



Interzoo 2024

38th International Trade Fair for Pet Supplies
38. Internationale Fachmesse für den Heimtier-Bedarf

7 – 10 May 2024

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters



PRESS RELEASE

June 2023

Great interest in Interzoo 2024

Wiesbaden – As the world's leading trade fair for the pet industry, Interzoo 2024 (7-10 May 2024) attracts exhibitors from all over the world. Eleven months before the start of the trade fair, the number of bookings is proof of the worldwide interest from the pet supplies industry: A large portion of the space on offer has already been booked, reports organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH).

Interzoo, which takes place every two years, is established as the most international and most important trade fair for pet supplies. This has once again manifested in a very positive response from exhibitors from all over the world. Since registration opened in mid-March 2023, exhibitors from 58 countries have already booked their stand space. In total, Interzoo has planned 14 exhibition halls for the next fair in Nuremberg from 7 to 10 May 2024 – two more than at Interzoo 2022.

"The great response from the pet industry shows the companies' need to meet in person at Interzoo, the world's leading trade fair, and to present their products in direct contact with customers," says Dr Rowena Arzt, Head of Exhibitions for Interzoo organizer WZF. Eleven months prior to the 2024 event, bookings from Asia, Oceania and Africa occupy significantly larger stand spaces compared to Interzoo 2022. "The strong registration figures and the high international participation rate show that on the exhibitor side, we are once again returning to the level of international participation we had before the pandemic. More than one in ten of the currently registered companies qualify as a new exhibitor. This reflects the unique diversity of Interzoo. We're pleased to welcome new products and innovations at Interzoo alongside established companies," Dr Arzt affirms.

In addition to German exhibitors, companies from Great Britain, Italy, and the USA are the most numerous so far, but there is also an increased demand from Chinese exhibitors, who were still subject to severe travel restrictions



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during Interzoo 2022 due to the pandemic. Many country pavilions have already been confirmed, including new registrations from Greece and New Zealand. Argentina, India, and Turkey and others are planning a country pavilion at Interzoo 2024 for the first time. "With more than 15 country pavilions currently planned, Interzoo offers its exhibitors the opportunity to participate in Interzoo as part of a community stand that offers a turnkey solution and special services," Dr Arzt explains. What is more, individual exhibitors and start-ups also have an opportunity to take advantage of convenient package services and to receive extra support when preparing for and participating in the fair by applying for funding programmes.

Interzoo 2024: Expert knowledge and trends in the pet industry

As in previous years, Interzoo has an attractive supporting programme that offers insights into crucial issues and trends in the global pet industry. In addition to the Fresh Ideas Stage for the presentation of start-ups and innovative products, numerous informative conference sessions on special markets and regions, and the Interzoo Party as a prime networking event, the exhibition will be complemented by a special programme. On 6 May 2024, the Petfood Forum Europe by WATT Global Media will be held for the second time in the Exhibition Centre Nuremberg: "Through our successful cooperation with WATT Global Media, we will offer experts exciting insights and discussions on the topics of animal nutrition, pet food, its production and related current issues. As a special service, conference participants will have the opportunity to expand their discussions and impressions on the following days at Interzoo," says Dr Arzt. The Interzoo App, which will be enriched even more for Interzoo 2024, will once again serve as a practical and interactive guide through the trade fair's diverse options.

For all press releases, photos, and videos, see the newsroom at:
www.interzoo.com/en/news

More services for journalists and media contacts:
www.interzoo.com/press

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Information about the organizer

WZF GmbH – Pet Industry Services organizes Interzoo in Nuremberg in partnership with the German Pet Trade & Industry Association ZZF as the founder and honorary sponsor. WZF is the owner and organizer of the world's largest international trade fair for the pet industry. With more than 1,300 exhibitors and about 28,000 trade visitors from 129 countries at the last event, Interzoo is the undisputed world's leading international fair for pet supplies. Since 1988, WZF has engaged NürnbergMesse GmbH to operate the trade fair. Since the summer of 2020, Interzoo Academy has been offering specialist presentations on topics of interest to the pet supplies sector.

WZF is a 100 percent subsidiary of ZZF. With its business fields trade fairs and events, media work and public relations, education and the issuing agency for identification markings for protected species, WZF makes an important contribution to the economic and communicative development of the pet industry.

www.wzf-online.com

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