

Press release

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Over 600 exhibitors ready for Interpets Asia Pacific later this month – a new high

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Interpets2023_4e

The leading international fair for a better life with pets will continue its successful development in 2023: 633 exhibitors, up 36% from 2022, with a booked exhibition space of over 40,000 sqm have already registered to exhibit at what is one of the largest pet industry trade fairs in Japan. The fair opens its doors on March 30 and runs until 2 April at Tokyo Big Sight. A diverse event programme will demonstrate the many business facets that are relevant to the pet industry and offer visitors an exclusive look at pet trends and the latest goods. Numerous new products, trends and special presentations promise a unique trade fair experience.



Interpets Asia Pacific 2022. Photo: Messe Frankfurt Japan

The increase in exhibitor numbers marks a second consecutive double-digit rise since the 2021 edition. As the industry continues to thrive, 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 previous show attracted 44,074 visitors (trade: 14,330; public: 29,744), while 18,513 pets along with their owners made their way to the fairground, where all manner of animal related products, services and information could be found, including automobiles, interior design, IT, leisure and hospitality. This year, the Home zone for interior design and the Health Care & Beauty zone for supplements and salons in particular has showed a remarkable increase in exhibitor interest, indicating the growing demand in this segment.

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A diverse programme of supporting events

Taking place in Halls 1 and 7, the diverse fringe programme sees the continuation of some time-tested events that have been expanded upon. For example, the 'Business Forum' will feature the most up-to-date information on pet food safety and animal welfare laws, medical research updates and emergency disease in companion animals. Additionally, the 'Happy Grooming Contest' adds to a fun-filled atmosphere, attracting young professional groomers 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 and a good manners campaign. In addition, new this year is 'Nekonisto' a collaborative project to promote the Cat zone. 800 cat photos will be displayed on panels, while cat goods will be sold at the booth. A photo drawing area by a pet cartoonist with 70 million social media views per month will also be available for visitors' entertainment.

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 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

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

*Preliminary figures for 2022