

Press release

18 April 2023

## Interpets Asia Pacific 2023 sets new attendance record as 62,234 visitors explore a better life with pets

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**With a 41% increase in visitor turnout, the leading international pet industry trade fair successfully reaffirmed itself from 30 March to 2 April as a global hub for upcoming pet trends. Across four days of networking, all manner of animal related products, services and information could be found, including automobiles, housing, interior design, accessories, IT, electronics, leisure, and hospitality. 622 exhibitors from 15 countries and regions occupied the entire Tokyo Big Sight covering 40,450 gross sqm, impressing 62,234 retailers and pet owners with their innovations.**



Interpets Asia Pacific 2023. Photo: Messe Frankfurt Japan

Reflecting pet owners' growing concern for health and wellness and the increase in time spent at home due to COVID-19, more exhibitors showcased healthy pet food, supplements, as well as interior furnishings for pets at the 'FOOD' and 'HOME' zones. Under the concept of 'a better lifestyle for people with pets', the fair went beyond showcasing products and services, providing a platform where new ideas, business opportunities and excitement could be generated through the fringe programme.

Made available to public visitors and their pets, plenty of fun filled the agenda in the shape of a dog and a cat photo contest and a grooming competition which attracted young up-and-coming groomers from all over Japan. Elementary school students were also a part of the action, with a hands-on class made available to inspire the next generation of veterinarians.

Messe Frankfurt Japan Ltd  
4F Sumitomo Fudosan Chiyoda Fujimi  
Building, 1-8-19 Fujimi Chiyoda-ku,  
102-0071 Tokyo Japan

## **Exhibitor comments**

“Congratulations on a successful show! This was our first time exhibiting at Interpets Asia Pacific to look for a distributor, and it was a great success. Since we were able to reach more than 300 companies interested in our services, we have no reason not to return next year.”

**Mr Kazuhiko Maeda, Representative Director, One Space Inc**

“As we don’t have a physical store, Interpets Asia Pacific is a valuable opportunity for us to collect direct feedback from end-users. In fact, our booth was so well attended that the food samples for dogs we prepared ran out before the last day of the show. Pet owners could see for themselves how much dogs enjoyed our food samples, helping us directly promote the quality of our products to many owners.”

**Ms Subaru Matsumura, Public Relations, Biophilia Inc**

“Due to the excellent results we achieved at the previous edition, we expanded our booth space by four times this year. In order to change our corporate image of being a water and housing products manufacturer, we introduced our pet products to consumers at the fairground. We are well on our way and look forward to returning for the 2024 edition.”

**Ms Kazue Kirihara, SBU Promotion Office, LIXIL Corporation**

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 4 – 7 April 2024 at Tokyo Big Sight. In addition, Interpets Osaka will be launched for the first time in Western Japan from 16 – 18 June 2023 at INTEX Osaka. For more details, please visit:

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

## **Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters 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 2022

Interpets  
Tokyo Big Sight  
30 March – 2 April, 2023