



Interzoo 2022

37. International Trade Fair for Pet Supplies
37. Internationale Fachmesse für den Heimtier-Bedarf

24 – 27 May 2022

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters



BRIEF CLOSING REPORT

27 May 2022

Interzoo 2022: Happy faces, personal exchange and international business

Wiesbaden/Nuremberg – Finally back at the trade fair, finally get to know each other in person again, exchange ideas, touch products and do business: As the organizer of the world's leading trade fair for the international pet industry Interzoo, WZF GmbH – Pet Industry Services was pleased to see happy faces from international visitors and exhibitors during the four days of the fair from 24 to 27 May 2022 at the Nuremberg Exhibition Centre. A total of around 28,000 trade visitors from 129 countries came to see for themselves the latest articles and services for dogs, cats, fish and many other pets from a total of 1,329 exhibitors from 59 countries.

"We are very happy and grateful that we were able to offer the international pet industry an extraordinarily successful platform with Interzoo despite the difficult framework conditions," comments Gordon Bonnet, Managing Director of WZF and the German Pet Trade & Industry Association ZZF as the honorary sponsor. "As has been confirmed in numerous conversations, the personal meeting is simply irreplaceable. Many exhibitors praised the high quality of the trade visit and they go home with full contact lists to translate their connections made here into future business."

ZZF President Norbert Holthenrich adds: "Interzoo was a huge success for market participants in the international pet industry. The positive mood and the continued overwhelmingly high internationality of 72.5 percent confirm the status of Interzoo as the world's leading trade fair. The date 7 to 10 May for 2024 is accordingly already fixed in the calendars of the industry participants!"



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Versatile presentations and discussions on cutting-edge topics

The supporting programme was also well received. Dr Rowena Arzt, Head of Exhibitions at WZF: "In addition to the multiple innovations of the exhibitors, Interzoo participants benefited from insights into central industry topics and market overviews, for example in the Country Sessions on Western Europe, Brazil, Scandinavia, China and the USA. The Petfood Forum Europe, which was held for the first time with Watt Global Media at Interzoo with around 250 participants, was also well received the day before the start of the fair."

Sustainability was also a central topic at Interzoo. "According to our study conducted with the Antwerp Management School (AMS), almost 90 percent of the nearly 200 respondents from 44 countries assume that sustainable development will be important or very important for the pet industry in the next three years," says Dr Arzt. "I was impressed by the variety and creativity of the young, innovative companies that presented themselves within the start-up zone and on the new 'Fresh Ideas Stage'. They show the development spirit of the industry."

On Friday, the last day of the fair, a jury of experts selected the best innovative ideas on stage as part of the first Interzoo Fresh Ideas Contest. Prombyx from Germany won first place with the recycling of by-products of silk production as an alternative protein source, the Sustainable People, also from Germany, established themselves in second place with biodegradable dog waste bags, followed by Protenga from Singapore as number three of the winners with sustainably produced insect protein.

The press was also drawn to Interzoo: Around 220 journalists from 13 countries were on site to report on the innovations and trends of the pet industry to a worldwide audience on/in radio, television, newspapers, trade magazines and online media. Furthermore, the broad spectrum of the supporting programme will gradually be available online in the Interzoo Academy portal on demand at www.interzoo-academy.com.

For all press releases, photos and videos, see the Newsroom at:

www.interzoo.com/en/news

All services for journalists and media representatives are available at:

www.interzoo.com/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 exhibitors and about 39,000 trade visitors from 125 countries at the last event, 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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