



Interzoo
International Trade Fair for Pet Supplies

PRESS RELEASE

26 January 2021

New trade fair dates for Interzoo and Zoomark in 2021 and 2022

WZF and BolognaFiere are planning additional new formats

Wiesbaden/Bologna – As a consequence of the ongoing Covid-19 pandemic, and in the interests of trade fair participants within the pet industry, WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH), organizer of Interzoo, and BolognaFiere S.p.A., organizer of ZOOMARK INTERNATIONAL, have decided to modify their event calendar for 2021 and 2022. From 1 to 4 June 2021, Interzoo *digital* will take place as a purely online event, while ZOOMARK INTERNATIONAL will be welcoming the pet industry back to Bologna, Italy, in November 2021. In May 2022 Interzoo will return as an in-person event in Nuremberg, Germany.

Trade shows are key marketing and communications tools for the global pet industry. Many companies were hoping to showcase their products and services at the forthcoming international pet industry trade shows with the aim of boosting their business as the ability to talk to customers face-to-face is especially important in times of crisis. However, due to the persistent travel restrictions and conditions that remain unsafe for hosting international trade fairs, WZF, the organizer of Interzoo, and BolognaFiere, the organizer of ZOOMARK INTERNATIONAL, have jointly decided to reschedule the fairs in order to optimize business opportunities.





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As a result, ZOOMARK INTERNATIONAL will take place in Bologna, Italy, from 10 to 12 November 2021, while the industry will meet in Nuremberg, Germany, at Interzoo from 24 to 27 May 2022. Meanwhile, to enable exhibitors to maintain contact with their customers worldwide and develop new business, WZF has developed a digital format for Interzoo, which will take place from 1 to 4 June 2021. The new trade show schedule re-establishes the original calendar, which sees ZOOMARK INTERNATIONAL to be held in the odd years and Interzoo in the even years.

BolognaFiere and WZF are convinced that the digital formats and rescheduling of their trade fair dates are the best ways to support the industry during the Covid-19 pandemic. The organizers of the two trade fairs are planning further joint activities, which they will report on during the first quarter of 2021.

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Information about WZF

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organizes Interzoo in Nuremberg with the German Pet Trade and Industry Association ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e.V) as the founder and honorary sponsor. WZF is 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 over 125 countries, Interzoo is the undisputed world's leading trade fair for pet supplies. WZF has appointed NürnbergMesse with the organization of Interzoo on its behalf. WZF is a one hundred per cent 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.





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www.interzoo.com/news

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www.interzoo.com/press

Information about BolognaFiere

With more than 80 events in Italy and worldwide, the BolognaFiere Group is one of the leading companies in the trade show industry. BolognaFiere is Italy's most successful trade fair organization in terms of revenues generated in key overseas markets such as Asia, Russia and North America. In Italy, the Group runs the Bologna Exhibition Centre, one of the world's most modern trade event venues, as well as the exhibition centres in Modena and Ferrara. BolognaFiere is also a partner of Nuova Fiera del Levante in Bari. Attracting more than 2.2 million visitors and over 25,000 exhibitors each year, BolognaFiere is both the host and organizer of trade shows and has also established itself as Italy's number one when it comes to exhibition booth construction. BolognaFiere organizes and hosts Zoomark in collaboration with PROMOPET and with the support of ASSALCO, the Italian association for pet food and pet grooming, as well as ANMVI, the Italian vets' association.

Information and press material are available at:
www.zoomark.it

