



# Interzoo 2024

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

**7 – 10 May 2024**

Organizer  
Veranstalter



Honorary Sponsor  
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Organization on behalf of the organizer  
Durchführung im Auftrag des Veranstalters



## PRESS RELEASE

April 2024

### **Petfood Forum Europe and Interzoo 2024: The petfood industry meets in May 2024 in Nuremberg**

**Wiesbaden – As the cooperation between WATT Global Media and Interzoo-organizer WZF GmbH goes into its third consecutive year, the international petfood industry will get together in Nuremberg, Germany in the second week of May 2024. The combination of Petfood Forum Europe on 6 May and Interzoo (7 – 10 May) gives business professionals a unique opportunity to refresh and expand their network, discover the latest petfood trends and experience the most comprehensive product range of the global pet supplies industry.**

Nuremberg will be the meeting point of petfood professionals from all over the world when Petfood Forum Europe and Interzoo 2024 bring together companies and innovators from the entire supply chain of petfood technology. On five days (6 to 10 May 2024) decision-makers and business professionals will have the chance to expand their knowledge by the help of market insights and in-depth discussion at Petfood Forum Europe and Interzoo 2024 as well as benefit from the world's leading trade fair of the pet supplies industry to maintain and establish business relations to global partners. "Petfood Forum Europe one day prior to Interzoo provides an additional forum for the important topic of pet food ingredients, packaging and processing technologies", says Dr Rowena Arzt, Director Exhibitions at Interzoo organizer WZF. "It is therefore the perfect prelude to an exceptional Interzoo 2024." The biggest Interzoo of all times, has confirmed more than 2,100 exhibitors from 69 countries; more than 40,000 trade fair visitors are expected.



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**NÜRNBERG MESSE**

## Highlights of Petfood Forum Europe 2024

Petfood Forum Europe 2024 registration numbers are strong with professionals from 25 countries already signed up, with several weeks left to register. Companies including Affinity Petcare, Bewital Petfood, Cargill, Edgar & Cooper, Felleskjøpet Agri, Halla Pet Food, Hill's Pet Nutrition, Nippon Pet Food, Nordic Pet Care, Normandise Pet Food, Nulo, Premier Nutrition, Prins Petfoods, RONDO FOOD, Simmons Pet Food, Wellness Pet Company, and many others will be in attendance on 6 May, the day before Interzoo 2024.

David Molenberghs, co-founder and chief innovation officer at Smoofl, will provide the opening presentation on the importance of pivoting when developing pet food and treats. He shares the principles and applications of a creative design approach that transcends traditional product development, showcasing how this approach can produce not just high-quality pet products but also a more profound brand resonance.

Other topics will include the latest research on insect proteins, the importance of probiotics, postbiotics and microbial proteins for pets, mineral availability in plant-based dog food, the impact of climate change on the supply chain, new production processes using thermal energy and measures to develop wholesome pet food taking into account the different requirements of different pet species.

"Our continued partnership with Interzoo provides conference participants unparalleled access to detailed technical information about the latest manufacturing technologies available for petfood and treat professionals across the European continent," says Steve Akins, executive vice president, global petfood and events, with WATT Global Media. "Then following Petfood Forum Europe, conference participants also have the unique ability to engage with all of their pet care supply chain partners and clients at Interzoo, fostering vital connections on a much broader scale."

Read more on [the full agenda of Petfood Forum Europe 2024](#) on [the organizer's website](#).



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### **Petfood and petfood technology at Interzoo 2024**

About 200 exhibitors from more than 30 countries exhibit at Interzoo 2024 products from the product segment “petfood technology” – almost ten percent of the overall exhibitor number. Compared to Interzoo 2022 this means the number of “petfood technology” exhibitors have increased by 46 percent and compared to 2018 the number has even doubled. Within the segment, the subcategories of “raw materials/ingredients” and “processing technology” continue to be most dominant with 83 and 34 companies respectively. The countries with most companies registered in the “petfood technology” segment are: Germany, China, France and the Netherlands.

For petfood professionals interested in topics that shape the future of the industry, the Fresh Ideas Stage in Hall 3 is the place to be. A lot of the presentation slots registered so far have been allocated to the "Petfood" topic, thus promising exciting presentations on all four days of the trade fair. In the lounge area of the Fresh Ideas Stage and at the neighbouring community stands of the "International Start-up Area" and the "Young Innovators" pavilion, you can make contact with pet food innovators and observe current developments in the industry at first hand. A highlight of the stage programme will be the Fresh Ideas Contest on Friday at 11:30 am.

Additional information on Interzoo 2024 can be found in the Interzoo App and online on the Interzoo Website:

- Tickets: <https://www.messe-ticket.de/Nuernberg/interzoo24/>
- Events: <https://www.interzoo.com/en/events-programme>
- Newsroom: <https://www.interzoo.com/en/news>
- Press services: <https://www.interzoo.com/en/press>

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**NÜRNBERG MESSE**

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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 far more than 2,000 confirmed exhibitors and in expectation of trade visitors from more than 120 countries, 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](http://www.wzf-online.com)

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