



Interzoo 2026

39th International Trade Fair for Pet Supplies
39. Internationale Fachmesse für den Heimtier-Bedarf

12 – 15 May 2026

Organizer
Veranstalter



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Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters



PRESS RELEASE

December 2024

Interzoo-organizer WZF and WATT Global Media intensify partnership with annual events until 2028

Wiesbaden/Rockford – WATT Global Media, organizer of Petfood Forum, and Interzoo organizer Pet Industry Services - Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF) extend their partnership until 2028, offering the pet food industry numerous opportunities for international networking and business development. The most significant events of the companies' cooperation will be the Interzoo Pavilion at the Petfood Forum 2025 (28-30 April) and 2027 (26-28 April) in Kansas City, Missouri, as well as the Petfood Forum Europe, which will take place in 2026 and 2028 on the day prior to Interzoo in Nuremberg.

In the fourth year of their successful collaboration, WATT Global Media (WATT) and Pet Industry Services - Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF) are pleased to announce the expansion of their partnership. Both organizers have confirmed that they will continue to strengthen the already established cooperation projects [Interzoo Pavilion](#) and [Petfood Forum Europe](#). The international community stand Interzoo Pavilion will once again support companies in their expansion into new markets at [Petfood Forum](#) 2025 (28-30 April) and Petfood Forum 2027 (26-28 April) in Kansas City, Missouri, USA. The Petfood Forum Europe conference, which already attracted hundreds of participants from all over the world to Nuremberg in 2022 and 2024 one day prior to the world's leading trade fair Interzoo, has also been scheduled for Monday, 11 May 2026, right before Interzoo 2026 and for the day before Interzoo 2028.



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"The expanded partnership offers both Interzoo and Petfood Forum participants additional opportunities for networking and professional insight into the industry's most important trends. The Interzoo Pavilion is an attractive opportunity for pet food and pet food technology companies to join us in tapping into new markets, even in the non-Interzoo years of 2025 and 2027. We are also very pleased that Petfood Forum will be a fixed part of the supporting programme at the next two Interzoo events in 2026 and 2028," says Dr Rowena Arzt, Head of Exhibitions at WZF.

Building international bridges for the pet food industry

The partnership between WATT and WZF will provide exclusive access to the most important platforms in the global pet food industry. The Interzoo Pavilion at Petfood Forum enables participants of the international community stand to start business activities in key pet markets and to expand their business relationships through direct contact with around 4,000 pet food industry professionals. In addition, the Pavilion participation gives access to a top-class conference programme that offers insights into current trends and developments. "The Interzoo Pavilion is a platform that not only supports networking and business development but also provides in-depth insights into technological developments and industry-specific specialist topics. These insights support companies operating successfully in a dynamic and innovative market environment," explains Arzt. Steve Akins, Executive Vice President, Global Petfood and Events at WATT Global Media, adds: "The Petfood Forum and Interzoo Pavilion bring together pet food industry players and provide a unique opportunity to network, share knowledge and actively shape the future of the industry."

Further information on the Interzoo Pavilion package and registration details for the international community stand can be found at www.interzoo-pavilion.com. Further details about Petfood Forum 2025 are available on the official website: www.petfoodforumevents.com.

Cooperation promotes networking and boosts synergies

In the subsequent year 2026, Interzoo and Petfood Forum Europe will be hosted at NurembergMesse for the third consecutive time. The two previous editions of Petfood Forum Europe that took place the day before the world's leading trade fair Interzoo have seen a steady increase in the number of participants. With around 300 participants from 33 countries attending the event in May 2024, the one-day conference has become one of the most



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important European platforms for exchanging knowledge and making contacts in the pet food industry. "Thanks to our cooperation, participant numbers are expected to double since the inception of our partnership. We anticipate that Petfood Forum Europe 2026 attendance will include 400 pet food professionals from nearly 35 countries around the globe," says Akins.

The future-oriented supporting programme focusing on challenges and advances in petfood production as well as innovative solutions for ingredients, processing and packaging, for example, will serve as an important meeting place for industry experts at the upcoming Interzoo events 2026 and 2028 in Nuremberg. "The combination of Petfood Forum Europe, a leading one-day conference, and the world's leading trade fair makes Interzoo Week from 11 to 15 May 2026 an indispensable highlight in every petfood professional's calendar," says Arzt. "We are therefore more than proud of this partnership and look forward to many event highlights over the next four years."

Further information about WZF

[WZF GmbH – Pet Industry Services](#) is the owner and organizer of the world's largest international trade fair for the pet industry Interzoo in Nuremberg. WZF is a hundred percent subsidiary of the [German Pet Trade & Industry Association ZZF](#), the founder and honorary sponsor of Interzoo. With more than 2,150 exhibitors and about 37,000 trade visitors from 140 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. 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.



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Further information about WATT Global Media

WATT Global Media is a leading provider of business information, events and digital platforms for the global pet food and agriculture industries. As the organiser of the Petfood Forum, one of the most important pet food industry conferences and exhibitions worldwide, WATT offers companies unique opportunities to network with decision-makers, innovators and experts from across the supply chain. With formats such as the Petfood Forum and Petfood Forum Europe, WATT not only supports the industry in expanding business relationships, but also in the transfer of knowledge on current trends, technological developments and strategic topics. For over 100 years, the company has combined expertise with modern event management, promoting innovation and growth in its target markets.

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