

Press release

26 September 2019

Interpets heads to Aichi for an additional show in 2020

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InterpetsAichi20_1e

Interpets Aichi, the two-day fair for pet products and services open to trade and public, will be launched from 21 – 22 November (Sat – Sun) 2020 at Aichi Sky Expo. As the sister event of Interpets Asia Pacific in Tokyo, which made its debut in 2011 and within nine years cemented its position as the largest pet products and services fair in Japan, the new show will follow the unique concept by showcasing pet-related products and services in the fields of housing, interior design, fashion, IT, automobiles, tourism and leisure.

The Aichi show is building on the successful Interpets Asia Pacific in Tokyo and will be established based on the strong demand of pet owners from Central Japan (Chubu area) for a specific show in the region. In response to their request, Messe Frankfurt Japan will be providing the ideal annual meeting point for pet-related products, services and pet owners as well as potential pet owners in Aichi and Central Japan.

Key product categories of Interpets Aichi will be represented in specific zones, such as food, fashion & accessories, living, interior & pet products, outdoor & leisure and beauty, health-care & nursing-care. This will help stimulate visitors' imagination, and will make it easier for them to discover their desired items and services.

Aichi prefecture has the fourth largest population of 7.55 million in Japan¹ and with a large number of over 445,000 registered owned dogs ranking third after Tokyo and Kanagawa². The total size of the Japanese market for pet products and services has shown steady growth in recent years, and grew by 1.0% (up to 13.6 billion USD) in the last year. The largest increases were seen in the fields of premium pet food, healthcare products and services, veterinary care and pet insurance³. This shows pet owners' increased demand for a healthier, safer and more comfortable living for pets.

Mako Yamamoto, Executive Director of Messe Frankfurt Japan Ltd, said: "We are so happy that we can meet the expectations of pet owners in Central Japan. The industry trends show that there is a growing demand

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¹ Research conducted by Aichi Prefectural Government in 2019

² Research conducted by Ministry of Health, Labour and Welfare in 2018

³ Research conducted by Yano Research Institute Ltd. in 2018

for the pet products and services market across the whole country, and feedback from our Tokyo show suggested that we should tap into this and meet the needs of the industry. We are looking forward to meeting many new and existing participants and their pets at Interpets Aichi next year.”

The fringe programme events at Interpets Aichi will include participatory events, inspiring seminars and lectures, which will add even more variety to the show’s product coverage. This means Interpets Aichi is an excellent event for pet owners and potential pet owners in Central Japan who are seeking a comprehensive range of products, information and services for their better life with pets.

The venue, Aichi Sky Expo, is the newest exhibition centre in Japan located next to Chubu Centrair International Airport, and has an easy access from Nagoya, the largest city in Central Japan.

Other pet-related shows by Messe Frankfurt include:

- **Interpets Asia Pacific**
26 – 29 March 2020, Tokyo Big Sight, Japan

Press information and photographic material:

<https://interpets-aichi.jp.messefrankfurt.com/aichi/en/press.html>

Links to websites:

<https://www.interpets.jp>

Social media:

<https://www.facebook.com/Interpets/>

https://twitter.com/interpets_jp/

<https://www.instagram.com/interpetsofficial/>

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 30 locations, the company generates annual sales of around €718 million. 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. 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

Interpets Aichi
Aichi Sky Expo
21 – 22 November, 2020