



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

January 2024

Interzoo 2024 supporting programme: the world's leading trade fair offers a concise overview of key topics in the pet industry

Wiesbaden – Interzoo continues to be a unique source of inspiration for the international pet industry by offering a concise overview of markets, trends and innovations in its versatile supporting programme. The 2024 edition of the world's leading trade fair for the pet industry provides insights into current topics of the pet supplies industry as well as developments in specific markets.

Interzoo 2024 presents the world's most comprehensive range of pet supplies in 14 exhibition halls. In addition, the Interzoo supporting programme offers short conferences, special shows and demonstrations on current topics and developments within the pet industry.

One day prior to the opening of the exhibition halls, **Petfood Forum Europe** will be the starting point for a week full of interesting events covering key topics of the global pet supplies industry. The conference organised by WATT Global Media for the second time in cooperation with Interzoo takes place on 6 May 2024 and focuses on the latest developments in pet food for cats and dogs as well as technological innovations in manufacturing and packaging. It is necessary to register for the Petfood Forum Europe directly via [the organiser's website](#). The conference ticket includes access to Interzoo 2024 on all four days of the trade fair.

On 7 May 2024, the first official day of Interzoo 2024, the supporting programme focuses on sustainability. At that day, the **Interzoo Sustainability Session** will present the results of the Interzoo Sustainability Study 2024. By help of recent data, experts will explain the current developments and challenges related to the topic of sustainability in the pet supplies industry and show ways to enhance sustainable development. Best practice examples will serve as illustrations and provide the basis for an in-depth discussion.



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The **Interzoo Country Sessions** highlight and discuss the most exciting and important developments in the various geographic pet supplies markets. At Interzoo 2024, industry experts will present market data, trends and import regulations for countries and regions such as Brazil, Europe, Southeast Asia and the US in short conferences. Following the presentations, there will be time for discussion and networking.

Participation in the Sustainability Session and the Country Sessions is free of charge for visitors to Interzoo 2024. The presentations will be held in English. All sessions will take place in NCC East, hall St. Petersburg.

In addition to the Interzoo Sessions, the supporting programme offers many other exciting presentations and networking formats for the pet industry. The stand of Interzoo's honorary sponsor ZZF, for example, will offer multiple presentations, including dog grooming demonstrations.

In hall 3 the **Fresh Ideas Stage** provides a special presentation platform for new business ideas in the pet sector. On the stage, start-ups and innovators will present forward-looking industry topics and products, concentrating on the four major topics of food, accessories, tech and sustainability. A total of over 30 presentation slots on all four days of the trade fair will make the Fresh Ideas Area a vibrant hub for new ideas and innovative discussion. Next door to the stage, the international Start-up Pavilion and the Young Innovators Pavilion with a combined total of more than 50 companies will give a sneak peek into the future of the industry. On top of that, the **Product Showcase** in Entrance Mitte will also present new and innovative products.

Further networking opportunities will be provided by exhibitor events and the official Interzoo Party. Guests at **the Interzoo Party on 9 May 2024** can already look forward to an unforgettable evening that focuses on the specialities and characteristics of Bavaria.

Finally, on Friday, 10 May 2024, the final day of the trade fair, the **Fresh Ideas Contest** will take place on the Fresh Ideas Stage in hall 3, where innovative product ideas and services will compete for an award.

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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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

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