



Interzoo 2026

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

12-15
May

Nuremberg,
Germany

PRESS RELEASE

May 2026

Interzoo Awards 2026: World's leading trade fair recognizes commitment, sustainability and pioneering spirit

Wiesbaden/Nuremberg – To mark the opening of Interzoo 2026, the organizer, WZF – Pet Industry Services, presented the Interzoo Awards on 11 May 2026 to honor outstanding achievements in the areas of sustainability, commitment and pioneering spirit.

During the opening ceremony of Interzoo 2026 in Nuremberg, WZF – Pet Industry Services recognized outstanding achievements relating to the world's leading trade fair for the pet industry. With the **Interzoo Awards**, presented for the second time this year following the 2024 event, the Interzoo organizer recognized commitment, innovative strength and sustainable corporate strategies that shape and further develop the international significance of Interzoo.

Norbert Holthenrich, President of ZZF – German Pet Trade & Industry Association, the honorary sponsor of Interzoo, was presented with the **Interzoo Personality Award**. Under his leadership, the B2B trade fair has steadily established itself as a global platform for the pet industry, emphasized Gordon Bonnet, CEO of ZZF and WZF, in his laudatory speech: "When Norbert was involved in his first Interzoo in Nuremberg in 2012, the fair featured 1,539 exhibitors from 53 countries. Today, there are around 2,400 exhibitors from some 70 countries. These figures demonstrate a clear commitment to viewing internationalization as an opportunity and developing it further." In doing so, Holthenrich has always prioritized maintaining the right balance between dynamism and stability and making well-considered decisions – underpinned by experience and a strong sense of responsibility.

The international appeal of Interzoo is once again underlined by the **Interzoo Long Distance Award**: Zealandia Ltd. was honoured as the exhibitor who had travelled the furthest to Nuremberg. Zealandia Ltd., a manufacturer of sustainable pet food for dogs and cats, is headquartered in Auckland, New Zealand, 18,300 kilometres from Nuremberg. "This honour exemplifies the highly international nature of the world's leading trade fair and its role as a

Veranstalter:
Organizer:



Ideeller Träger:
Honorary sponsor:



Durchführung im Auftrag
des Veranstalters:
Organization on behalf
of the organizer:



www.interzoo.com



Interzoo 2026

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

global meeting place for exhibitors, decision-makers and innovators from all over the world," said Peter Ottmann, CEO of the Nürnberg Messe Group.

Interzoo with focus on sustainability

The Interzoo Sustainability Award was also presented at the opening ceremony. The award went to dsm-firmenich. The winner of the first prize had already been decided earlier that afternoon by a vote of the attendees at the first Interzoo Sustainability Conference and a panel of judges.

dsm-firmenich develops functional ingredients for pet food and animal health. With an algae-based omega-3 oil, the company is promoting an alternative to marine raw materials and encouraging the use of more resource-efficient pet food. Other finalists included i Tail Corporation (ITC) and ADM.

At the opening ceremony, Elliott Harris, former United Nations Chief Economist and Assistant Secretary-General for Economic Development, presented the trophy to the delighted winner, dsm-firmenich.

In his keynote speech, Elliott Harris commended the fact that the Interzoo Sustainability Conference had also taken place on the opening day of Interzoo. This sends a strong signal: "This sector has realized that change is a shared responsibility." Moreover, the shift towards sustainability is certainly also to the pet industry's advantage: "Markets become more resilient when companies strike a balance between profitability and responsibility."

The **Interzoo Pioneer Award** was also presented for the first time. The award went to the Cologne-based company redoggo, which manufactures dog toys from upcycled materials sourced from the automotive industry, such as airbags and seatbelts. In her laudatory speech, Dr Rowena Arzt, Head of Exhibitions at Interzoo organizer WZF, praised the entrepreneurial spirit of the start-up, which is not yet two years old and is already venturing onto the global stage of the pet industry.

With this year's Interzoo Awards, the world's leading trade fair is once again sending a strong signal for commitment, responsibility, and innovative strength within the international pet industry.

www.interzoo.com



Interzoo 2026

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

Our services for journalists and media professionals

Interzoo Press Area: <https://www.interzoo.com/en/press>

Press Release Archive: <https://www.interzoo.com/en/press/press-releases>

Interzoo News Area: <https://www.interzoo.com/en/news>

Contact

Antje Schreiber (Head of Communications/Press Spokesperson ZZF / WZF)

T +49 611 44 75 53-14 / presse@zzf.de

Monika Seidendorf (PR Officer Interzoo)

T +49 611 44 75 53-32 / seidendorf@zzf.de

Ariana Brandl (Press Office NürnbergMesse GmbH)

T +49 911 86 06-82 85 / ariana.brandl@nuernbergmesse.de

Information about the organizer of Interzoo

[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 [ZZF – German Pet Trade & Industry Association](#) the founder and honorary sponsor of Interzoo. At its last edition in 2024, it attracted around 2,150 exhibitors and 37,000 trade visitors from 140 countries. 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.

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF)

Mainzer Straße 10

65185 Wiesbaden – Germany

CEO: Gordon Bonnet

Commercial Register No.: HRB 23138 Amtsgericht Wiesbaden

VAT Identification No.: DE 113595781

interzoo@zzf.de

www.wzf-online.com