

**interpets**  
ASIA PACIFIC

# Final report

**30 March - 2 April 2017**  
**Tokyo Big Sight**  
**East hall 1, 2, 3**



## Outline of the fair

**Title**                    **Interpets - International fair for a better life with pets -**

**Theme**                    A happy and healthy life with pets

**Period**                    30 March - 2 April 2017, 10:00 - 17:00 \*Open to the public on 31 March – 2 April

**Venue**                    Tokyo Big Sight (Tokyo International Exhibition Center), East hall 1, 2, 3  
3-11-1 Ariake Koto-ku Tokyo 135-0063, Japan

**Organiser**                **Japan Pet Food Association**  
9F Chiyoda Parion Bldg. 2-3-16 Kandasudacho Chiyoda-ku Tokyo 101-0041, Japan  
Tel. +81 3 3526 3212    Fax. +81 3 3526 0270

**Mesago Messe Frankfurt Corporation**  
Shosankan 7F 1-3-2 Iidabashi Chiyoda-ku Tokyo 102-0072, Japan  
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E-mail. info@interpets.jp  
Web. www.interpets.jp

**Official supports**    Ministry of Agriculture, Forestry and Fisheries / Ministry of Environment

Japan Veterinary Medical Association / Japanese Animal Hospital Association / Japan Medical Association / Tokyo Veterinary Medical Association / Kanagawa Veterinary Medical Association / Japan Animal Welfare Society / Japan Pet Care Association / Japan Veterinary Products Association / Nippon Police Dog Association / Public Interest Incorporated Association (PIIA) Knots / Japan Society for the Prevention of Cruelty to Animals / The EyeMate, Inc. / Japan Guide Dog Association / Guide Dog and Service Dogs Association of Japan / Japan Kennel Club, Inc. / Japan DIY Industry Association / Japan Small Animal Veterinary Association / Japanese Society of Pet Animal Nutrition / Nihon Animal Vocadional College Association / Japan Pet Massage Association / New Supermarket Association of Japan / Japan Pet Products Manufacturers Association / Japanese Board of Veterinary Practitioners / & PETS Inc. / Japan Society for Animal Specialty Education / Natural-Treasure Hokkaido Dog Conservation Society / Pet Esthe International Association Japan / J-HANBS Inc. Foundation / The National Federation of All Japan Guide Dog Training Institutions / Japan Animal Trust / Veterinarians for Seniors and Animals / Chevy's Pet Adoption Center / 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 / Japan Supermarkets Association / Japan Association of Chain Drug Stores / Nasu Animal Kingdom / Nishinohon Petoyouhin Oroshishokyoukai / Japan Bird & Small Animal Association

Nippon Animal Hospital Association / Japan Ornamental Fish Association / Central Kennel Cooperative Association / Japan Association for the Promotion of the Canine Good Citizens / TICA Asia Region / Society for the Study of Human Animal Relations / Japan Pet-Yado Association / Pet Visiting Cremation Car Association of Japan / PSG Corporate Union / Companion Animal Study Group GO / Association For Promoting Living with Pets / Pet Food Fair Trade Association / International Animal Health & Management College / Chiba Companion Animals & Flower Professional Training College / Yamazaki Gakuen University / Asia Cat Club / Yamatane Museum of Art / Japan Dog Holistic Care Association / Human & Pet Happiness Creating Association

**Concurrent fair**        FCI Japan International Dog Show 2017  
Organiser: JAPAN KENNEL CLUB  
1 - 2 April 8:30 - 17:00    East hall 5, 6    Web. www.jkc.or.jp

**Admission fee**

Trade visitors	JPY 1,500	
	*Free of charge with admission ticket / online registration.	
Public visitors	Adult (Over 13 years old)	JPY1,500 (JPY1,000)*
	Children 12 years old or under	Free of charge
	Pets	Free of charge

\*( )=fee with discount ticket / online registration.

## Highlights

### ■ Business matching meeting

During the fair, the organiser offered a brief business matching meeting to overseas exhibitors, providing the chance to have face to face business meetings with purchasing decision makers from leading retailers, wholesalers and importers in the Japanese pet industry.

In 2017, “Business Matching meeting” was conducted welcoming important Japanese buyers to visit 20 overseas exhibitors’ booths. It gave the overseas exhibitors a great opportunity to efficiently create new contacts that would be of value for their future business expansion in Japan.

### ■ Japanese pet market trend seminar and bus tour **NEW**

This year, the organiser introduced a new programme for overseas exhibitors, “Japanese pet market trend seminar and bus tour”, offering an opportunity to explore more of the Japanese pet market in both literacy and experience. This programme provided market entrants with a significant opportunity to know the market, and also offered exhibitors at all levels a chance to network with other exhibitors having similar difficulties and to consult specialists about their future business plan.



## Number of exhibitors

### ■ Exhibitors by country / region

**404** exhibitors / **17** regions•countries (Japan: 339, Overseas 65)

	Country / Region	number of exhibitors		
1	Japan	<b>339</b>		
2	China	<b>27</b>		
3	Germany	<b>7</b>		
4	South Korea	<b>6</b>		
5	United Kingdom	<b>4</b>		
6	United States	<b>3</b>		
7	Italy	<b>3</b>		
8	Taiwan	<b>3</b>		
9	Hong Kong	<b>3</b>		
10	Canada	<b>2</b>		
11	Australia	<b>1</b>		
12	Netherlands	<b>1</b>		
13	Singapore	<b>1</b>		
14	Spain	<b>1</b>		
15	Hungary	<b>1</b>		
16	Belgium	<b>1</b>		
17	Malaysia	<b>1</b>		
<b>Total</b>		<b>404</b>	2016 Total :	359
	Japan	<b>339</b>	Japan	293
	Overseas	<b>65</b>	Overseas	66

## Number of visitors

### ■ Visitors by day

**38,140** visitors / **23** countries•regions (2016: 27,580 visitors / 28 countries•regions)

<b>2017</b>	30 March	31 March	1 April	2 April	<b>Total</b>
Business	4,514	3,085	2,568	2,501	<b>12,668</b>
Public	0	3,802	9,680	11,990	<b>25,472</b>
<b>Total</b>	<b>4,514</b>	<b>6,887</b>	<b>12,248</b>	<b>14,491</b>	<b>38,140</b>
Pets	523	2,486	5,041	6,798	14,848

<b>2016</b>	31 March	1 April	2 April	3 April	<b>Total</b>
Business	3,576	2,309	2,053	1,943	<b>9,881</b>
Public	0	2,554	7,155	7,990	<b>17,699</b>
<b>Total</b>	<b>3,576</b>	<b>4,863</b>	<b>9,208</b>	<b>9,933</b>	<b>27,580</b>
Pets	342	1,629	3,780	4,258	10,009

## Number of visitors

### ■ Visitors by country / region (Business + Public)

38,140 visitors / 23 countries・regions

1	Japan	37,425	13	Germany	3
2	South Korea	321	14	Philippines	3
3	China	102	15	Canada	2
4	Taiwan	91	16	Italy	2
5	Thailand	54	17	Macao	2
6	Hong Kong	48	18	Spain	2
7	Russia	26	19	France	1
8	Singapore	19	20	Peru	1
9	United States	17	21	Poland	1
10	Malaysia	9	22	Switzerland	1
11	United Kingdom	5	23	Vietnam	1
12	Australia	4	<b>Total</b>		<b>38,140</b>

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

### ■ Visitors by business categories (Business)

1	Retail store	3,641	28.7%	
	Details	Pet shop / Special retail store	1,788	14.1%
		GMS / Supermarket / Convenience store	83	0.7%
		DIY store / Discount store	174	1.4%
		Pharmacy	31	0.2%
		Mail order house / Online store	814	6.4%
		Others	751	5.9%
2	Grooming salon	1,802	14.2%	
3	Manufacturer	1,272	10.0%	
4	Distributor / Wholesaler	972	7.7%	
5	Veterinary	673	5.3%	
6	Importer / Exporter	639	5.0%	
7	Housing manufacturer / Real estate	349	2.8%	
8	Breeder	324	2.6%	
9	Restaurant / Cafe	186	1.5%	
10	Pet hotel	180	1.4%	
11	Association / Embassy	134	1.1%	
12	Transportation	117	0.9%	
13	Hotel / Leisure facility / Public facility	87	0.7%	
14	Tourism	47	0.4%	
15	Others	2,186	17.3%	
16	N/A	59	0.4%	
Total		<b>12,668</b>	<b>100.0%</b>	

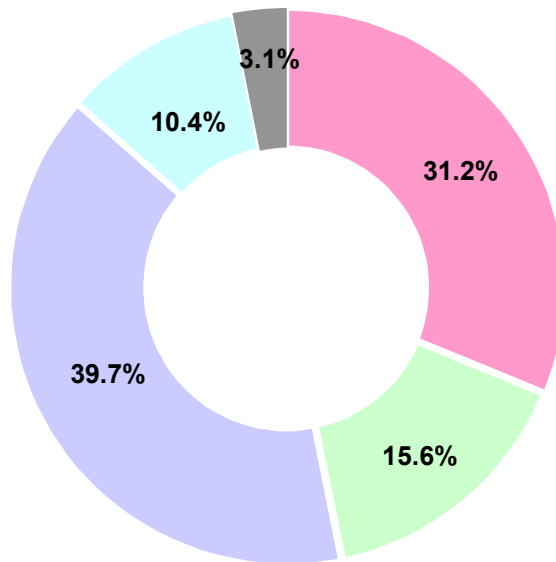
### ■ Visitors by domestic and international (Business)

	Number	%
Domestic	<b>11,953</b>	<b>94.4%</b>
Overseas	<b>715</b>	<b>5.6%</b>
<b>Total</b>	<b>12,668</b>	<b>100.0%</b>

# Business visitor's questionnaire

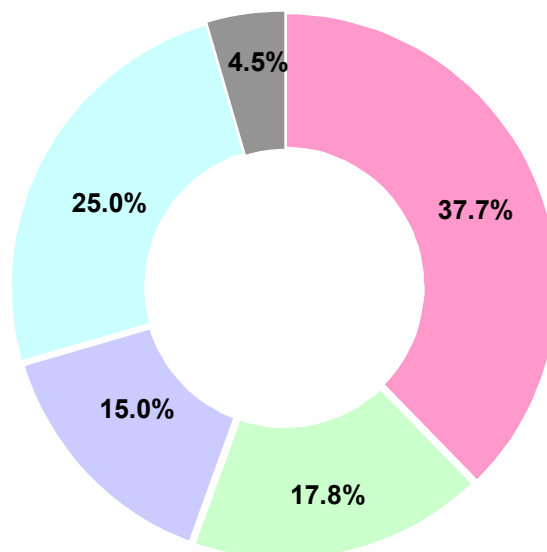
## 1) Your position

1	Managing director, Board member, Owner	31.2%
2	Manager	15.6%
3	Employee	39.7%
4	Others	10.4%
5	N/A	3.1%



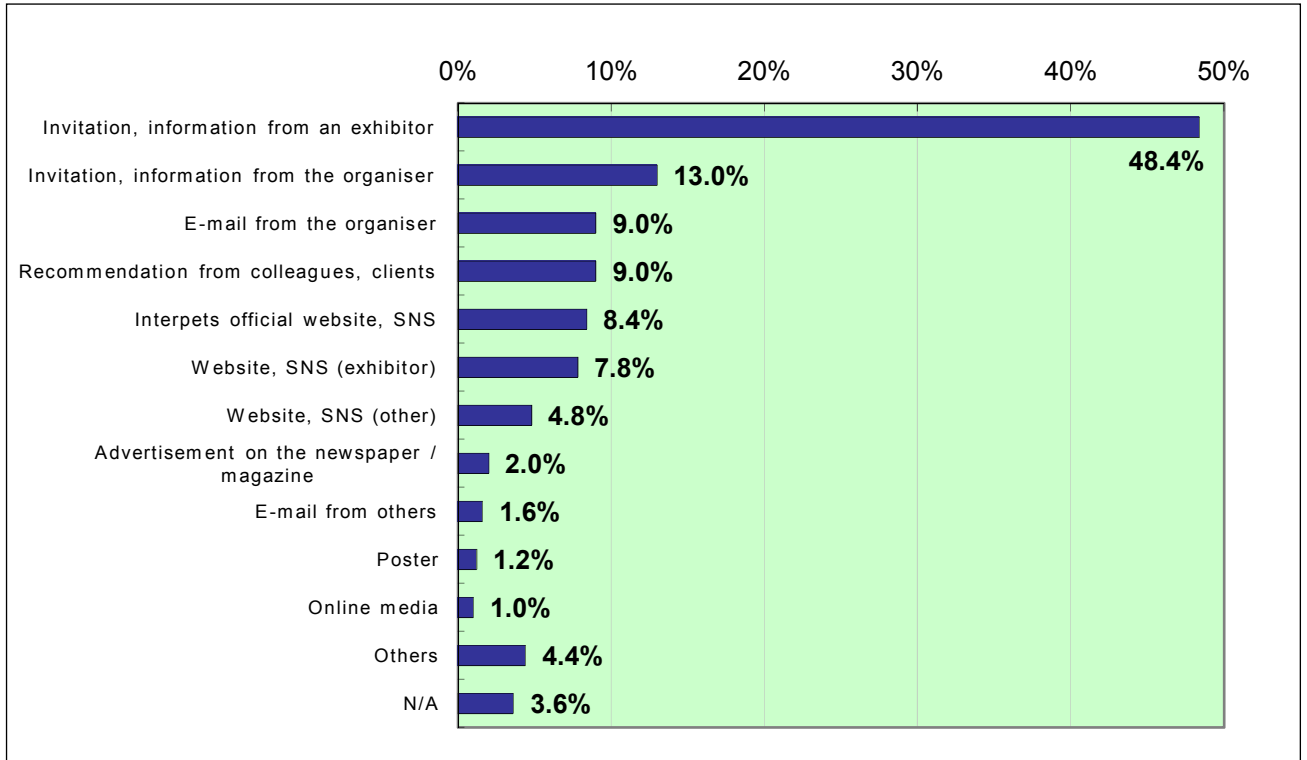
## 2) Your authority in purchasing decisions

1	Have authority to purchase	37.7%
2	Have partial authority to purchase	17.8%
3	Have influence in purchasing	15.0%
4	No authority to purchase	25.0%
5	N/A	4.5%



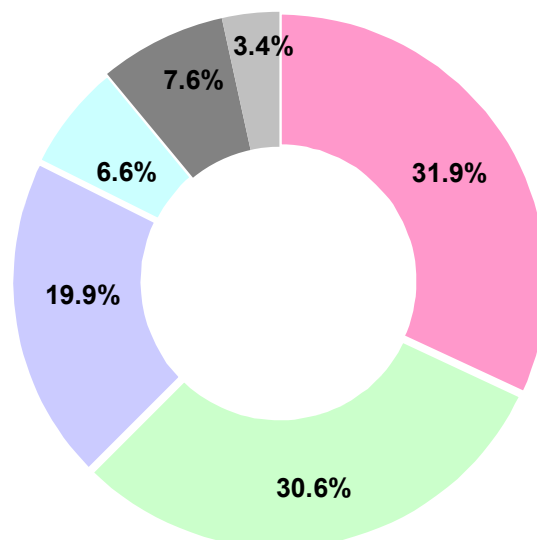
## Business visitor's questionnaire

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



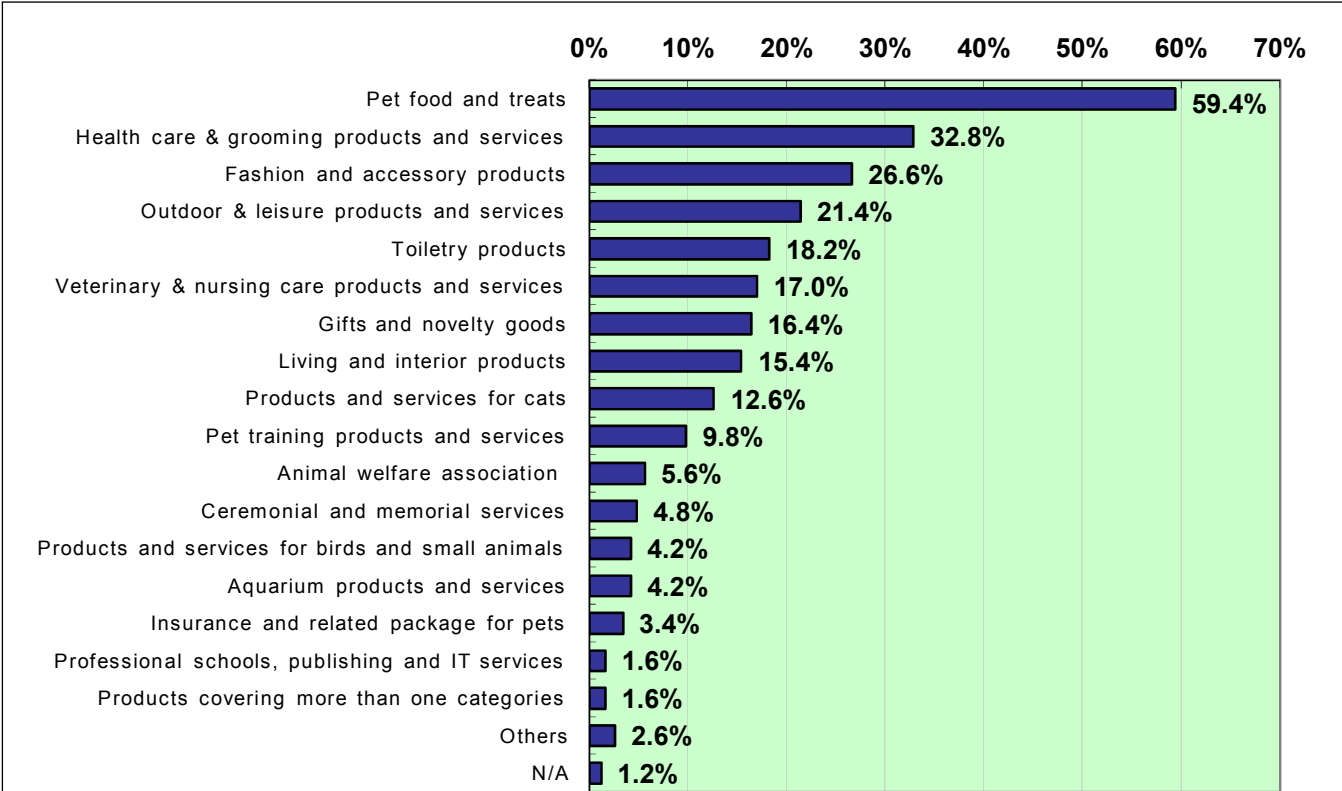
### 4) What were the objectives of your participation in the fair?

1	Conducting market research	31.9%
2	Gathering information to make a purchase	30.6%
3	Purchasing products	19.9%
4	Participation in the seminars and events	6.6%
5	Others	7.6%
6	N/A	3.4%



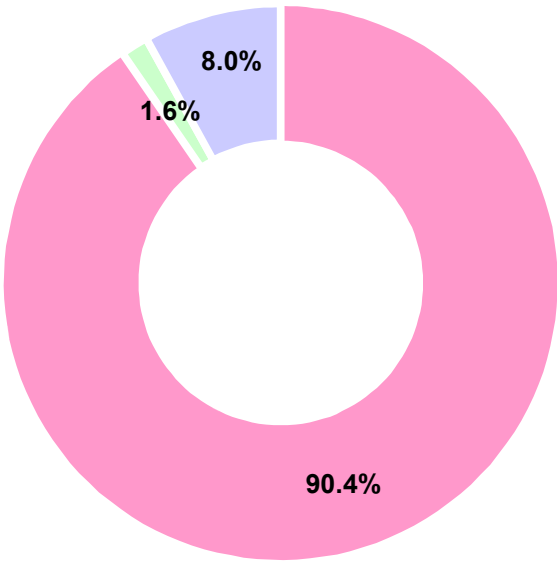
# Business visitor's questionnaire

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



**6) Do you intend to visit the next Interpets?**

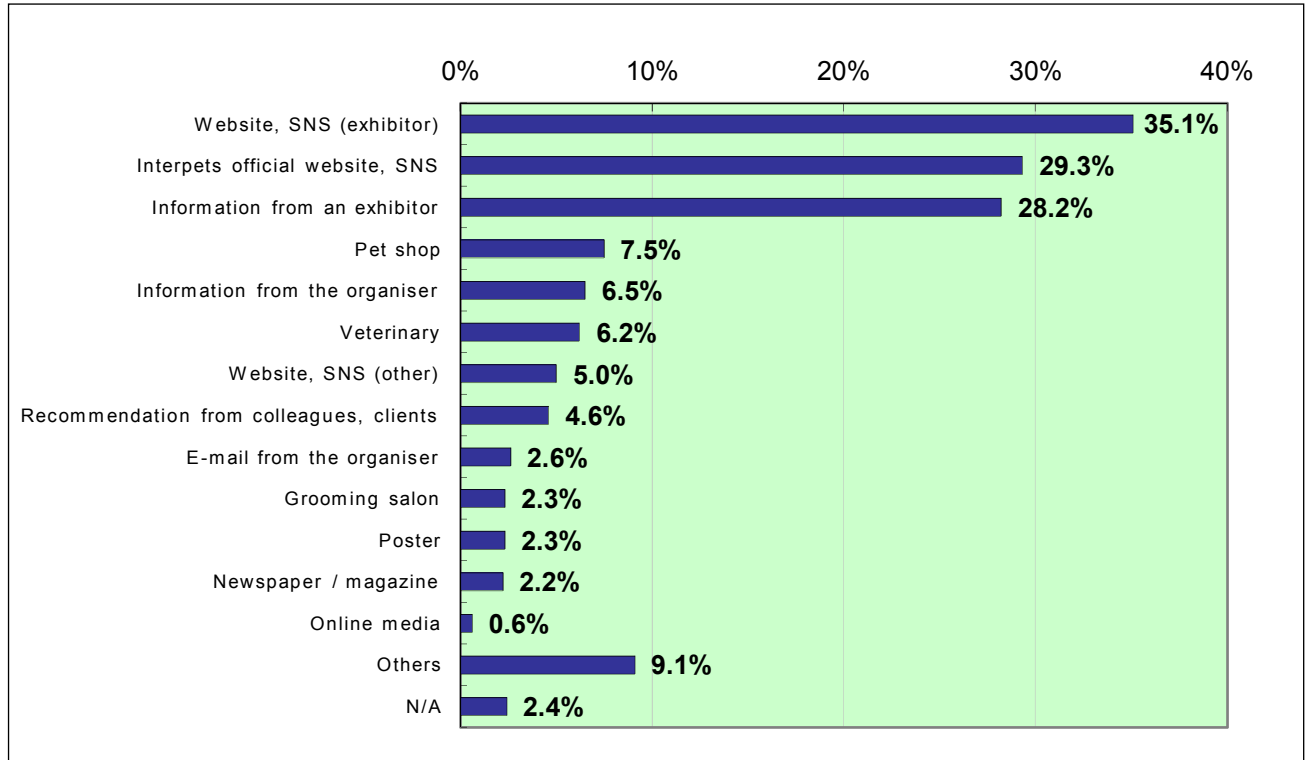
Will visit	<b>90.4%</b>
Will not visit	<b>1.6%</b>
Not decided yet	<b>8.0%</b>



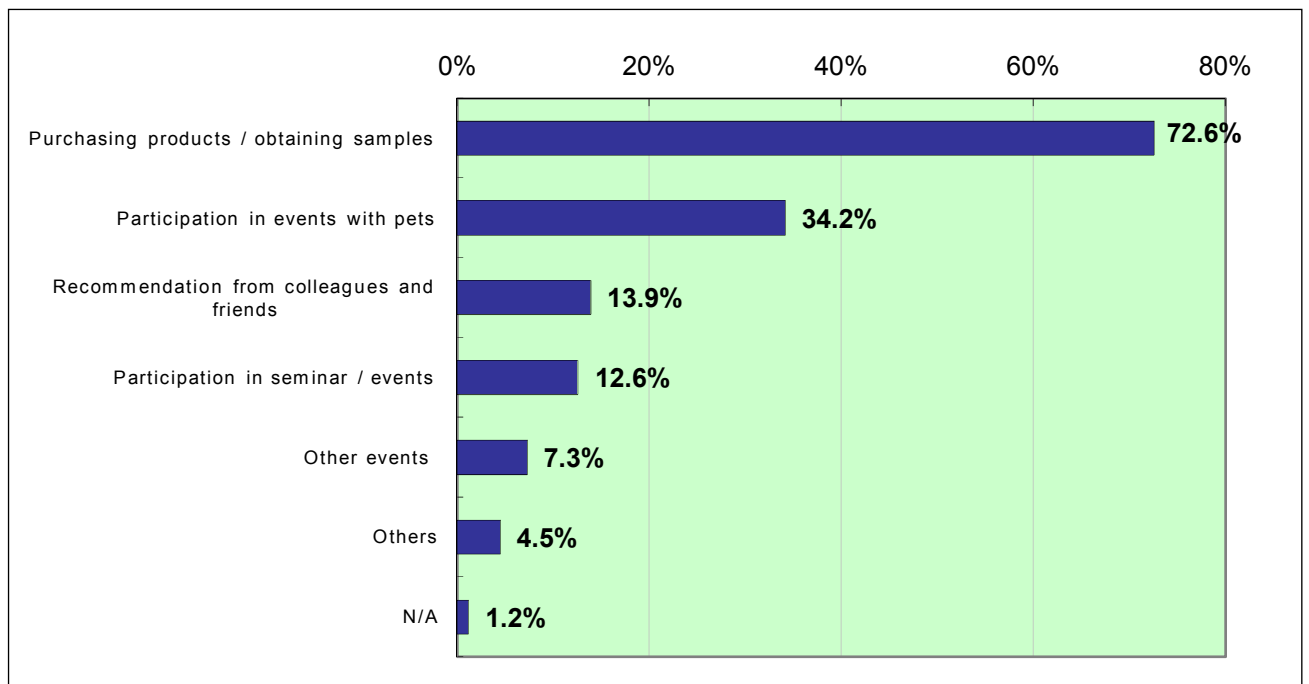


# Public visitor's questionnaire

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

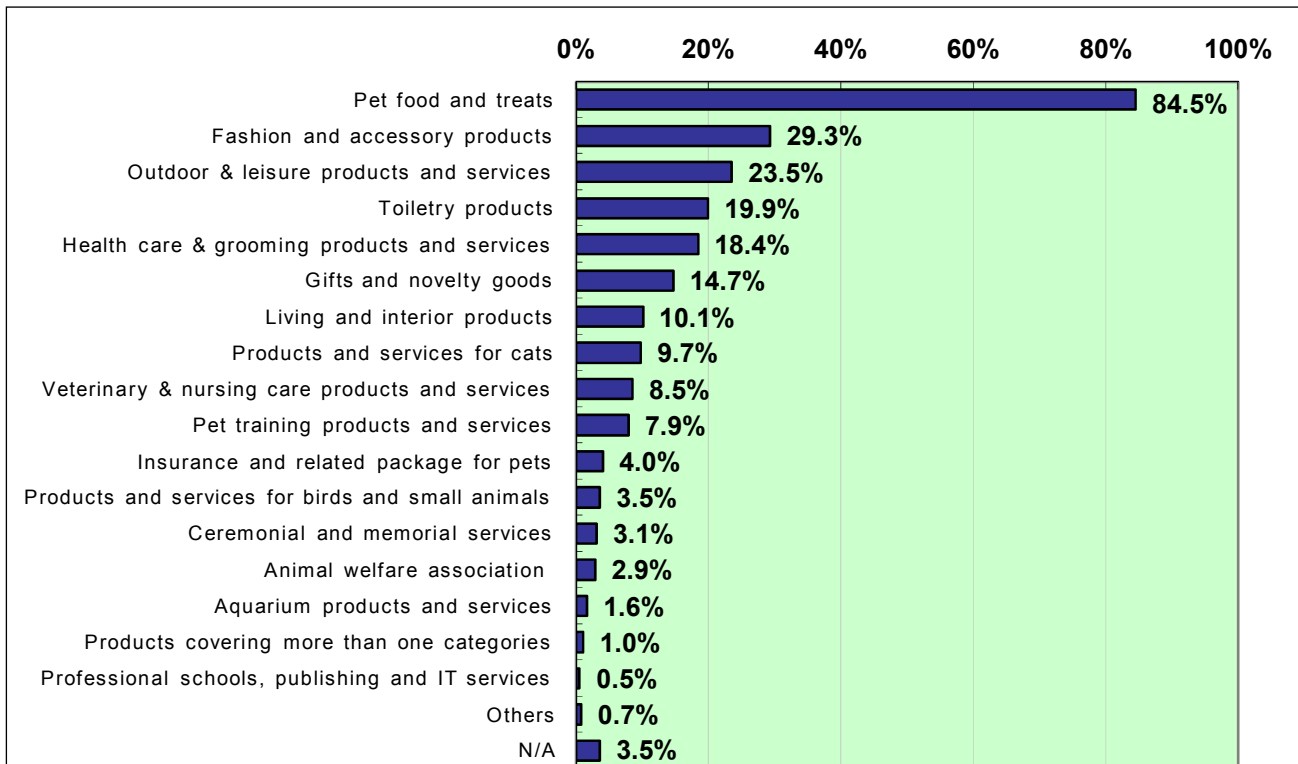


## 2) What were the motivations of your participation in the fair? (multiple answers)



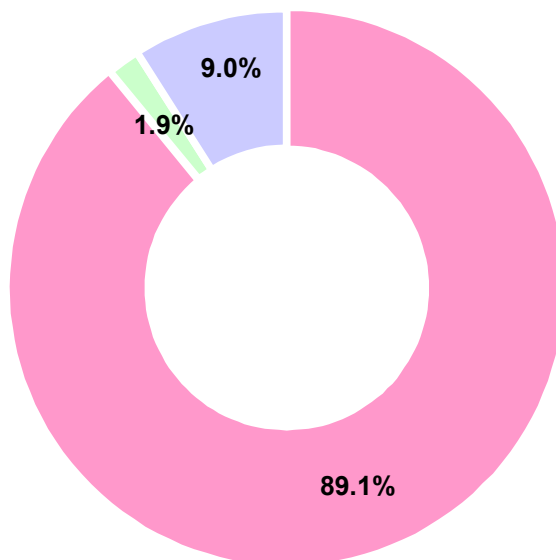
## Public visitor's questionnaire

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



### 4) Do you intend to visit the next Interpets?

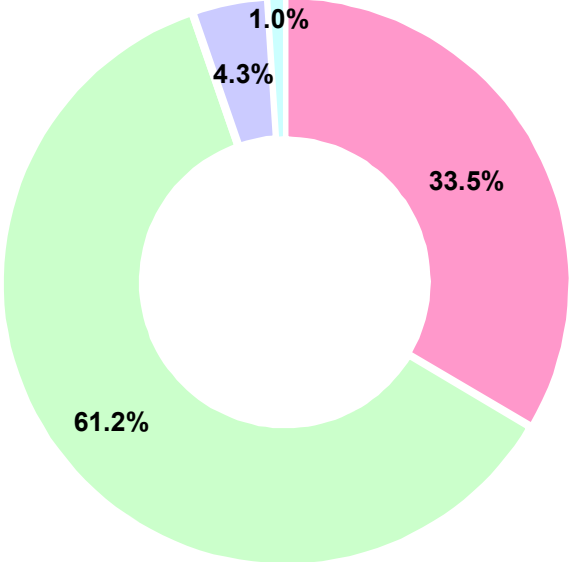
Will visit	89.1%
Will not visit	1.9%
Not decided yet	9.0%



# Exhibitor's questionnaire

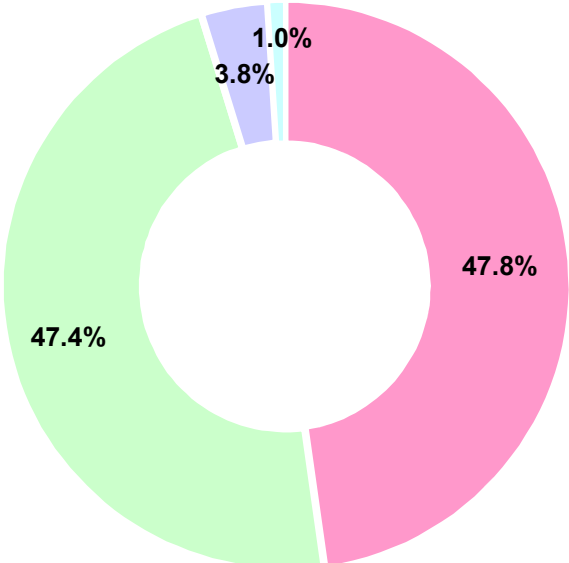
## 1) Overall impression of the fair

Very satisfied	33.5%
Satisfied	61.2%
Dissatisfied	4.3%
N/A	1.0%



## 2) Number of the visitors

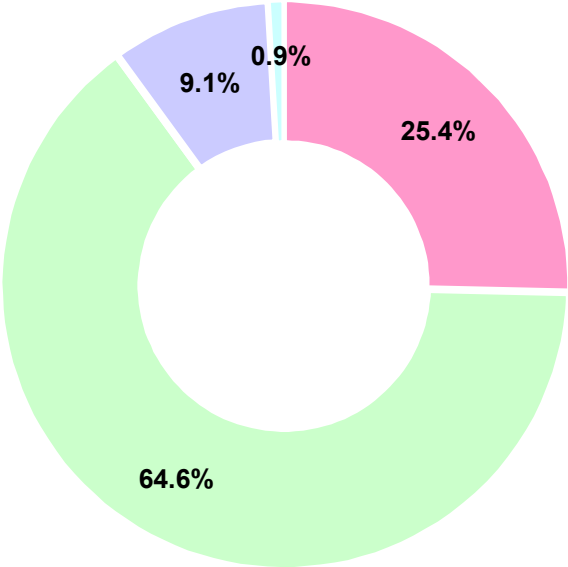
Very satisfied	47.8%
Satisfied	47.4%
Dissatisfied	3.8%
N/A	1.0%



# Exhibitor's questionnaire

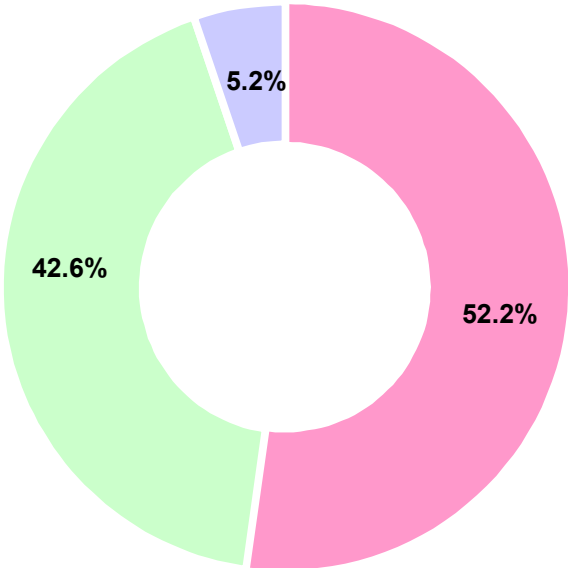
### 3) Quality of the visitors (your targeted business categories / job function)

Very satisfied	25.4%
Satisfied	64.6%
Dissatisfied	9.1%
N/A	0.9%



### 4) Will you participate in the next fair again?

Will exhibit	52.2%
Considering	42.6%
Will not exhibit	5.2%
N/A	0.0%



# Photo Gallery

## <Business day : 30 March>



## <Business & Public day : 31 March – 2 April>



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## Next fair

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**Interpets 2018**  
29 March - 1 April 2018  
Tokyo Big Sight, East hall 1, 2, 3

«Apply now !»

Attractive discounts are available!

**Large scaled exhibit discount**

Over 6 booths (54m<sup>2</sup>) **5% OFF**

Over 9 booths (81m<sup>2</sup>) **6% OFF**

Over 12 booths (108m<sup>2</sup>) **7% OFF**

\*This discount will apply only for standard booths and is valid until 25 August 2017. Ask the organiser for the details.

### *Inquiry*

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