for public visitors and their pets too. These include a dog smile photo contest, a veterinary experience for kids, workout activities with pets, health counseling, a good manners campaign and more.

Interpets Asia Pacific has been held since 2011 as one of Japan's largest pet industry trade fairs. At the 10th edition in 2021, a total of 28,498 visitors and 13,736 pets found their way to the fairground. Eager to re-establish business connections, 327 exhibitors from 11 countries and regions (domestic: 312, overseas: 15) welcomed a wide variety of visitors with an extensive and diverse range of products.

For more details please visit:

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

Press information and photographic material:

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

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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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 for 2021

Interpets  
Tokyo Big Sight  
31 March – 3 April, 2022