

Press release

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## Participation returns to pre-pandemic levels at Interpets Asia Pacific 2022

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**Four days of networking, order placing and fun with pets wrapped up on 3 April, as the 2022 edition of Interpets Asia Pacific concluded on a high note. For many participants, the 11<sup>th</sup> edition marked a return to business as usual. Even amidst the pandemic, the fair managed to attract 465 exhibitors from eight countries and regions, a double-digit increase from the previous year. Most impressively, the fair saw visitor numbers return to pre-pandemic levels, with a turnout of 43,755 (trade: 14,011, public: 29,744) nearly matching the record high set in 2019. Together with their owners, 18,513 pets made their way to the fairground, where all manner of animal related products, services and information could be found, including automobiles, housing, interior design, accessories, IT, electronics, leisure and hospitality.**

“After a challenging period caused by the pandemic, we could not be more pleased with the double-digit rises in exhibitor and visitor participation that we have recorded at this year’s fair,” says Ms Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd. “The increases represent a welcome return to business as usual, and reflect the confidence that exhibitors have shown in Japan’s market for pet supplies and services. In today’s society, pets are very personal to each individual owner and the purchasing decisions that owners make are therefore very particular. For buyers and retailers alike, the Interpets Asia Pacific platform remains the best place to meet face-to-face with suppliers, and get a feel for new products in-person.”



Interpets Asia Pacific 2022 under COVID-19 precautionary measures. Photo: Messe Frankfurt Japan

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Under the concept of ‘a better lifestyle for people with pets’, this year’s

fair not only showcased products and services, but also provided a platform where new ideas and business opportunities could be generated. For the general public, the fair was not just a special outing to enjoy with their pets, but also an opportunity to learn more about pet biology and health care, as well as to find tips on training a well-mannered companion.

The first day was reserved for trade visitors only and included business seminars, forums and a panel discussion conducted at the fairground's main stage. Many visitors attended the programme and listened attentively to topics covering market trends, the industry outlook and laws and regulations.

The red carpet was rolled out to the general public from April 1 onwards, with a wide range of fringe events made available to public visitors and their pets. Plenty of fun filled the agenda in the shape of a dog smile photo contest and a grooming competition which attracted young up-and-coming groomers from all over Japan. Elementary school students were also part of the action, with a hands-on class made available to inspire the next generation of veterinarians.

#### **Exhibitor comments**

"Interpets Asia Pacific 2022 was a great success for us. It was clear that the visitor numbers were extremely high. On the back of this year's show we are going to conclude a number of large business contracts with our target mass retailers. We also met many consumers who are connected with our SNS (Social Network Service), and received honest feedback face to face. We look forward to the 2023 edition."

**Mr Masayuki Adachi, OPPO Department, Teramoto Corporation Ltd**

"This is our first time exhibiting at Interpets Asia Pacific. We have received coverage from news TV programmes and numerous calls from wholesalers and retailers. We held a pet food tasting event for the public to increase awareness of our products, and a lot of potential pet owners with specific needs visited our booth. Our existing customers regularly purchase our standard products through our online store. Showcasing new products at Interpets Asia Pacific is a very effective way to let our customers know and try our full product range other than our standard items."

**Ms Nanami Ijima, Chief Operating Officer, PETOKOTO Co Ltd**

Interpets Asia Pacific has been held since 2011 as one of Japan's largest pet industry trade fairs. The next edition will take place from 30 March – 2 April 2023 at Tokyo Big Sight. 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>

Other Interpets events held in Japan include:

#### **Interpets Osaka**

16 – 18 June 2023, INTEX Osaka, Japan

Interpets Asia Pacific  
Tokyo Big Sight  
31 March – 3 April, 2022

### **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