

Press

Final Report
interpets
Makuhari Messe
25 – 28 August 2011

Japan, November 2011

Kuno(Ms.) / Kitajima(Ms.)
Tel.+81 (0)3 3512 3277
Fax.+81 (0)3 3262 8442
press@mesago-messefrankfurt.com
interpets Final Report 2011

‘interpets’, the first international pet trade fair held in Japan finished with outstanding success!

The fair won excellent feedback from the exhibitors and visitors leading to the next event being held on August 23 - 26, 2012.

‘interpets -International Fair for a Better Life with Pets-’ organized by Japan Pet Food Association and Mesago Messe Frankfurt Corporation, opened its doors from 25-28 August, 2011, at Makuhari Messe in Hall 7 with 217 exhibitors (Domestic: 196 / Overseas: 21) from 20 countries/region presenting products, services and ideas for ‘a better life with pets’. Many visitors participated in the various events, talk shows and seminars that took place every day such as “healthy mind and body brought by pets”, and “living together with pets”; all serving the purpose of enhancing the quality of life with pets.

‘interpets’ recorded 39,481 visitors during the four days. 25th August was open to the trade only, the 26th was for both trade and public, and the 27th – 28th was for the public. On the business days, many commented that for the good on the high quality of visitors the visitor’s range, the fair has become a precious and that interpets provided an excellent business platform to meet the right target audience. On the public days, many of the visitors came with their pets, enjoying their day shopping and learning how to train them, making the fairground fully packed. The fair has also brought a wide range of media and had numbers a great deal of press coverage. For its first time being carried out event, ‘interpets’ was a huge success.

‘interpets’ is the first true international pet trade fair in Japan. Right from the start, the event attracted a great deal of attention

interpets

internationally. The fair was indeed affected by the Great East Earthquake in March, but many international and Japanese exhibitors joined the fair leaving comments of their high level of satisfaction with the event.

As the organizer of the French Pavillion, Ms. Taeko Endo from Mission Economique -UBIFRANCE Bureau d'Osaka, stated: "All the companies decided to exhibit as they had high interest in the Japanese pet market. In addition, they intended to make contributions to the reconstruction from the earthquake. The goals for the participation differed among the companies; one meant to promote their brands as they already have agencies while the other was trying to find a Japanese sales partner, but they all told me that they were very satisfied with the outcome. They were also surprised to see the difference between France and Japan how people act towards pets. In France, they see dogs as more of guard dogs but here in Japan, people make them wear clothes and treat them as part of their family members. All the companies were really happy and excited to be here and requested to make a come-back again."

Also an overseas exhibitor, Ms. Nadja Lutjohann from flexi-Bogdahn International GmbH & Co. KG, spoke passionately about their participation. "We are a global player that presides among 66 countries and as we were seeking to promote our products in Japan we joined 'interpets'. We sell leashes that are full of color and design and that are extendable. When there are more than 130,000 pet dogs in Japan whose owners are mostly using normal leashes, I see a lot of potential in the Japanese market. It was also interesting to see the Japanese people make their pets wear clothes and take good care of what they eat which is quite different from the European countries. We were delighted to find the impacts and responses from the visitors that went beyond our expectations. On the business day, we saw a lot of future partnership and on the public day, many customers purchased our leash. If we exhibit at a pet fair in Japan next time, we are definitely going to exhibit at 'interpets'."

There was tremendous feedback from the domestic exhibitors as well. Mr. Tomonao Yamamura from MIND UP Corp. said, "We joined 'interpets' to promote our products. This is an international trade fair

interpets

so we also intended to share our product information globally. The responses from the visitors both on the business day and the public day were splendid. Especially on the public day we received direct feedback from the actual consumers which was worthwhile. We'd like to exhibit again next year."

Regarding the business days, there were happy voices that the exhibitors successfully got in touch with the business partners not only from the retail shops in a specific industry but from the large department stores as well. Mr. Kenji Watanabe from PERFECT COMPANION JAPAN CO., LTD. spoke happily about his participation at the fair. "We exhibited to have our products known to as many people as possible, to see their awareness of our products and to get their responses. On the business day, we met more future business partners than we were estimating which we are extremely happy about. During the public days, 3,600 sample pet food bags went out per day. There was a questionnaire attached to the samples and we got many replies. We are really glad that we joined. As the fair that can bring such a number of visitors, 'interpets' is a superb platform for the products that are new in the field to be known to the wider public."

One of the characteristics for 'interpets' was that a variety of items that support a better lifestyle with pets. Mr. Toshiyuki Furusho from MORINYU SUNWORLD Co., LTD. commented. "We decided to join 'interpets' right away because the presences of a major company like ours should lead and vitalize the industry. The pet industry seems to be in a stable situation but to make it grow a little further, it is important that the number of families that keep pets to increase, and that a society where every household has a pet becomes real. In that aspect the opening of 'interpets' has a lot of meaning."

Mr. Toru Kunezaki from TERAMOTO CORPORATION LTD. spoke about the reason and the results of their exhibition "We exhibited interior design products for pets. As it was actually our first time to get involved in the pet industry, we joined to see how people would respond before we place our products on the market. The responses were brilliant. On the business days we got some detailed inquiries and on the public days, we received good feedback from the visitors for the design. Taking this, there is a high possibility that we start

interpets

selling the products this autumn or winter. We managed to hear a wide range of opinions and we are really glad that we exhibited.”

Ms. Kaori Ooishi from SOREZORE Co., Ltd. exhibited fashion items for the pet owners and commented, “The company is only three years old, and it’s been only two years since we joined the pet industry. We participated ‘interpets’ so as to build partnership with buyers such as the wholesalers and to promote our products to as many regular consumers as possible. Our main item was a small bag that pet owners could carry when they walk outside with their pets which received responses that were greater than we expected. We are so glad that a small company like ours can challenge at a big pet trade fair like ‘interpets’. I am hoping that the fair develops for further success.”

There was also excellent feedback from the visitors that was reflected on their blogs and Twitters. With the outstanding success, there are higher expectations from the exhibitors and the visitors for the next fair. The next ‘interpets’ will be held on August 23 – 26 in 2012.

Background information on Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 450* million euros in sales in 2010 and more than 1,770 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2010, Messe Frankfurt organised 88 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2010)