



# 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

February 2024

### Interzoo 2024: New international exhibitor record

**Wiesbaden – The world's leading trade fair for the pet supplies industry has set a new record in terms of exhibitors, exhibition space and countries represented. 13 weeks before the start of the trade fair the number of exhibitors surpassed the magic mark of 2,000 companies – thus also exceeding the previous record of Interzoo 2018, confirms Interzoo-organizer WZF GmbH – Pet Industry Services.**

Interzoo 2024 will feature the world's most comprehensive range of pet supplies in a total of 14 exhibition halls. Over 2,000 companies from 69 countries will be exhibiting their services and products for pets on a gross exhibition area of more than 140,000 square metres at the Nuremberg Exhibition Centre. "We are delighted that Interzoo is acknowledged to be an extraordinarily diverse and professional platform and is consequently in high demand from the global pet industry," says Gordon Bonnet, Managing Director of WZF and ZZF (German Pet Trade & Industry Association, honorary sponsor of Interzoo).

"Never before in the history of Interzoo did we register more than 2,000 exhibitors from almost 70 countries. This impressive record shows the need for the industry to come together," adds Dr Rowena Arzt, Exhibition Director of Interzoo organiser WZF GmbH – Pet Industry Services.

### Interzoo: Global meeting place for the international pet industry

Throughout the four-day trade fair, Interzoo visitors can profit from an excellent and condensed market overview of the latest trends, products and developments in the global pet supplies industry. The Interzoo experience will be enriched by numerous opportunities to cultivate existing business contacts, get in touch with new clients and initiate post-fair business. In addition to the diverse product range of more than 2,000 exhibitors, Interzoo 2024 offers an attractive supporting programme that addresses key topics and highlights of the pet industry in short conferences, special shows and demonstrations.



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One day prior to the opening of Interzoo, Petfood Forum Europe will be co-located with WATT Global Media for the second time at the Nuremberg fairgrounds. On 6 May 2024 the conference places a special focus on innovations in petfood and petfood technology. During the following four days of the trade fair, the Interzoo Country Sessions on countries and regions will provide exciting insights into important growth markets. Also, the topic of sustainability will be highlighted and discussed in a separate session.

"The high internationality among both visitors and exhibitors of Interzoo underlines the importance of international supply chains and global networking within the pet supplies industry," says Dr Arzt. "As a meeting place and source of inspiration for the industry, Interzoo is already showcasing and addressing the developments and trends of tomorrow."

Trends and innovations are the particular focus of the start-up area in Hall 3 with the Fresh Ideas Stage as a major attraction. On the first three days of the trade fair the stage will be home to presentations on innovative products and companies before hosting the Fresh Idea Contest on the final day of the fair. Innovative and special products are further shown at the Product Showcase at Entrance Mitte.

### Attending Interzoo as a trade visitor

Interzoo is a trade fair for industry professionals. If you want to visit the biggest Interzoo of all time, you have to legitimise yourself as a trade visitor. This is possible via the Interzoo website. Tickets can be purchased and legitimised easily via the Online TicketShop. With the ticket loaded into the Interzoo App, visitors can use the "Fast Lane" for faster access to the trade fair during the whole week of the fair.

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

- Supporting programme: <https://www.interzoo.com/en/events-programme>
- Tickets: <https://www.messe-ticket.de/Nuernberg/interzoo24/>
- Newsroom: <https://www.interzoo.com/en/news>
- Services für media representatives: <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 more than 1,900 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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