



## PRESS RELEASE

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### Good prospects and new formats for Interzoo 2021

**Wiesbaden – 11 months prior to the start of Interzoo, organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) announces promising exhibitor registration numbers for the world-leading fair. More than 1,600 exhibitors have already confirmed their participation at the next Interzoo. In advance of the exhibition, WZF is working with Euromonitor International and other partners to offer a series of online presentations on topics affecting the pet industry as a digital service starting in July 2020.**

Preparations for Interzoo 2021 are in full swing. From tomorrow (1 July) companies that have not yet booked a stand or that had initially cancelled their participation during the coronavirus crisis will be able to register as exhibitors. The leading international trade fair for the pet supplies industry will take place next year from 1 to 4 June. To date, in excess of 1,600 exhibitors from 66 countries have confirmed that they intend to take part in the trade fair organised by WZF at the Nuremberg Exhibition Centre.

“The number of exhibitors who have already registered is proof that there is plenty of support from the sector for the new event date in 2021,” says WZF CEO Alexandra Facklamm. “The second registration phase now offers all other companies the opportunity to register as exhibitors for Interzoo 2021 to secure access to a platform for the cultivation of existing customers and the acquisition of new business.”

For Alexandra Facklamm, the fact that more than 90 percent of exhibitors have transferred their original stand booking for May 2020 to the new date in an odd-numbered year is evidence of their trust in trade fairs as a marketing tool in general and in Interzoo in particular. The significant interest in exhibiting at Interzoo indicates that trade fairs in the B2B segment are seen as very important and that digital formats predominantly serve a complementary purpose.

“Digital solutions can showcase products creatively and present details in a striking way, but they are no substitute for the multi-sensory experience of a trade fair. For many products, face-to-face communication and an experience involving all senses are still essential, especially when



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innovations that are being introduced to the market for the first time are involved,” adds Dr Rowena Arzt, Director Exhibitions at WZF. “What we are also seeing is that digital services are becoming increasingly important as a complement to a trade fair, e.g. between individual events, hence we are working on new additional options for our customers.”

### **Online professional development: topic-specific digital presentations for the international pet supplies industry**

Interzoo’s on-site supporting and conference programme will be complemented by a new digital service in the run-up to the trade show. In collaboration with market research company Euromonitor International and other partners, Interzoo organizer WZF is launching a series of online presentations for the pet supplies industry starting in July 2020. The online presentations in English will be free of charge and accessible worldwide.

The 45-minute presentations by experts will each cover topics affecting the pet supplies industry now and in the future, or will present market developments such as the development of the global market for pet products, special insights into the pet food segment, the effects of e-commerce on the sector or the importance of sustainability in the pet industry. The first series on the impact of the coronavirus crisis is titled “Pet Industry Insights in the Light of COVID-19” and will be available as of 9 July 2020. Registration opens on 3 July.

“We have worked successfully with Euromonitor on the conference programme for Interzoo, especially in respect of country-specific topics. By launching these joint online sessions, we are now extending our partnership with Euromonitor to the digital sphere in the run-up to Interzoo,” explains Dr Rowena Arzt. “We regard the online presentations as a valuable addition to the physical supporting programme at Interzoo. In periods between trade fairs, they allow us to provide Interzoo customers, regardless of time zone or location, with important information about the market and the sector. In doing so we are also keeping pace with the latest trends.”

As of 3 July, participants can register for the first online seminar at [www.interzoo.com/webinar-july2020](http://www.interzoo.com/webinar-july2020).



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## Information about the organizer

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organises Interzoo in Nuremberg in partnership with ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e.V) as institutional sponsor and supporting organisation. WZF is the founder, owner and organizer of the world's largest international trade fair for the pet supplies industry. With more than 1,900 exhibitors and over 39,000 trade visitors from 125 countries at the last event, Interzoo is the undisputed leading international fair for pet supplies. WZF has engaged NürnbergMesse GmbH to organise and operate the event on its behalf.

WZF is a 100 percent subsidiary of ZZF. It makes a major contribution to the economic development and communications strategy of the pet industry through its business segments Trade Fairs & Events, Media Relations & Industry-specific PR and Training & Professional Development, and through its animal ID agency.

For all press releases, further information, photos and videos, see the Newsroom at: [www.interzoo.com/en/news](http://www.interzoo.com/en/news)

Further services for journalists and media contacts:  
[www.interzoo.com/press](http://www.interzoo.com/press)