

-Press release

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Debut edition of Interpets Osaka impresses with 14,458 visitors

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The inaugural Interpets Osaka has wrapped up a successful three-day run at INTEX Osaka from 16 – 18 June 2023, drawing an impressive 14,458 visitors to do business with 258 exhibitors from nine different countries and regions (domestic: 229, overseas: 29). Debuting as the sister fair of the Interpets Asia Pacific established 12 years ago in Tokyo, the new Osaka fair showcased an extensive and diverse product range: from foods and living accessories to healthcare and grooming. The new addition to the calendar does not only provide a platform for the trade audience of retailers, grooming salons and suppliers to find new business in the Osaka region, but also serves as an immersive open door event for pet lovers from the general public.



GmbH, and Mr Takashi Toritani, baseball commentator and media personality in Japan. Photo: Messe Frankfurt Japan

Speaking during the fair, Ms Julia Uherek, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH, said: "I would like to thank from the bottom of my heart the many key players in the Japanese pet industry for their participation. Looking at the products exhibited at Interpets Osaka, I am both surprised and impressed by the great variety of Japanese pet foods and the wide range of products and services available to enrich people's lives with their pets, many of which are not available in Germany. It's a reminder once again of the potential for further growth in the industry."

The debut edition garnered significant interest, including local celebrity attendance. Mr Takashi Toritani, a pet enthusiast, baseball commentator and former professional player for the Hanhin Tigers, delivered the keynote speech at the inaugural fringe programme. He shared his personal tips on setting and achieving goals, as well as captivating inside stories from his career. Other fringe event highlights included

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discussions on business and animal welfare. The Happy Grooming Contest captivated through a very lively atmosphere.

Exhibitor comments

"The response we received at Interpets Asia Pacific in Tokyo last April was so great that we rushed to apply to participate here. We showcased a laundry detergent designed to reduce pet hair adhesion to clothes, and received many enquiries from pet salons and pet hotels. The purchasing rate seems to be higher here. We are very happy to have achieved our sales targets."

Mr Kengo Nakamura, Store Development Dept., Value Planning Co., Ltd

"Several companies engaged in business discussions with us regarding nursing care products such as pet aids, supplements and hygiene items. Many visitors actually touched and checked the details of the nursing care products and even fitted them to their pets, as these products are not available in pet shops. Both business visitors and the general public said they saw our products for the first time, so we are pleased to have achieved our branding goals as well."

Mr Junji Nakamoto, Sales Manager, Anima Care Inc.

"A factory sewing machine capable of embroidering pet illustrations was on display, and we got the impression that the pet market is expanding, and new segments of the market can still be tapped into. We believe there are even more business opportunities to be explored."

Mr Yuki Kazeoka, Sales Education Group, BROTHER SALES, LTD.

The next edition of Interpets Osaka will take place from 20 – 22 September 2024 at INTEX Osaka. For more details, please visit:
<https://interpets-osaka.jp.messefrankfurt.com/osaka/en.html>

Press information and photographic material:
<https://photos.app.goo.gl/FsKQ4k72fnxp4Hp77>

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

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