

# Press

29 March 2018

Interpets  
International fair for a better life with pets  
Tokyo Big Sight  
29 March – 1 April 2018

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## **Interpets: The 8<sup>th</sup> edition opens with a record breaking 496 exhibitors occupying East Hall 1–4 of Tokyo Big Sight**

Interpets—the international fair promoting a better life with pets—opens its doors on March 29 and runs until 1 April at Tokyo Big Sight. A record-breaking number of 503 exhibitors (domestic: 421, overseas: 82) from 22 countries and regions<sup>1</sup> including Japan, China, Korea, and Germany, will occupy four halls this year, increasing by one hall.

Since the show's launch in 2011, its concept has always been to offer visitors everything needed for a life with pets. Once again, the show will be filled with a wide range of products, ideas, knowledge and inspiration for a more comfortable and high-quality lifestyle with pets by bringing together the fields of pet food and products, housing, interior design, fashion, IT, electronics, automobiles, tourism and leisure from around the world. Under this unique concept, Interpets has shown steady growth in terms of the number of participants and its internationality, and has cemented its position as the largest international fair for the pet-related industry in Japan, as well as for pet owners and potential pet owners.

Key product categories are represented in specific zones, such as 'outdoor & leisure', 'living, interior & pet products' and 'fashion & accessories', and will also pick up special themes such as 'cats', 'birds & small animals' and 'aquarium'. This will help stimulate visitor's imagination, and will make it easier for participants to find their desired items and services in a more effective way.

Four car brands – Honda Access Corp, Mercedes-Benz Japan Co Ltd, Volkswagen Group Japan K.K. and Volvo Car Japan Ltd – will be taking part in the show's 'outdoor & leisure' zone this year, presenting their vehicles that enable a fun and safe driving experience with pets. Also joining is Japan Airline Co Ltd, the first airline company participant in the

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<sup>1</sup> 2017: 404 exhibitors from 17 countries and regions (Domestic: 339, Overseas: 65)

fair's history. It will present its new mileage services for pet owners and their pets.

In the 'living, interior & pet products' zone, housing-related manufacturers will exhibit and express the concept of comfortable and stylish living with pets. They will show interior items that support a safe environment for pets at home, such as unique flooring coated with a special slip-free material keeping pets safe from slipping-related injuries, as well as home fragrances to prevent odours. Asahi Kasei Homes Corp, one of the major home builders in Japan who made a debut in the last edition, will come back to the show once again.



Interpets in 2017 gathered 38,140 visitors from 23 countries and regions.

A wide selection of informative seminars and interactive events will also take place throughout the fair period. The topics include training, manner improvement of pet owners, techniques to shoot the best pet photos and the therapeutic benefits of pets. A special seminar on how we should live together with our pets in times of disasters will take place on the second day. For example, the Great East Japan Earthquake in 2011 and the 2016 Kumamoto Earthquake have led to a growing interest in pet evacuation among the industry and owners. A special exhibition area on the theme will also be installed.

Meanwhile, this year's edition of the 'Happy Grooming Contest' will be conducted during the four day fair, where more than 100 professional groomers from all over the world are planned to join.

The first day of the show on 29 March is limited to trade visitors only, with the fair opening to the public from 30 March onwards.

The fair has been organised by Messe Frankfurt Japan Ltd in cooperation with Japan Pet Food Association since its launch in 2011, and Japan Pet Products Manufacturers Association newly joined as the third organiser this year.

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The show takes place concurrently with the FCI Japan International Dog Show 2018 organised by the Japan Kennel Club, a competition for purebred dogs.

For more information, please visit the official website: [www.interpets.jp](http://www.interpets.jp).

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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). \* preliminary numbers 2017

For more information, please visit our website at:

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