

# interpets

ASIA PACIFIC

## Final report

**29 March - 1 April 2018**  
**Tokyo Big Sight**  
**East hall 1, 2, 3, 4**



## Outline of the fair

**Title** Interpets - International fair for a better life with pets -

**Theme** A happy and healthy life with pets

**Period** 29 March - 1 April 2018, 10:00 - 17:00 \*Open to the public on 30 March – 1 April

**Venue** Tokyo Big Sight (Tokyo International Exhibition Center), East hall 1, 2, 3, 4  
3-11-1 Ariake Koto-ku Tokyo 135-0063, Japan

**Organiser** **Japan Pet Food Association**  
9F Unizo Kandasudacho 2chome Bldg. 2-3-16 Kandasudacho Chiyoda-ku Tokyo  
101-0041, Japan  
Tel. +81 3 3526 3212 Fax. +81 3 3526 0270

**Japan Pet Products Manufactures Association**  
Kanda Kato Bldg. 2-8-7 Kandatacho Chiyoda-ku Tokyo 101-0046, Japan  
Tel. +81 3 5298 7722 Fax. +81 3 5298 7724

**Messe Frankfurt Japan Ltd.**  
Shosankan 7F 1-3-2 Iidabashi Chiyoda-ku Tokyo 102-0072, Japan  
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E-mail. info@interpets.jp Web. www.interpets.jp

**Official supports** Ministry of Agriculture, Forestry and Fisheries / Ministry of Environment

Japan Veterinary Medical Association / Japanese Animal Hospital Association / Japan Medical Association / Tokyo Veterinary Medical Association / Chiba Veterinary Medical Association / Japan Animal Welfare Society / Japan Pet Care Association  
Japan Veterinary Products Association / NIPPON POLICEDOG ASSOCIATION  
Public Interest Incorporated Association (PIIA) Knots / Japan Society for the Prevention of Cruelty to Animals / The EyeMate, Inc. / Japan Guide Dog Association / Guide Dog and Service Dogs Association of Japan / Yamatane Museum of Art / JAPAN KENNEL CLUB / Japan DIY Industry Association / Japan Small Animal Veterinary Association / Japanese Society of Pet Animal Nutrition / Nihon Animal Vocadional College Association / Japan Pet Massage Association / New Supermarket Association of Japan / Japan Pet food & supplies Wholesalers Association / Japanese Board of Veterinary Practitioners / & PETS / Japan Society for Animal Specialty Education / Natural-Treasure Hokkaido Dog Conservation Society / Pet Esthétique International Association / Human & Pet Happiness Creating Association / Japan Supermarkets Association / Japan Association for the Promotion of the Canine Good Citizens / J-HANBS Inc. Foundation / The National Federation of All Japan Guide Dog Training Institutions / Veterinarians for Seniors and Animals / Chevy's Pet Adoption Center / Japanese Service Dog Resource Center / The Kennel Club of Japan / Japan Association For Promoting Harmonization Between People and Pets / Japan Animal Health Technician Association / Japan Association of Pet Dog Trainers / Japan Service Dog Association / Japan Hearingdogs for Deaf People / International Animal Health & Management College / PSG Corporate Union / Asia Cat Club / Chiba Companion Animals & Flower Professional Training College / Central Kennel Coopertive Association / Nishinihon Petoyouhin Oroshishokyoukai / Japan Ornamental Fish Association / Japan Bird & Small Animal Association / Japan Association of Chain Drug Stores / Nippon Animal Hospital Association / Association For Promoting Living with Pets / Pet Food Fair Trade Association / Yamazaki Gakuen Education Foundation Yamazaki Gakuen University Yamazaki Vocational College Of Animal Health Technician

**Concurrent fair** FCI Japan International Dog Show 2018  
Organiser: JAPAN KENNEL CLUB  
30 March - 1 April 8:30 - 17:00 East hall 5, 6 Web. www.jkc.or.jp

**Admission fee**

Trade visitors	JPY 2,000	
	*Free of charge with admission ticket / online registration.	
Public visitors	Adult (Over 13 years old)	JPY2,000 (JPY1,500)*
	Children 12 years old or under	Free of charge
	Pets	Free of charge

\*( )=fee with discount ticket / online registration.

## Highlights

### ■ Business matching meeting

During the fair, the organiser offered a brief business matching meeting to overseas exhibitors, providing the chance to have face to face business meetings with purchasing decision makers from leading retailers, wholesalers and importers in the Japanese pet industry.

In 2018, “Business Matching meeting” was conducted welcoming important Japanese buyers to visit 25 overseas exhibitors’ booths. It gave the overseas exhibitors a great opportunity to efficiently create new contacts that would be of value for their future business expansion in Japan.

### ■ Japanese pet market seminar and bus tour to pet shops

The organiser introduced a programme for overseas exhibitors, “Japanese pet market seminar and bus tour to pet shops”, offering an opportunity to explore more of the Japanese pet market in both literacy and experience. This programme provided market entrants with a significant opportunity to know the market, and also offered exhibitors at all levels a chance to network with other exhibitors having similar difficulties and to consult specialists about their future business plan.

### ■ International consultation counter **NEW**

We provided a stand for consultation about entries into the Japanese pet market during the fair.

### ■ Meeting space for business visitors **NEW**

There are numerous business meeting spaces on site. You can use them for your deeper negotiation with your business partners.



## Number of exhibitors

### ■ Exhibitors by country / region

502 exhibitors / 22 regions・countries (Japan: 420, Overseas 82)

	Country / Region	number of exhibitors		
1	Japan	420		
2	China	24		
3	South Korea	15		
4	Germany	6		
5	Taiwan	6		
6	United States	5		
7	Thailand	3		
8	Hong Kong	3		
9	United Kingdom	2		
10	Australia	2		
11	Netherlands	2		
12	New Zealand	2		
13	France	2		
14	Poland	2		
15	Italy	1		
16	Canada	1		
17	Singapore	1		
18	Switzerland	1		
19	Spain	1		
20	Finland	1		
21	Belgium	1		
22	Macao	1		
<b>Total</b>		<b>502</b>	2017 Total :	404
	Japan	<b>420</b>	Japan	339
	Overseas	<b>82</b>	Overseas	65

## Number of visitors

### ■ Visitors

42,066 visitors / 28 countries・regions (2017: 38,140 visitors / 23 countries・regions)

2018	29 March	30 March	31 March	1 April	Total
Business	5,918	4,305	3,041	2,530	<b>15,794</b>
Public	0	5,656	10,173	10,443	<b>26,272</b>
<b>Total</b>	5,918	<b>9,961</b>	<b>13,214</b>	<b>12,973</b>	<b>42,066</b>
Pets	788	3,716	5,826	6,125	16,455

2017	30 March	31 March	1 April	2 April	Total
Business	4,514	3,085	2,568	2,501	<b>12,668</b>
Public	0	3,802	9,680	11,990	<b>25,472</b>
<b>Total</b>	<b>4,514</b>	<b>6,887</b>	<b>12,248</b>	<b>14,491</b>	<b>38,140</b>
Pets	523	2,486	5,041	6,798	14,848

## Number of visitors

### ■ Visitors by country / region (Business + Public)

42,066 visitors / 28 countries・regions

1	Japan	41,150	16	Canada	3
2	South Korea	333	17	Vietnam	2
3	China	218	18	Spain	2
4	Taiwan	186	19	Philippines	2
5	Hong Kong	44	20	Macao	2
6	Thailand	27	21	Indonesia	2
7	Singapore	23	22	Switzerland	1
8	United States	17	23	South Africa	1
9	Malaysia	12	24	New Zealand	1
10	Mongolia	9	25	Netherlands	1
11	Australia	8	26	France	1
12	United Kingdom	7	27	Chile	1
13	Germany	5	28	Austria	1
14	Italy	4			
15	Finland	3	<b>Total</b>		<b>42,066</b>

\*Public visitors are all counted as Japanese since there is no registration for them.

### ■ Visitors by domestic and overseas (Business)

	Number	%
Domestic	14,878	94.2%
Overseas	916	5.8%
<b>Total</b>	<b>15,794</b>	<b>100.0%</b>

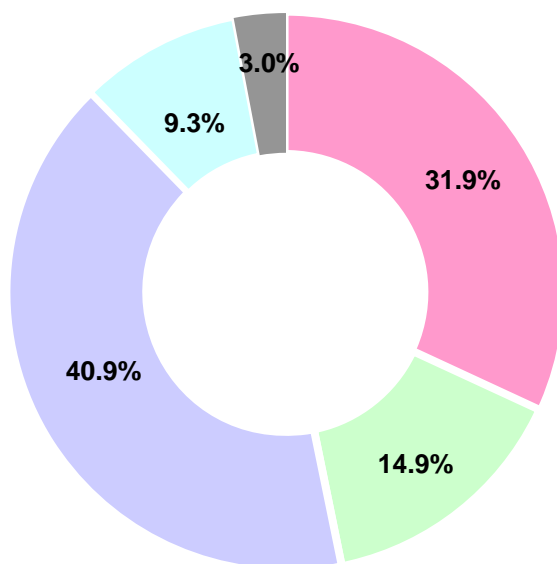
### ■ Visitors by business categories (Business)

1	Retail store	4,324	27.4%	
	Details	Pet shop / Special retail store	2,022	12.8%
		Mail order house / Online store	1,082	6.9%
		DIY store / Discount store	232	1.5%
		GMS / Supermarket / Convenience store	111	0.7%
		Pharmacy	37	0.2%
		Others	840	5.3%
2	Grooming salon	2,771	17.5%	
3	Manufacturer	1,392	8.8%	
4	Distributor / Wholesaler	1,215	7.7%	
5	Veterinary	847	5.4%	
6	Importer / Exporter	795	5.0%	
7	Housing manufacturer / Real estate	438	2.8%	
8	Breeder	375	2.4%	
9	Restaurant / Cafe	301	1.9%	
10	Pet hotel	217	1.4%	
11	Association / Embassy	168	1.1%	
12	Transportation	117	0.7%	
13	Hotel / Leisure facility / Public facility	113	0.7%	
14	Tourism	44	0.3%	
15	Others	2,565	16.2%	
16	N/A	112	0.7%	
<b>Total</b>		<b>15,794</b>	<b>100.0%</b>	

# Business visitor's survey

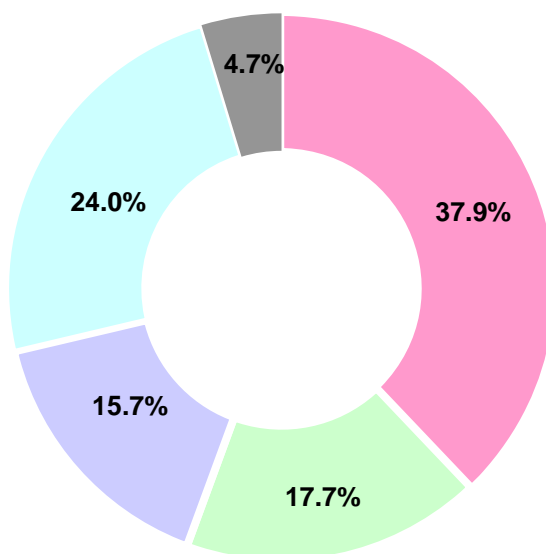
## 1) Your position

1	Managing director, Board member, Owner	31.9%
2	Manager	14.9%
3	Employee	40.9%
4	Others	9.3%
5	N/A	3.0%



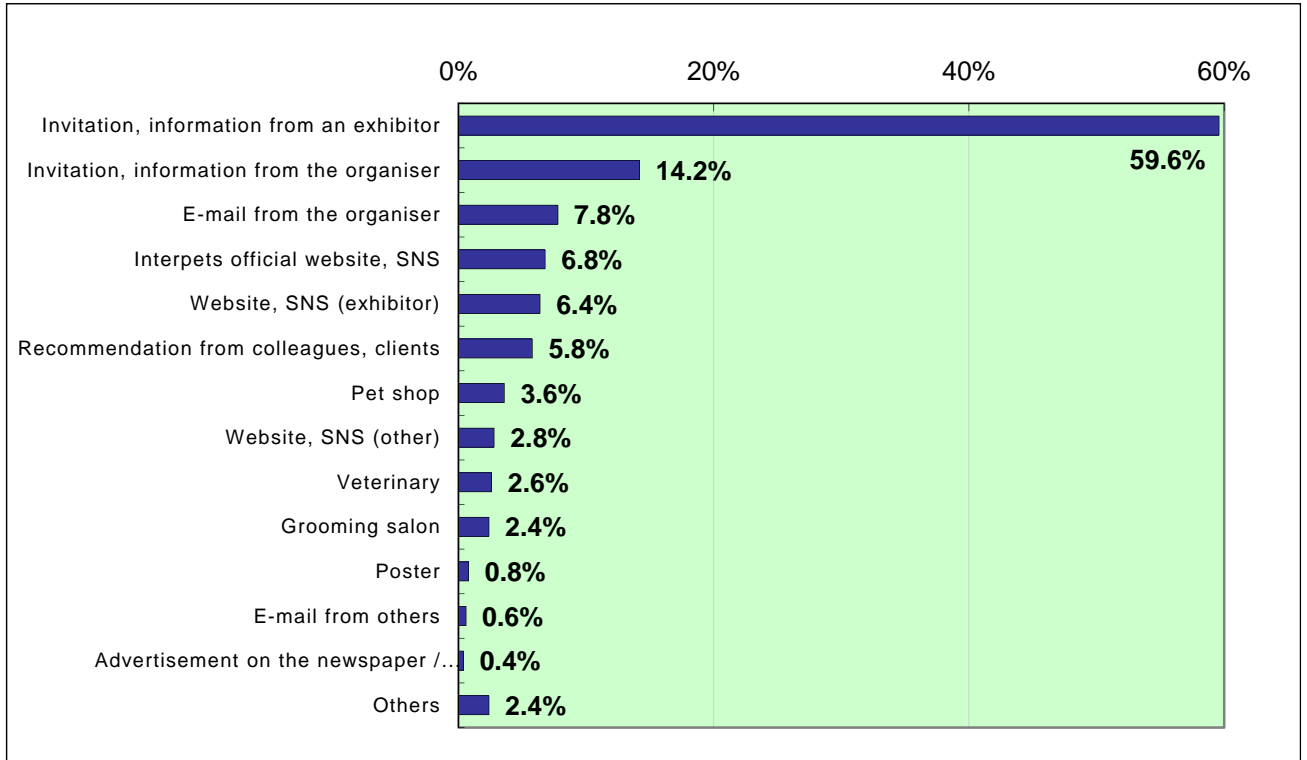
## 2) Your authority in purchasing decisions

1	Have authority to purchase	37.9%
2	Have partial authority to purchase	17.7%
3	Have influence in purchasing	15.7%
4	No authority to purchase	24.0%
5	N/A	4.7%



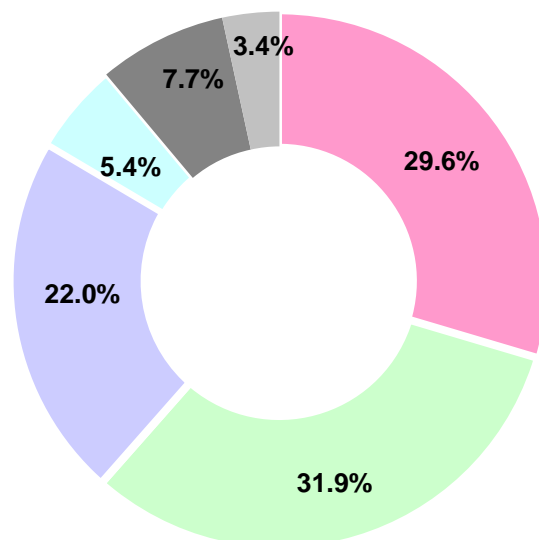
## Business visitor's survey

### 3) How or where did you obtain ideas for your visit to the fair? (multiple answers)



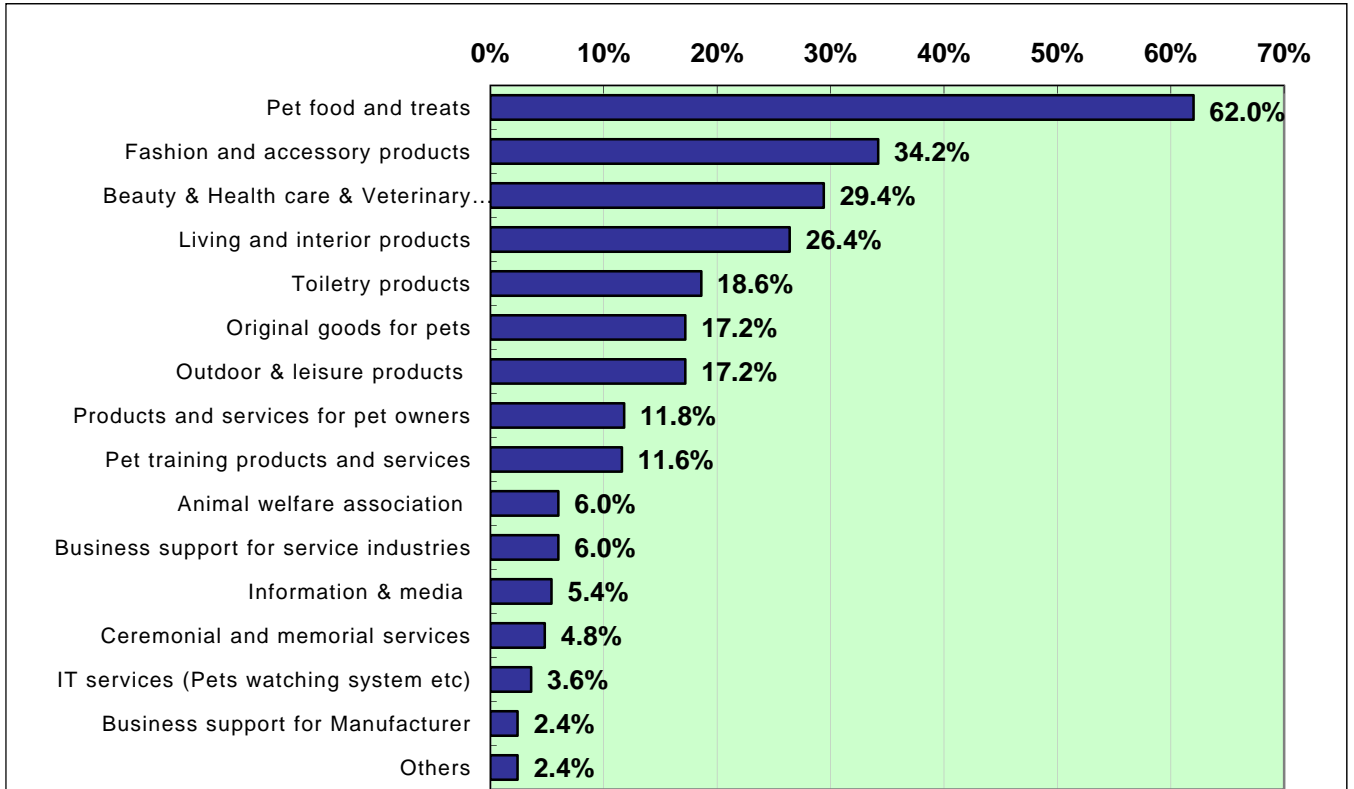
### 4) What were the objectives of your participation in the fair?

1	Conducting market research	29.6%
2	Gathering information to make a purchase	31.9%
3	Purchasing products	22.0%
4	Participation in the seminars and events	5.4%
5	Others	7.7%
6	N/A	3.4%



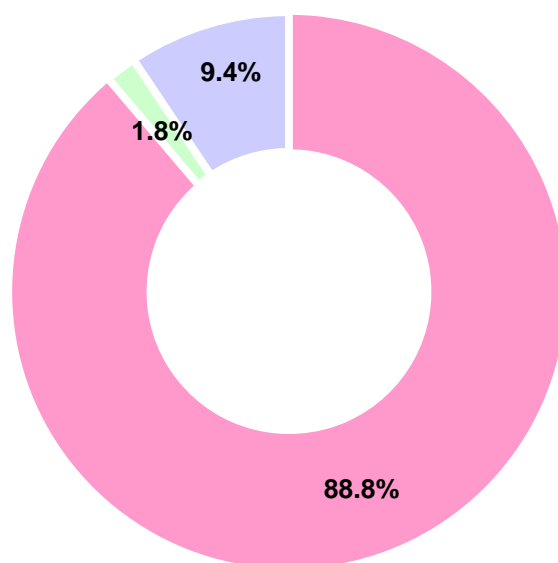
## Business visitor's survey

### 5) Which product range are you interested in at the fair? (multiple answers)



### 6) Do you intend to visit the next Interpets?

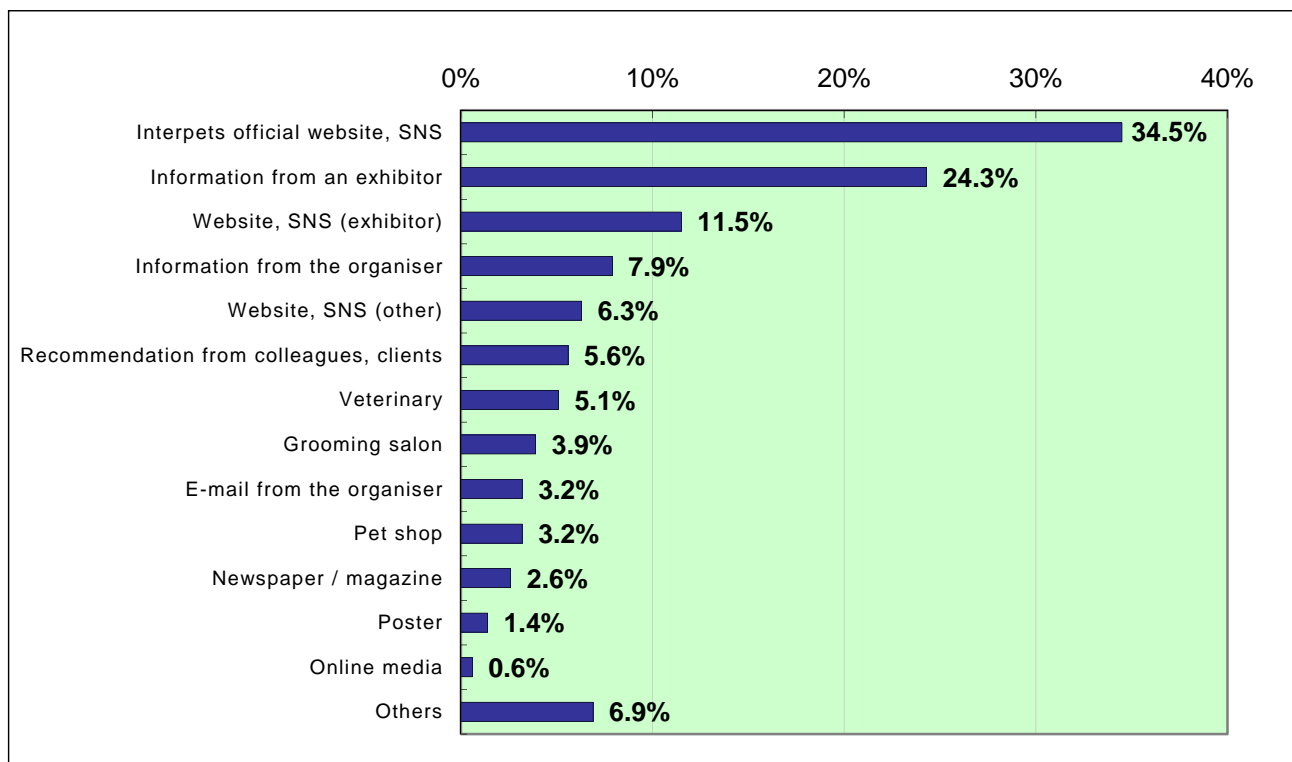
Will visit	<b>88.8%</b>
Will not visit	<b>1.8%</b>
Not decided yet	<b>9.4%</b>



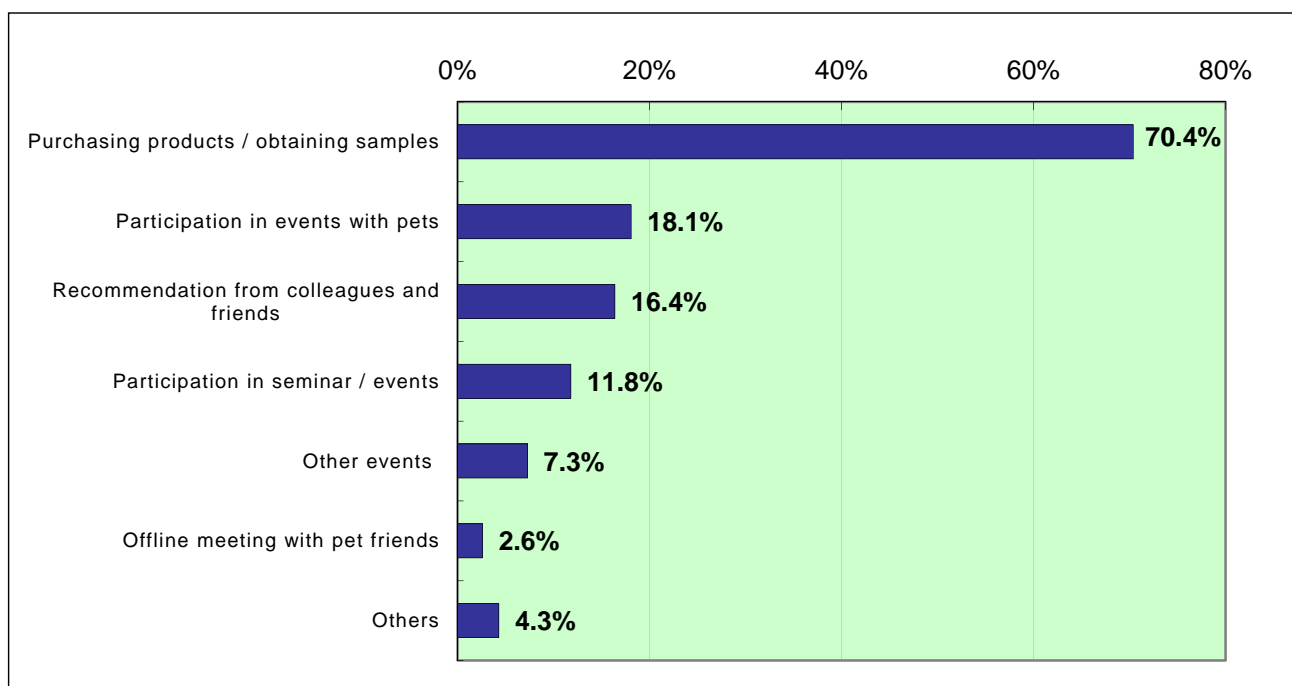


# Public visitor's survey

## 1) How or where did you obtain ideas for your visit to the fair? (multiple answers)

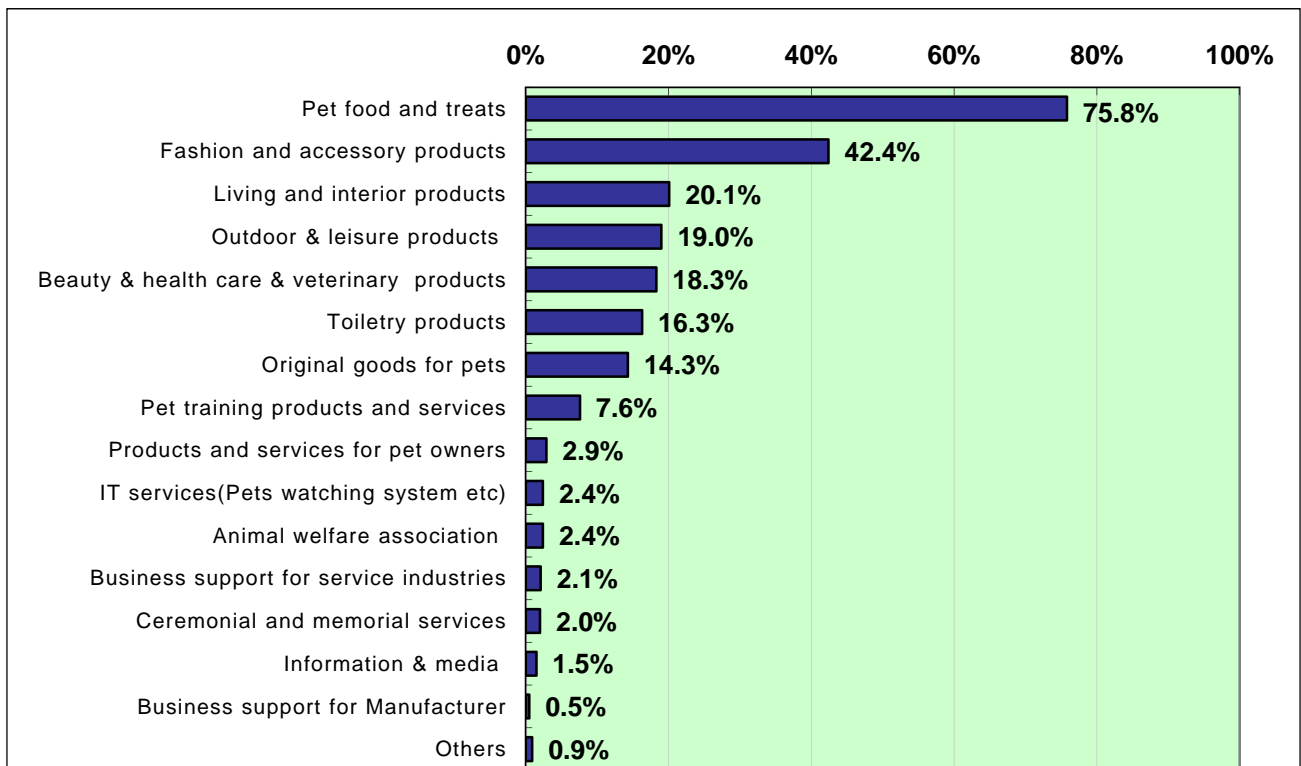


## 2) What were the motivations of your participation in the fair? (multiple answers)



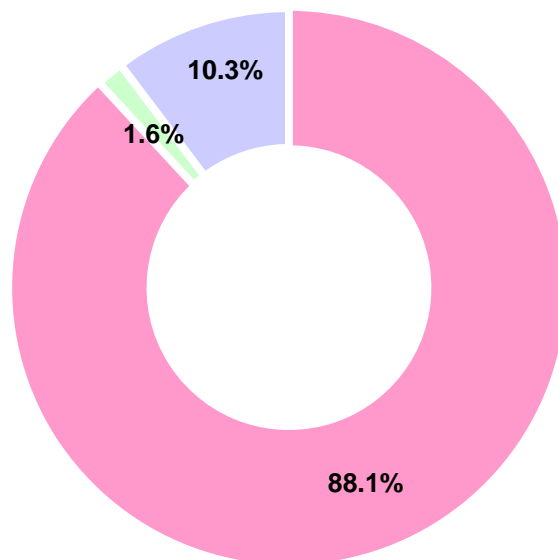
## Public visitor's survey

### 3) Which product range are you interested in at the fair? (multiple answers)



### 4) Do you intend to visit the next Interpets?

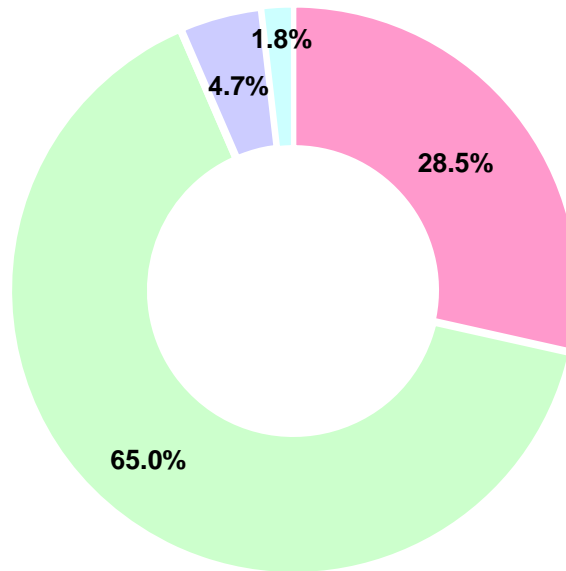
Will visit	<b>88.1%</b>
Will not visit	<b>1.6%</b>
N/A	<b>10.3%</b>



# Exhibitor's survey

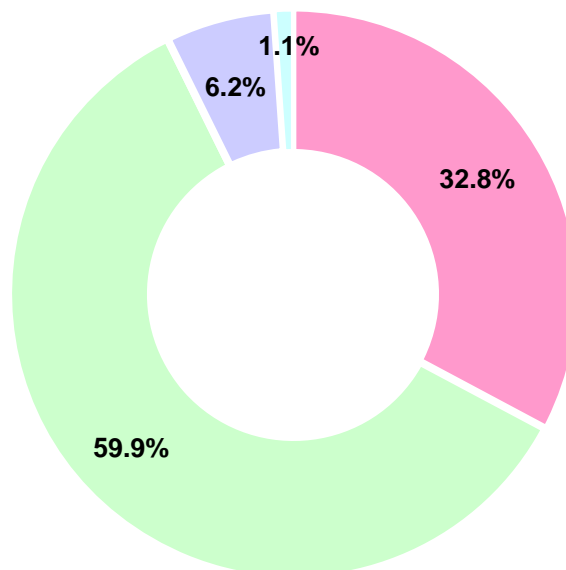
## 1) Overall impression of the fair

Very satisfied	<b>28.5%</b>
Satisfied	<b>65.0%</b>
Dissatisfied	<b>4.7%</b>
N/A	<b>1.8%</b>



## 2) Number of the visitors

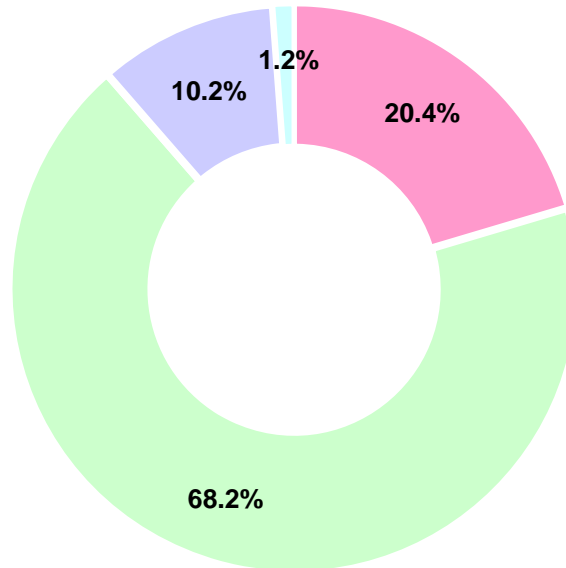
Very satisfied	<b>32.8%</b>
Satisfied	<b>59.9%</b>
Dissatisfied	<b>6.2%</b>
N/A	<b>1.1%</b>



## Exhibitor's survey

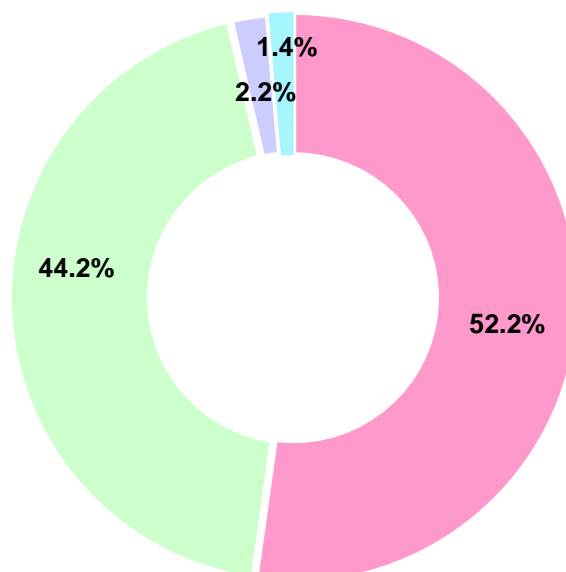
### 3) Quality of the visitors (your targeted business categories / job function)

Very satisfied	20.4%
Satisfied	68.2%
Dissatisfied	10.2%
N/A	1.2%



### 4) Will you participate in the next fair again?

Will exhibit	52.2%
Considering	44.2%
Will not exhibit	2.2%
N/A	1.4%



# Photo Gallery

## <Business day : 29 March>



## <Business & Public day : 30 March – 1 April>



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## Next fair

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### **Interpets 2019** 28 - 31 March 2019 Tokyo Big Sight, East hall 2,3,7,8

\*Open to the public on 29 - 31 March  
\*East hall 2 will open only on 30 and 31 March.

«Apply now !»

Attractive discounts are available!

#### **Large scaled exhibit discount**

Over 6 booths (54 m<sup>2</sup>) 5% discount

Over 9 booths (81 m<sup>2</sup>) 6% discount

Over 12 booths (108 m<sup>2</sup>) 7% discount

\*This discount will apply only for standard booths and is valid until  
**31 August 2018**. Ask the organiser for the details.

### ***Inquiry***

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**Interpets Organiser's Office**  
**Shosankan 7F 1-3-2 Iidabashi**  
**Chiyoda-ku Tokyo 102-0072, Japan**  
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