



Interzoo 2028

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

**23-26
May**

**Nuremberg,
Germany**

PRESS RELEASE

September 2026

Interzoo Pavilion at Petfood Forum 2027 – international expansion opportunities for pet food companies

Wiesbaden, Germany/Kansas City, USA – Interzoo is once again organizing its own pavilion at Petfood Forum in Kansas City, Missouri, USA (April 26-28, 2027) and is supporting companies in expanding their activities in the international market. As part of the Interzoo joint stand, companies receive a convenient, all-in-one solution for market entry and market expansion.

As in 2023 and 2025, machinery manufacturers, technology companies, suppliers, and raw material providers from the pet food sector can exhibit at the Interzoo Pavilion at Petfood Forum in Kansas City. The aim of the pavilion is to support expansion-minded companies in tapping into new markets and building networks with North American and international companies as well as experts from across the entire pet food supply chain. Pet food remains a growth market in the USA. Bloomberg forecasts steady development, projecting a total market volume of USD 68.4 billion by 2030.

Petfood Forum 2027 is a key meeting point for pet food technology experts

The Petfood Forum in Kansas City, Missouri, USA, is a key B2B event for the North American and international pet food industry. The conference and trade fair offer a 360-degree view of the sector and provides insights into new ingredient and formulation technologies, the latest in nutrition, the latest process technologies and applications and consumer buying trends. In 2026, the event brought together around 400 exhibitors and over 3,700 visitors. „Petfood Forum helps the industry stay up to date on the latest global trends and developments, while allowing pet food professionals to connect, collaborate, and conduct business together while at the conference and exhibition“, says Steve Akins, Executive Vice President, Global Petfood and Events WATT Global Media.

Veranstalter:
Organizer:



Ideeller Träger:
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Durchführung im Auftrag
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www.interzoo.com



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Interzoo Pavilion offers an all-in-one solution for exhibitors at Petfood Forum

The special participation package for the Interzoo Pavilion includes a turnkey presentation area, a shared meeting space, participation in the conference programme, discounted tickets for additional attendees, and a listing in the "Directory of Suppliers" on the website of Petfood Industry, one of the leading trade publications for the pet food manufacturing and processing industry. The pavilion is aimed at companies that are new to Petfood Forum or have not exhibited at Petfood Forum since 2023. "Interzoo is all about connecting industry players from around the world. Whether at our trade fair in Nuremberg, where we welcomed 2,400 exhibitors from 70 countries and over 39,000 visitors from 133 countries this year, or at Petfood Forum 2027 in Kansas: we facilitate valuable business relationships in the pet industry. With the Interzoo Pavilion, we offer tailored support and unique networking opportunities for companies from all areas of the pet food industry looking to enter the attractive North American market or other international markets," says Dr Rowena Arzt, Head of Exhibitions at Interzoo organizer WZF – Pet Industry Services.

All details on the Interzoo Pavilion can be found here:

<https://interzoo-pavilion.com/>

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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 [ZZF – German Pet Trade & Industry Association](#) the founder and honorary sponsor of Interzoo. Interzoo is the world's leading B2B- international fair for pet supplies. At its last edition in 2026, it attracted around 2,400 exhibitors and 39,000 trade visitors from 130 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.

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About Petfood Forum & Petfood Industry

Petfood Forum is organized and hosted by [Petfood Industry](#). Both are owned by WATT Global Media.

WATT Global Media has a proven track record of accelerating business growth for agrifood and pet food businesses for over 100 years. Our extensive portfolio of industry events and media brands provides access to market expertise, engaged audiences, and targeted strategies that drive successful connections in the poultry, feed, grain, and pet food industries. Contact us for custom marketing solutions served through innovative technologies and delivery channels.