



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

September 2023

Modern design and optimised navigation: Interzoo has relaunched its website

Wiesbaden - Seven months before the start of Interzoo 2024 (7-10 May 2024 in Nuremberg), the website of the world's leading trade fair for pet supplies has a new look. Relaunching the new Interzoo website also focused on optimising the navigational structure.

As part of a comprehensive relaunch, the Interzoo website has been given a new design and an optimised navigation structure to facilitate access to information on the world's leading trade fair for the pet industry. The central benefits of the new website include:

- **Modern look and feel:** A consistent use of up-to-date visuals, concise texts and a coherent linking of relevant content are essential features of the new Interzoo website. The new dynamic image reflects Interzoo's role as a platform for innovations and industry trends.
- **Optimised user journey:** A streamlined navigation menu helps exhibitors and visitors find the content they want quickly using modern teaser elements and anchor points.
- **Practical information about the trade fair:** In addition to important registration information, the website also offers further services and useful information about travel, hotel bookings and accommodation during the exhibition.
- **Find the right contact:** Whether FAQ or contact for exhibitors, visitors and press - the new website lists all relevant information and helps get in contact with the Interzoo team to help prepare your perfect trade fair experience at Interzoo.

"Together with the Interzoo App, our website is the most important digital communication channel with a high global reach. We are therefore happy to be able to support exhibitors, visitors and media representatives from all over the world in their preparations for Interzoo with the newly launched Interzoo



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website," says Dr Rowena Arzt, Head of Exhibitions at Interzoo organizer WZF. "The modern design with lots of trade fair impressions and the revised search tool allow quick access to the individually most important contents. We are pleased to be able to accompany our customers and partners digitally in the preparation of a successful Interzoo 2024."

Along with Interzoo Academy, the digital portfolio of the most international trade fair is complemented above all by the Interzoo App, which is once again an indispensable trade fair companion thanks to a wide range of functions such as an interactive hall plan, a ticket wallet and a networking feature.

Press releases as well as photos and videos at:

www.interzoo.com/en/press/media-download

All services for journalists and media representatives are available at:

www.interzoo.com/en/presse

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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



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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 hundred 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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