



Final report

**1 - 4 April 2021
Tokyo Big Sight
West hall 1, 2 & South hall 1, 2**

Outline of the fair

Title	Interpets - International fair for a better life with pets -
Period	1-4 April 2021, 10:00 - 17:00 *Open to the public on 2-4 April
Venue	Tokyo Big Sight (Tokyo International Exhibition Center), West hall 1,2 & South hall 1,2
Organiser	Messe Frankfurt Japan Ltd. Shosankan 7F 1-3-2 Iidabashi Chiyoda-ku Tokyo 102-0072, Japan Tel. +81 3 3262 8460 Fax. +81 3 3262 8442 E-mail. info@interpets.jp Web. www.interpets.jp
Special supports	<p>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</p> <p>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</p>
Official supports	<p>Ministry of Agriculture, Forestry and Fisheries / Ministry of Environment</p> <p>Japan Veterinary Medical Association / Japanese Animal Hospital Association / Japan Medical Association / Tokyo Veterinary Medical Association / Chiba Veterinary Medical Association / Saitama Veterinary Medical Association / Miyagi Veterinary Medical Association / Japan Animal Welfare Society / Japan Pet Care Association / Japan Veterinary Products Association / NIPPON POLICEDOG ASSOCIATION / Pii Knots / Japan Society for the Prevention of Cruelty to Animals / The Eye mate Inc. / Japan Guide Dog Association / Guide Dog & Service Dog & Hearing Dog Association of Japan / Yamatane Museum of Art / Japan Association of Healthcare Initiative / JAPAN KENNEL CLUB / Japan DIY・HC Association / Japan Small Animal Veterinary Association / Japanese Society of Pet Animal Nutrition / Nihon Animal Vocational College Association / Japan Pet Massage Association / National Supermarket Association of Japan (NSAJ) / Japan Pet food & supplies Wholesalers Association / Japanese Board of Veterinary Practitioners / Japan Society for Animal Specialty Education / Natural-Treasure Hokkaido Dog Conservation Society / Pet Esthétique International Association / Human & Pet Happiness Creating Association / Japan Supermarket Association / JAPAN ASSOCIATION OF CHAIN DRUG STORES / The Japan Association for the Promotion of Canine Good Citizen / Japan Human Animal Nature Bond Society / THE NATIONAL FEDERATION OF ALL JAPAN GUIDE DOG TRAINING INSTITUTIONS (VESENA) / Veterinarians for Seniors and Animals / (NPO) Small Animal Medical Research Institute / 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 Hearing Dogs for Deaf People / International Animal Health & Management College / PET SERVICE GROUP / ASIA CAT CLUB / Chiba Companion Animals & Flower Professional Training College / Central kennel Corporative Association / Japan Ornamental Fish Association / Japan Bird & Small Animal Association / Nippon Animal Hospital Association / Association For Promoting Living with Pets / Pet Food Fair Trade Association / Yamazaki Gakuen Education Foundation / Yamazaki University of Animal Health Technology / Yamazaki Professional College of Animal Health Technology / Yamazaki Vocational College of Animal Health Technician</p>
Admission fee	<p>Trade visitors (4/1 - 4) *Free of charge with online pre-registration for trade visitors.</p> <p>Public visitors (4/2 - 4) - One day ticket (10:00-17:00): JPY 1,500 - Afternoon ticket (13:00-17:00): JPY 700 *Advance ticket needed *At age of 12 years or under : Free of charge *It will end as soon as sold out. *()=fee with online registration.</p>

Highlights

■The 10th edition of Interpets Asia Pacific closed successfully

Even amidst the COVID-19 pandemic, the four-day fair was a great success. Interpets Asia Pacific hosted 327 exhibitors from 11 countries and regions at the Tokyo Big Sight and welcomed 28,498 visitors and 13,736 pets. As Interpets Asia Pacific 2020 was cancelled due to the COVID-19 outbreak, this year's edition was a long-awaited event for pet-related industries and pet owners. The demand for face-to-face business meetings and networking opportunities amongst pet industry players remained strong, and a lot of business talks were actively conducted on the exhibition floor.

■The measures taken against the COVID-19 at Interpets Asia Pacific 2021

The organiser, Messe Frankfurt Japan worked closely with the local authorities and the venue operator to take precautionary measures that secure a safe and effective business platform for all participants. In addition, the public health measures being deployed including facial mask and hand sanitization regulations, onsite body temperature checks, frequent sanitization of the fairground facilities, and distancing measures for seminar attendees.

■Interpets Asia Pacific offered additional meeting points for exhibitors and visitors

2 special showcases were newly implemented at Interpets Asia Pacific in order to create new business contacts between exhibitors and visitors as many as possible. A newly introduced showcase called PIKA-COLLECTION displayed about 20 new and innovative items selected amongst exhibitors by industry specialists. In addition, the fair organiser, Messe Frankfurt Japan selected about 50 items and services from exhibitors and showcased them at DISCOVER YOUR FAVORITES. Those 2 special showcases helped to lead visitors and buyers directly to exhibitors' booth.

■A wide range of fringe seminars and events were conducted

As always, the opening day of the fair was reserved for trade visitors only and included a business seminar programme. About 400 trade visitors attended the programme and exchanged ideas on topics including market trends, the industry outlook and laws and regulations. From the second day onwards, a wide range of fringe events were open to the public, including a presentation on COVID-19 and animals, a dog smile photo contest, and a pet training workshop. Another popular feature was 'The Interpets award', presented to celebrities who enjoy a fulfilled life with pets, was awarded to the professional figure skater Ms Kanako Murakami this year.



Number of exhibitors

■ The number of exhibitors in total: 327 exhibitors / 11 countries/regions (Japan: 312, Overseas: 15)

■ Exhibitors by country / region

	Country / Region	number of exhibitors
1	Japan	312
2	Canada	3
3	France	2
4	Germany	2
5	New Zealand	2
6	Czech Republic	1
7	Hong Kong	1
8	Italy	1
9	China	1
10	Poland	1
11	South Korea	1
Total		327
		2019 Total : 481
	Japan	312
	Overseas	15
	Japan	382
	Overseas	99

Number of visitors

■ The number of visitors in total: 28,498 visitors / 2 countries/regions

■ Visitors by day

2021	1 April	2 April	3 April	4 April	Total
Business	4,299	2,085	897	710	7,991
Public	0	5,076	7,957	7,474	20,507
Total	4,299	7,161	8,854	8,184	28,498
Pets	826	3,517	4,648	4,745	13,736

2019	28 March	29 March	30 March	31 March	Total
Business	5,548	3,424	1,971	1,506	12,449
Public	0	6,134	12,899	12,632	31,665
Total	5,548	9,558	14,870	14,138	44,114
Pets	713	3,676	6,923	6,674	17,986

Number of visitors

■ Visitors by country / region (Business + Public)

1	Japan	28,496
2	United States	2
Total		28,498

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

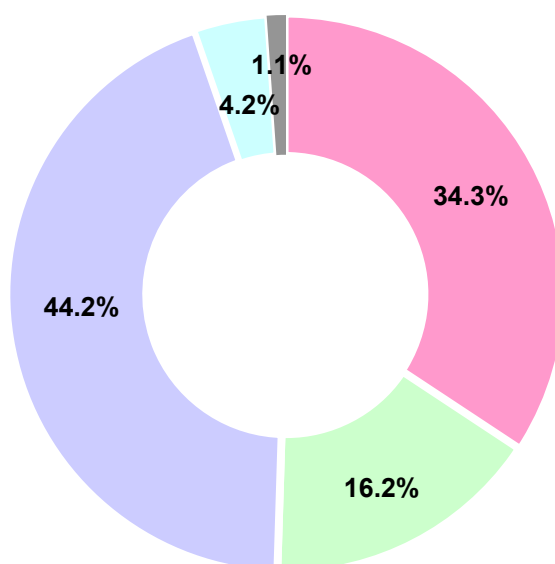
■ Visitors by business categories (Business)

1	Retail store	2,059	25.8%
	Details		
	Pet shop / Special retail store	803	10.0%
	Mail order house / Online store	654	8.2%
	DIY store / Discount store	102	1.3%
	GMS / Supermarket / Convenience store	22	0.3%
	Pharmacy	12	0.2%
	Others	466	5.8%
2	Grooming salon	1,416	17.7%
3	Manufacturer	829	10.3%
4	Distributor / Wholesaler	588	7.4%
5	Importer / Exporter	424	5.3%
6	Veterinary	412	5.2%
7	Housing manufacturer / Real estate	222	2.8%
8	Training school, puppy class	175	2.2%
9	Breeder	168	2.1%
10	Restaurant / Cafe	166	2.1%
11	Pet hotel	103	1.3%
12	Association / Embassy	78	1.0%
13	Leisure facility / Public facility	60	0.7%
14	Transportation	55	0.7%
15	Tourism	31	0.4%
16	Others	1,115	13.9%
17	N/A	90	1.1%
Total		7,991	100.0%

Business visitor's survey

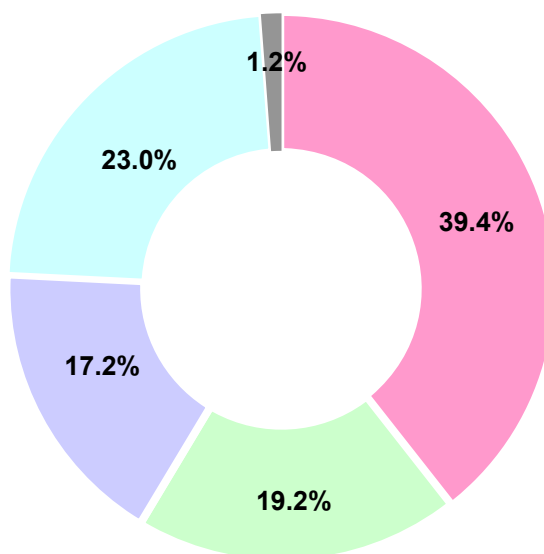
1) Your position

1	Managing director, Board member, Owner	34.3%
2	Manager	16.2%
3	Employee	44.2%
4	Others	4.2%
5	N/A	1.1%



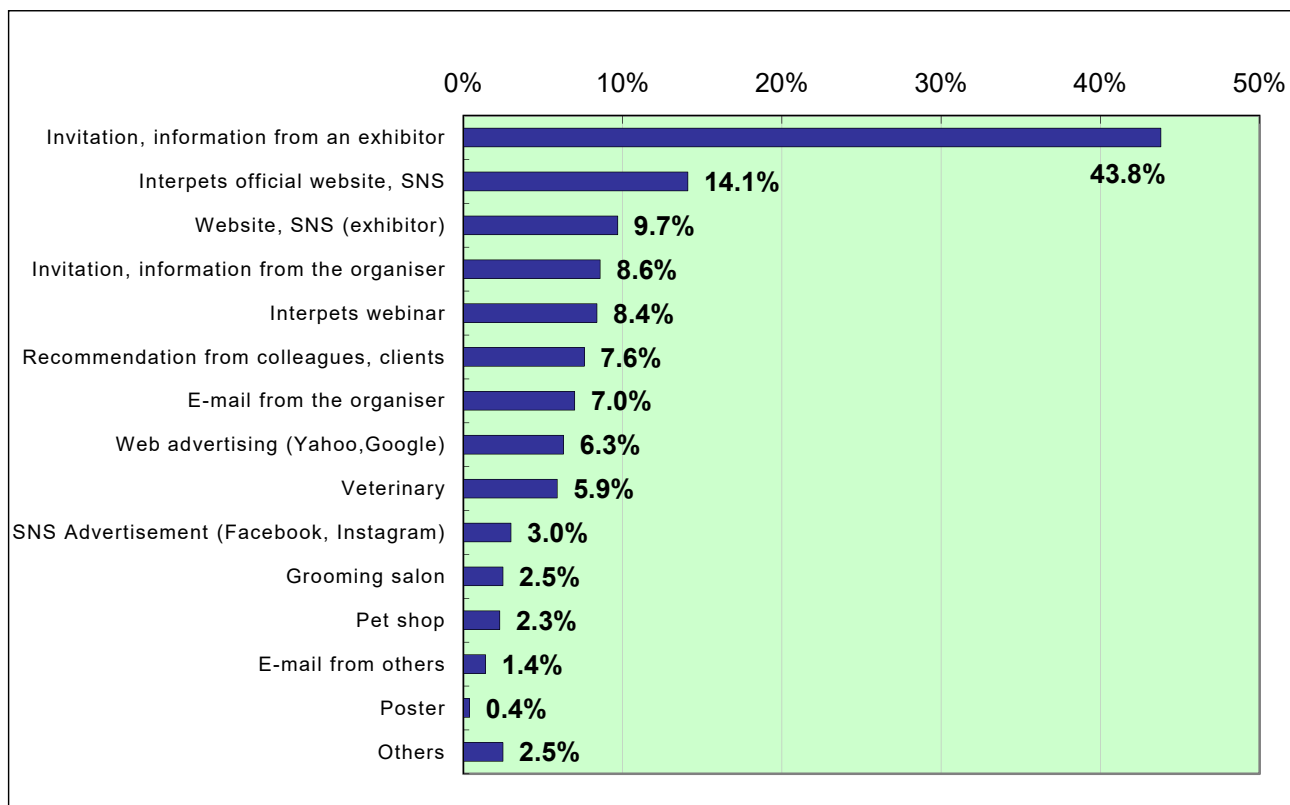
2) Your authority in purchasing decisions

1	Have authority to purchase	39.4%
2	Have partial authority to purchase	19.2%
3	Have influence in purchasing	17.2%
4	No authority to purchase	23.0%
5	N/A	1.2%



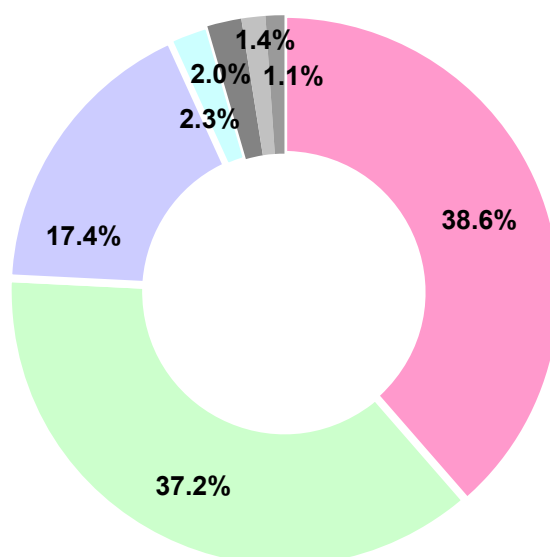
Business visitor's survey

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



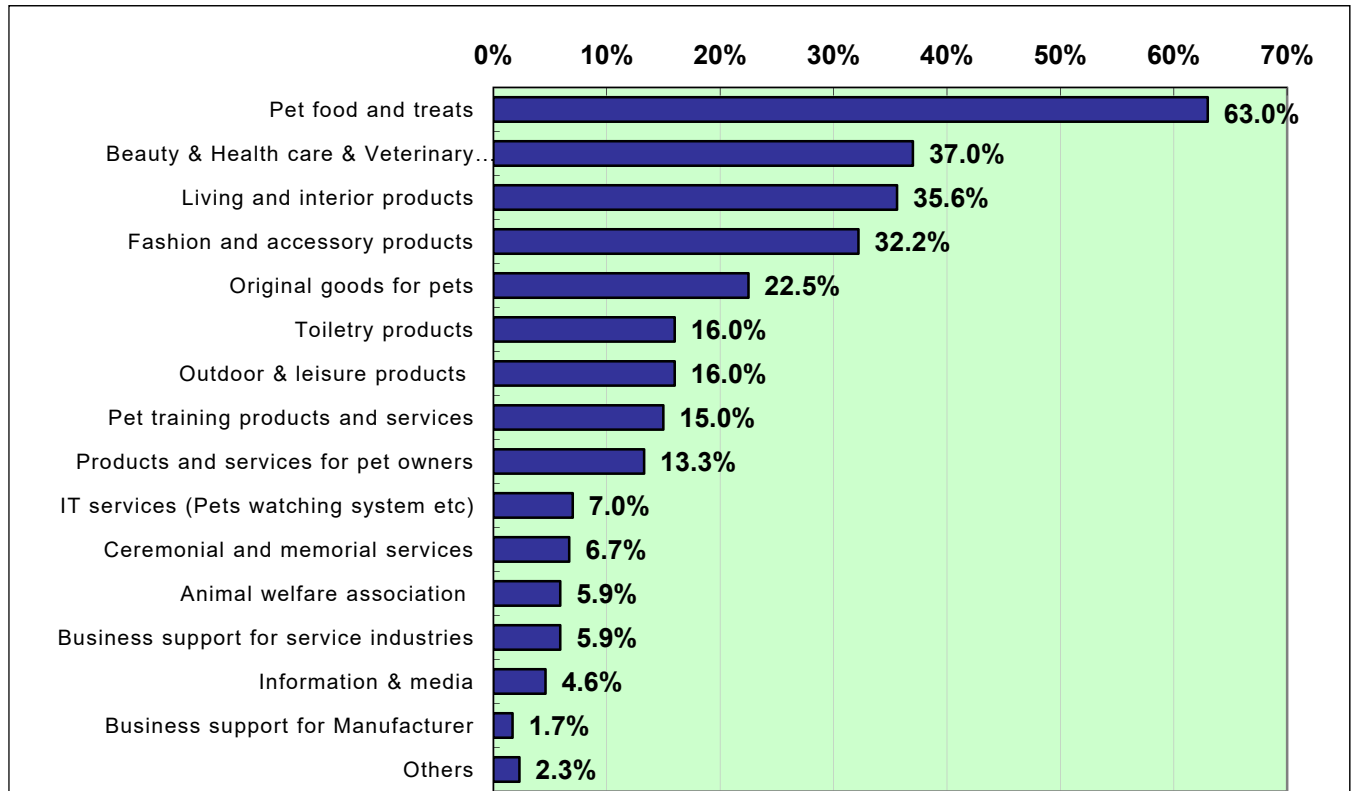
4) What were the objectives of your participation in the fair?

1	Conducting market research	38.6%
2	Gathering information to make a purchase	37.2%
3	Purchasing products	17.4%
4	Participation in the seminars and events	2.3%
5	Others	2.0%
6	Considering exhibit to the fair	1.4%
7	N/A	1.1%



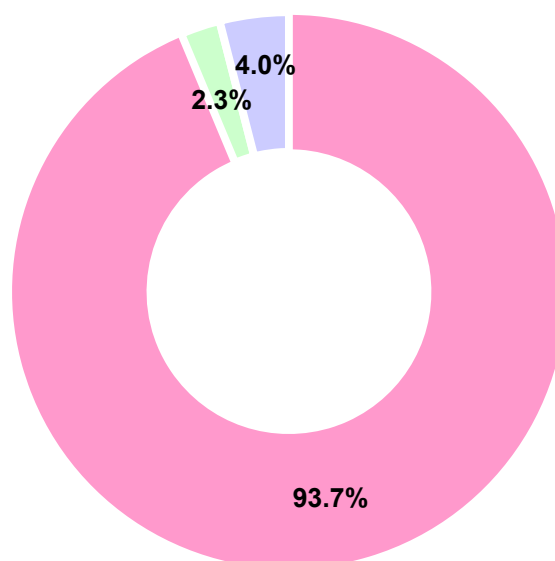
Business visitor's survey

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



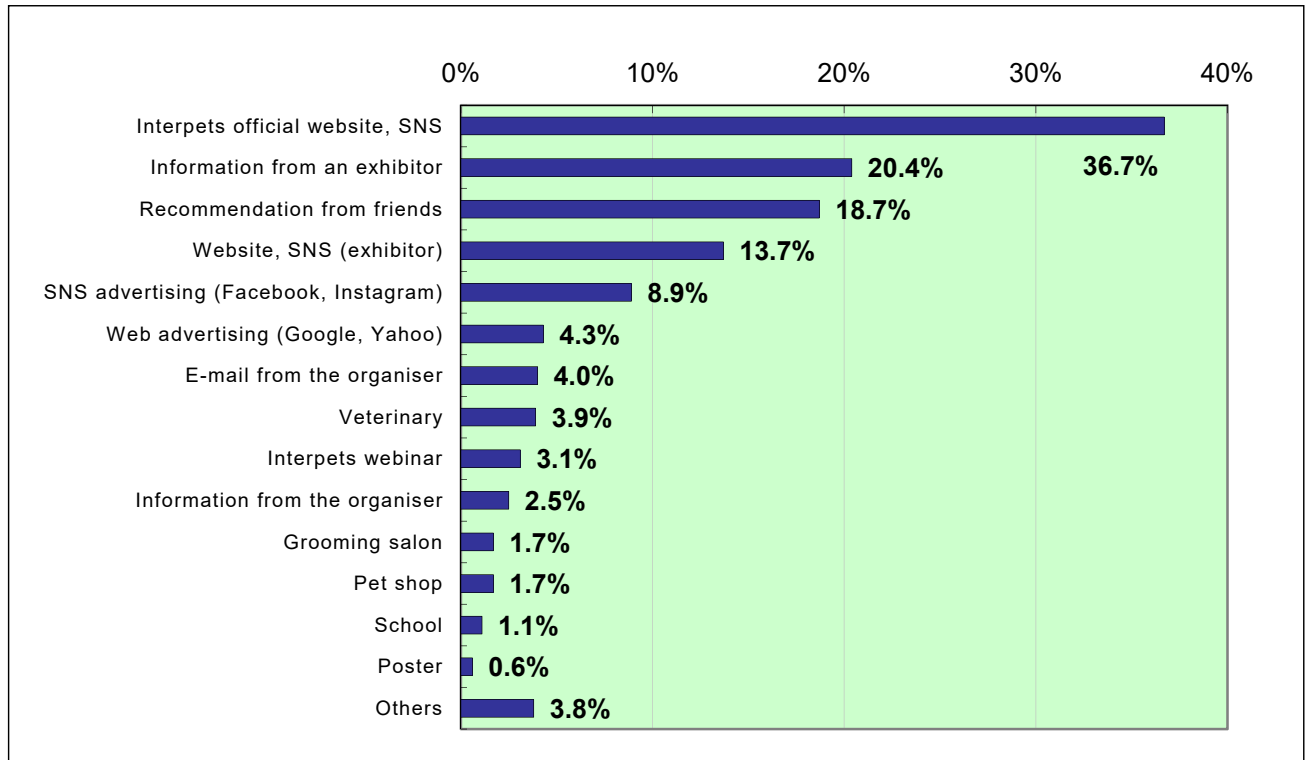
6) Do you intend to visit the next Interpets?

Will visit	93.7%
Will not visit	2.3%
Not decided yet	4.0%

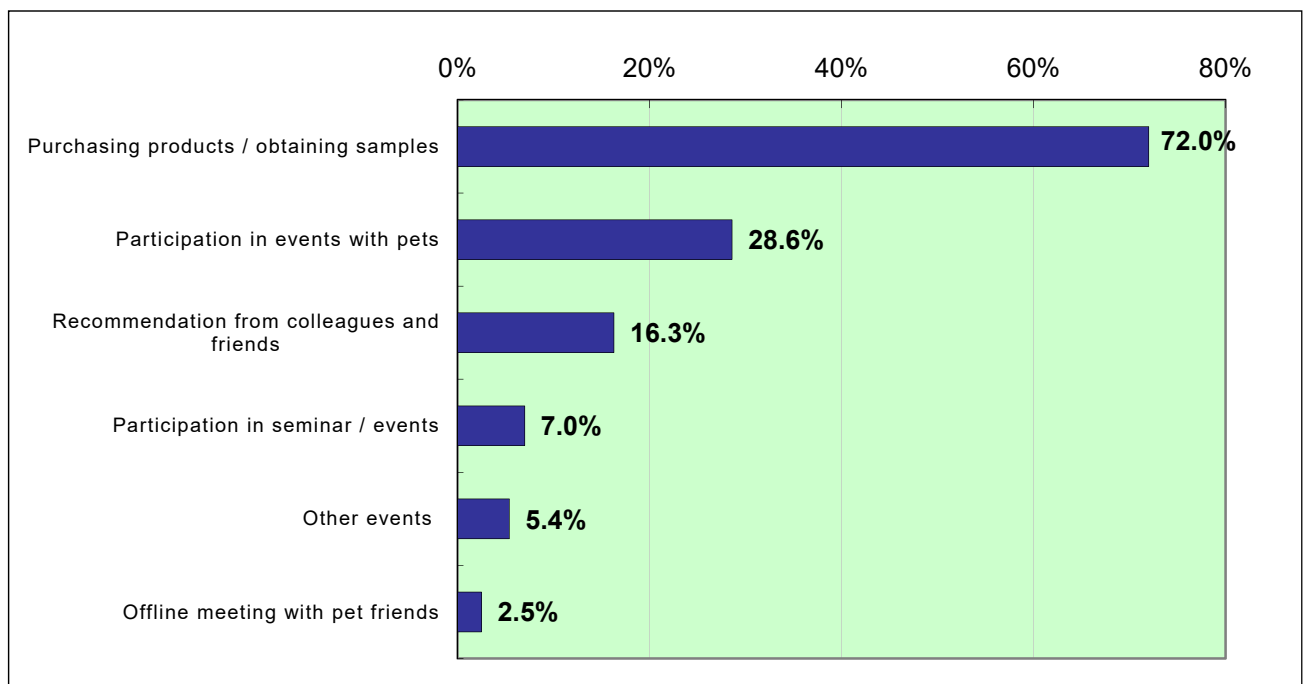


Public visitor's survey

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

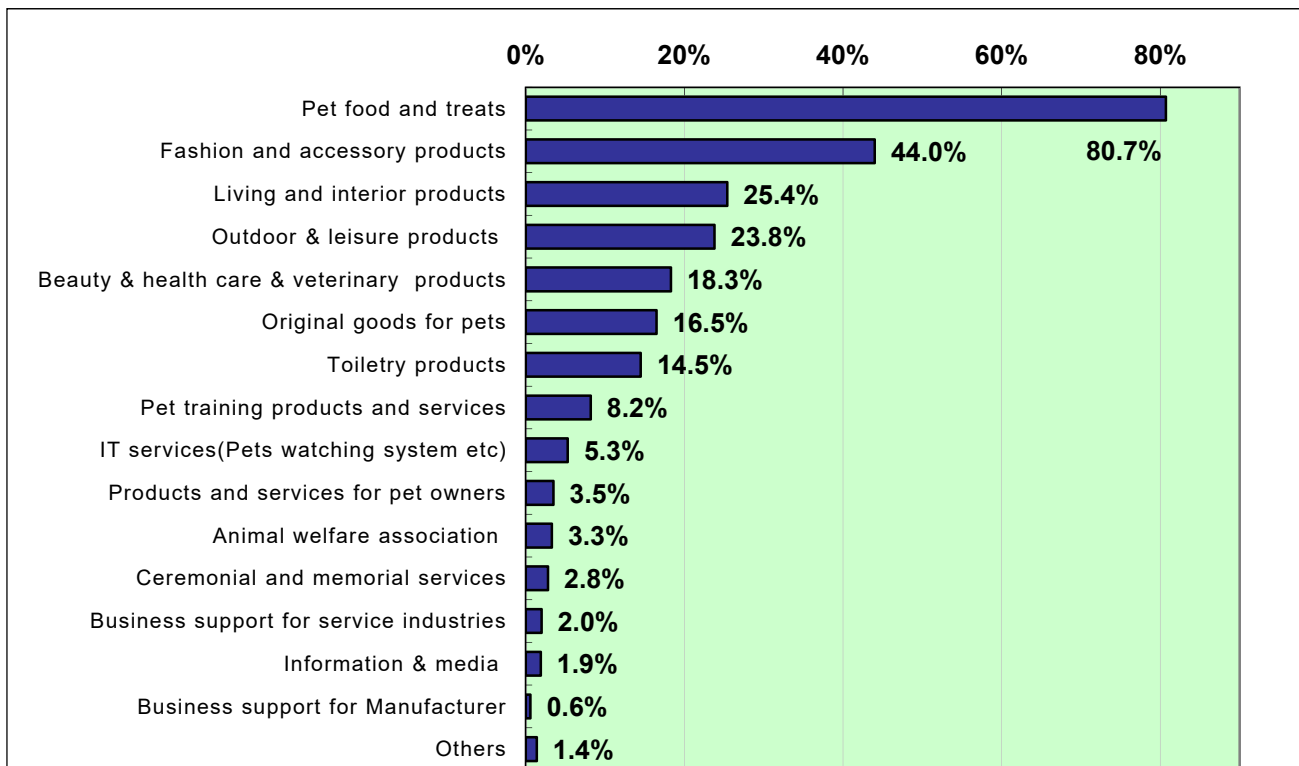


2) What were the motivations of your participation in the fair? (multiple answers)



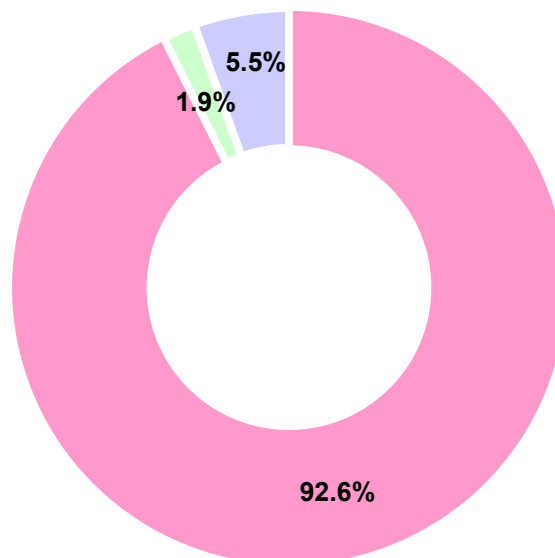
Public visitor's survey

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



4) Do you intend to visit the next Interpets?

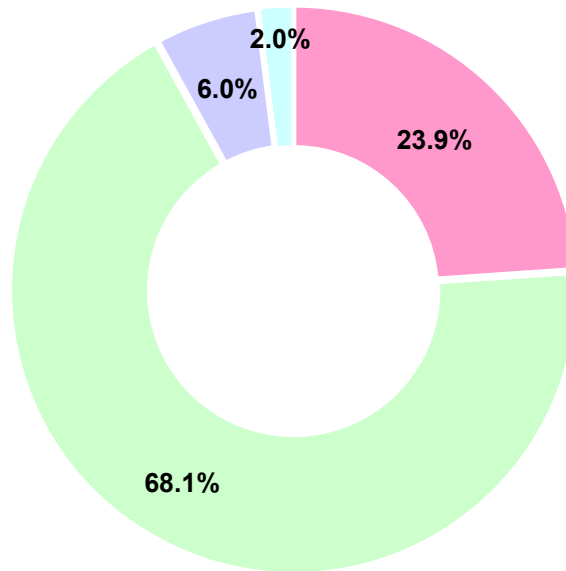
Will visit	92.6%
Will not visit	1.9%
N/A	5.5%



Exhibitor's survey

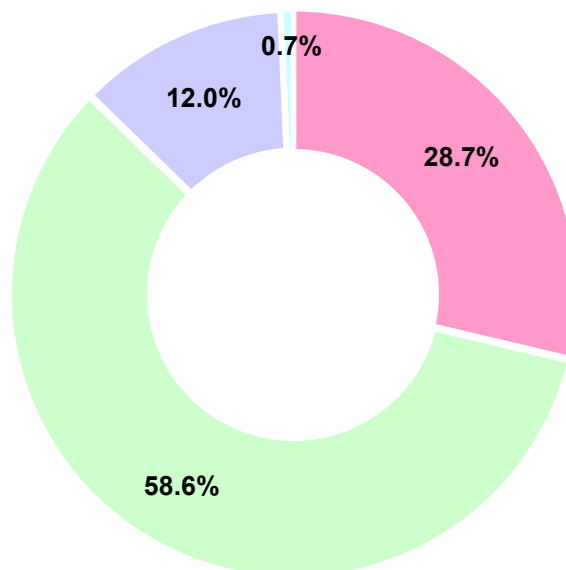
1) Overall impression of the fair

Very satisfied	23.9%
Satisfied	68.1%
Dissatisfied	6.0%
N/A	2.0%



2) Number of the visitors

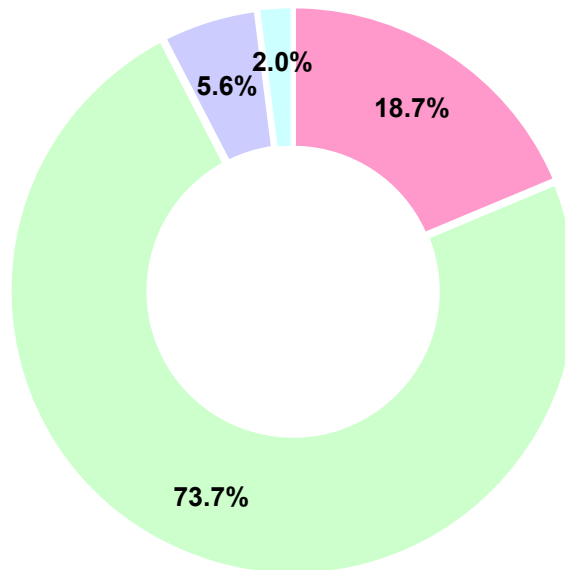
Very satisfied	28.7%
Satisfied	58.6%
Dissatisfied	12.0%
N/A	0.7%



Exhibitor's survey

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

Very satisfied	18.7%
Satisfied	73.7%
Dissatisfied	5.6%
N/A	2.0%



4) Will you participate in the next fair again?

Will exhibit	43.8%
Considering	50.2%
Will not exhibit	3.2%
N/A	2.8%

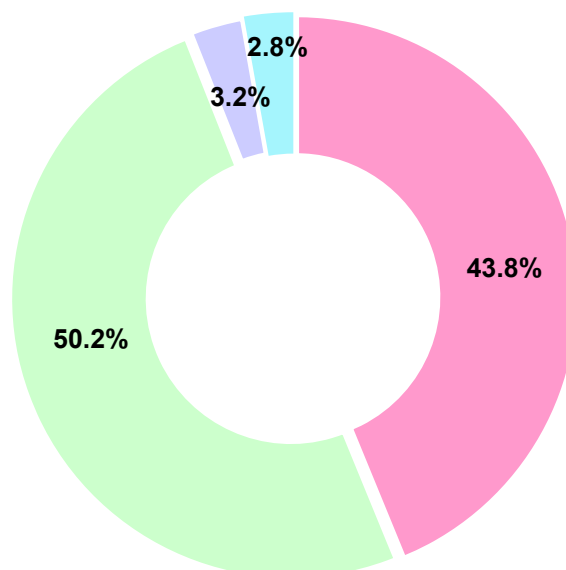


Photo Gallery



Next fair

Interpets 2022

31 March – 3 April 2022
Tokyo Big Sight, East hall 2, 3, 7, 8

***Open to the public on 1 - 3 April 2022**

Inquiry

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