



Interzoo 2024

38th International Trade Fair for Pet Supplies
38. Internationale Fachmesse für den Heimtier-Bedarf

7 – 10 May 2024

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters



PRESS RELEASE

November 2023

Impressive registration figures for Interzoo 2024: World's leading pet trade fair continues to grow

Wiesbaden – Six months before Interzoo 2024, it is already clear that the world's leading trade fair for the pet supplies industry will be bigger than ever before in 2024. The stand registrations have surpassed the exhibition space of Interzoo 2018, the largest to date, therewith setting a new Interzoo-record for exhibition space.

Exhibitors from 63 countries are registered for the pet industry's most international trade fair and at least 13 international pavilions will enrich the trade fair, including new country pavilions from thriving pet industry such as India, as well as a large number of European pavilions such as the pavilion from the UK, which first appeared at Interzoo in 1964.

The most comprehensive product range in the pet sector

Compared to Interzoo 2022, the 38th edition of the trade show (7-10 May 2024) will make use of two additional exhibition halls, then covering 14 halls in total. Despite the increased number of halls, there is already a shortage of free stand space: Only about five per cent of the exhibition space is still available "The continuing strong demand from exhibitors shows the importance of the event and confirms we're on the path to a great Interzoo 2024," says Dr Rowena Arzt, Head of Exhibitions at Interzoo organizer WZF – Pet Industry Services. "Interzoo has become the world's leading trade fair for the pet industry due to a supporting programme that is at the pulse of the industry, numerous networking events with industry innovators and decision-makers, the world's most comprehensive range of products and services for pets and Nuremberg as an attractive location and exhibition venue in the heart of Europe."

Interzoo welcomes the pet world to Nuremberg

A closer look at the excellent registration numbers further underlines the importance and internationality of Interzoo; features that have long made the



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trade fair a highlight in the marketing plans of big players. "We are delighted to welcome market leaders from all important segments of the pet industry to Nuremberg and are looking forward to celebrate the biggest Interzoo of all time," says Alexander Mattausch, Executive Director Exhibitions at NürnbergMesse.

The Interzoo website already lists all registered exhibitors. Using the filter option exhibitors can be searched by animal segment and within the segments by product category. The pet food product segment is traditionally strongly represented in all animal segments, as are international market leaders from the accessories segment. A large number of international industry players from the aquarium and terrarium segments will be presenting their latest products in the categories of aquariums, terrariums, furniture, technology, lighting, accessories and furnishings. With regard to small mammals and birds especially pet food, litter and care products are expected to be well represented. In the garden animals segment, manufacturers will be presenting their latest innovations in the areas of garden ponds, winter feeding and hobby farming. Other product segments include equestrian sports and shop fittings. In addition, the thriving Petfood Technology product segment will be complemented both at Interzoo and on the day before, 6 May 2024, by the Petfood Forum Europe, organized in cooperation with WATT Global Media. The conference will bring experts in pet food, processing and packaging together.

Supporting programme at the pulse of the industry

The Interzoo supporting programme with sessions on countries and regions offers exciting insights into markets from all over the world and provides a stage for important trends in the global pet supplies industry, particularly with the Fresh Ideas Stage for start-ups and innovative products in Hall 3 and the Product Showcase in the entrance area of the trade fair. Exhibitor parties (Wednesday, 8 May 2024) and the Interzoo Party as a networking event for the international pet industry (9 May 2024) complete a supporting programme that is right at the pulse of the pet industry.

Press releases as well as photos and videos in the newsroom at:

www.interzoo.com/news

All services for journalists and media representatives are available at:

www.interzoo.com/presse

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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 1,300 exhibitors and about 28,000 trade visitors from 129 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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