



# Interzoo 2026

Die Weltleitmesse der Heimtierbranche.  
World's leading trade fair for the pet industry.



## PRESS RELEASE

September 2025

### **Boost for start-ups: exclusive trade fair packages and support for young companies at Interzoo 2026**

**Wiesbaden – Interzoo 2026 supports start-ups and innovators from the pet supplies industry with special stand areas and formats such as the Fresh Ideas Stage. Alongside the International Start-up Area for overseas companies, the Young Innovators programme subsidised by the German Federal Ministry for Economic Affairs and Energy (BMWE) offers comprehensive funding to help young companies from Germany participate in the world's leading trade fair for the pet industry.**

Interzoo, which will take place in Nuremberg from 12 to 15 May 2026, is the world's most important marketplace for the international pet supplies industry and a forum for exchanging creative ideas and promoting products and services. Apart from showcasing outstanding brands, the world-leading trade fair is putting the spotlight on new market participants as innovative drivers for the industry.

“At the last Interzoo, 77 start-ups benefited from our dedicated programmes to support them. We are delighted to once again help start-ups and innovators to participate in Interzoo 2026 with our exclusive packages and unique platforms for showcasing their companies and services, whether through the government-subsidised Young Innovators scheme, International Start-up Area, or Fresh Ideas Stage. The pet supplies industry also has to constantly deal with new challenges and develop innovative solutions, for example in the fields of technology, sustainability, design, and pet food. This is why Interzoo sees itself as a provider of opportunities where start-ups and innovators can attract worldwide attention for their ideas,” explains Dr. Rowena Arzt, Head of Exhibitions at Interzoo organiser WZF GmbH – Pet Industry Services.

Veranstalter:  
Organizer:



Ideeller Träger:  
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Durchführung im Auftrag  
des Veranstalters:  
Organization on behalf  
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[www.interzoo.com](http://www.interzoo.com)



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## **Novel ideas and innovations on the Fresh Ideas Stage**

Interzoo 2026 offers tremendous visibility for fresh business ideas and innovations that reflect the latest trends on its Fresh Ideas Stage in Hall 3. This is where fledgling companies can present their start-up ideas, innovative products and services, and cutting-edge industry topics in short pitches. On the Friday of the event, the popular Fresh Ideas Contest – where participants present their innovations to the audience and an expert jury to win one of the coveted awards – will enter its third round. However, the Fresh Ideas Stage not only offers a platform for new business ideas but also the opportunity for innovators and company founders to get to know one another in person in the lounge area next to the stage and discuss current trends in the pet supplies industry. For more information about taking part, go to: <https://interzoo-fresh-ideas.com>

## **Support for start-ups from Germany**

At Interzoo 2026, around 30 start-ups from Germany can enjoy extensive financial and organisational support for their trade fair participation thanks to the Young Innovators scheme subsidised by the German Federal Ministry for Economic Affairs and Energy (BMWE). Interested parties should register soon, as half of the planned spots had already been allocated by the end of August 2025. The prerequisites for taking part in the coveted programme include having a spot in the Young Innovators Pavilion, being a company founded in the last ten years with its headquarters and operations in Germany, and complying with current EU criteria for small companies (fewer than 50 employees and an annual turnover of maximum €10 million).

Since 2018, Interzoo has been one of the leading trade fairs selected by the BMWE as eligible for the programme due to its strong international focus. Since then, it has supported more than 70 German start-ups, enabling them to tap into global markets and achieve sustained success. For more information about this programme, go to: [www.interzoo.com/de-DE/ausstellen/als-startup-teilnehmen/gefoerderter-gemeinschaftsstand](http://www.interzoo.com/de-DE/ausstellen/als-startup-teilnehmen/gefoerderter-gemeinschaftsstand)



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## **Special service package for international start-ups**

To support newcomers headquartered outside Germany, Interzoo 2026 also offers an attractive service package to meet the needs of international start-ups through its International Start-up Area. The benefits of the package include stand space in a pavilion and a selection of marketing services that also enable smaller companies to extend their communicative reach and boost their trade fair success. For more information please go to:

<https://www.interzoo.com/en/exhibit/participate-as-startup/international-start-up-area>

“As the leading fair and marketplace for all products and services relating to pets, Interzoo is the gateway to the global pet supplies industry and therefore an unmissable event for all market participants – especially for start-ups that want to gain a foothold in the pet supplies industry. We want to support them in this endeavour, because only at Interzoo do they get the opportunity to come together with industry players and decision-makers from all around the world within a short timeframe,” Dr. Arzt emphasises.

For more information about subsidies and registration for German start-ups, go to:

[Interzoo | Subsidised Pavilion "Young Innovators"](#)

Find out more about the package for international start-ups at:

[Interzoo | International Start-ups](#)

For more information about Interzoo, please visit our home page:

[www.interzoo.com/en/news](http://www.interzoo.com/en/news)

## **Our services for journalists and media professionals**

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## Information about the organizer

[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 around 2,150 exhibitors and 37,000 trade visitors from 140 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. 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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