



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



PRESS RELEASE

April 2022

Welcome back to Interzoo!

Wiesbaden – Anticipation is growing for the forthcoming Interzoo 2022, to be held in Nuremberg from 24 to 27 May: The organizer, WZF GmbH, has confirmed it currently has registrations from about 1,300 exhibitors from more than 60 countries. With a gross exhibition area of around 105,000 square metres, the world’s leading fair for pet supplies will offer trade visitors a unique overview of the global market for the latest products for dogs, cats, fish and other pets.

“Despite the challenges created by Covid-19, the global pet industry has developed positively during the past two years,” comments Norbert Holthenrich, President of the German Pet Trade & Industry Association (ZZF), the honorary sponsor of Interzoo. But since the pandemic began, supply chains have been severely disrupted, with production problems and delivery bottlenecks as a consequence. Holthenrich views Interzoo as an opportunity to change focus and pave the way for new business: “Manufacturers and buyers can meet again in person at the world’s leading fair in Nuremberg in order to establish new business contacts and discover products of interest.”

The strong international make-up of the exhibition will guarantee a global market overview, with more than 80 percent of exhibitors coming from outside Germany. The largest international contingents represent Italy, the UK, US, Netherlands and Spain. There will be a total of eleven national pavilions, some of them larger than previously, from Brazil, the UK, India, Italy, Canada, Singapore, Taiwan, the Czech Republic and the US, with France and South Korea being new additions this year.



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WZF has recorded growth in registrations for stand space from a number of countries in Europe, such as Turkey (+114%) and Spain (+15%), with about 60 exhibitors each. There is also stronger demand from outside Europe, such as South Korea (+33 %) and India (+22%) with well over 20 and 40 exhibitors respectively.

Segment breakdown

As in the past, items for dogs and cats make up the largest share of the products on offer (47%), followed by small animals and rodents (10%), then pet birds and aquariums (8% each). The range of supplementary items for the speciality pet retail sector accounts for 6 percent, as does petfood technology. Items for garden animals represent 5 percent, with smaller shares for other segments such as subject-area literature, shop fittings and packaging.

Strong international visitor numbers expected

With the lifting of travel restrictions and the proven hygiene strategy in place, Dr Rowena Arzt, Director Exhibitions for WZF GmbH, also expects strong international visitor numbers: “At previous Interzoo events, more than a quarter of the visitors came from Germany and three-quarters from other countries – about 42 percent from other parts of Europe and a little over 30 percent from outside Europe. We expect the structure will be similar at Interzoo 2022, with fewer visitors from some eastern European and Asian countries in view of the situation there. This does not affect the importance of Interzoo as the world’s leading fair in this sector, and it continues to offer many opportunities for international contacts, interaction and business.”

Connecting with the new Interzoo app

The new Interzoo app is now available to provide a link between the digital and physical worlds and offer a convenient overview. It is available for immediate download from the usual app stores for Apple and Android platforms to help participants prepare for their attendance at the fair. The app offers visitors the key information on exhibitors, products and brands, an interactive floor plan, and a personal fair planner. Another practical function is the “Ticket Wallet”, in which visitors can store their entrance tickets and other documents as appropriate. Digital contact management, a popular feature at Interzoo.digital, is also available via the app: Visitors can network with other visitors or exhibitors, make appointments or swap business cards digitally. The ability to simply scan in QR codes from name tags makes this last function easier.



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Supporting programme provides insights and stimuli

In addition to the wide-ranging products and services on offer from the exhibitors, the accompanying supporting programme comes with further benefits for the participants. For example, just the day before the actual fair begins, a whole-day conference is being held on 23 May in the form of Petfood Forum Europe, where experts will speak on the latest trends, research and innovations on the petfood market in Europe. The conference, being held in collaboration with WATT Global Media, provides an opportunity for interaction and networking. A separate event page is available for registration: www.petfoodforumevents.com/europe

Further highlights on the supporting programme will follow the opening of the exhibition halls on Tuesday 24 May, with five Interzoo Country Sessions discussing trends and market data in western Europe, Brazil, Scandinavia, China and the US. The Interzoo Sustainability Session emphasises the importance of sustainability in the pet industry. Trends and developments will be illustrated and considered in greater depth with the aid of best-practice examples. The session will start with a presentation by the Sustainable Transformation Lab of the Antwerp Management School (AMS), which will share the results of the latest Interzoo sustainability study and provide an overview of the current situation in the pet industry. Examples from the industry will be shown, along with tips as to how businesses can make an even greater commitment to sustainability. Plans are also in progress for a Petfluencer session, contributions on aquarium products and start-up presentations. Each session is followed by an opportunity for participants to interact on the theme in question and expand their own networks.

The world's leading fair is also the meeting place for international industry organizations. Interzoo will also be the umbrella event for this year's International Pet Associations (IPAC) Summit and the annual meeting of the European Pet Organization (EPO) and Ornamental Fish International (OFI).



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To make it possible to experience every aspect of the world's leading fair, selected presentations will be made available on demand following the event as part of the Interzoo Academy (www.interzoo-academy.com). Information on the ever-expanding supporting programme can be found online at www.interzoo.com/en/events.

ZZF: Contact for industry professionals

WZF GmbH and the German Pet Trade & Industry Association (ZZF), as the organizer and honorary sponsor of Interzoo, respectively, are also represented with a stand in Hall 4. As a contact for the German pet industry and an agent and lobbyist for political matters, the Association will present its services for members, those in the area of training and professional development and also information on the pet market. This stand is also the place to go for any questions on sustainability in the pet industry, aquarium products and trends in pet care.

Interzoo also offers an opportunity to celebrate at the end of a long day at the fair: Some exhibitors will host receptions at their stands starting at 18:00 on Wednesday 25 May, and then the Interzoo Party will be held on Thursday 26 May. With an opportunity to eat together and enjoy cocktails and live music from 18:00, the theme will be "Welcome back!"

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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