



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

February 2023

World's leading trade fair Interzoo gets PR boost

Wiesbaden, Germany – Interzoo owner and organizer, WZF GmbH, has given its PR team a boost with the appointment of Konstantin Rohé to look after public relations for Interzoo, the International Trade Fair for Pet Supplies.

Frankfurt-born Konstantin Rohé, 32, assumed his position as PR spokesperson with responsibility for media and public relations for Interzoo, the International Trade Fair for Pet Supplies, in January 2023. He is thus responsible for Interzoo communications and all associated events.

A qualified media scientist, he can draw on lengthy experience in communications: He worked as an editor for children's and youth programming on German TV station ZDF; as a communications strategist for a prominent advertising agency; and as head of department for TOUR, Germany's largest cycling magazine. He helped to build up the multi-channel communications of the German Foundation for Commitment and Volunteering (Deutsche Stiftung für Engagement und Ehrenamt, DSEE), founded in 2021, and was chiefly responsible for developing its publications and its digital strategy in his role as Senior Editor.

"I am looking forward to promoting Interzoo and its wide range of trade fair products among pet lovers, industry experts and specialists," said Rohé, who is a "dad" to two cats, "with a combination of pizzazz and openness via all our channels."

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

www.interzoo.com/en/news

Further services for journalists and media contacts:

www.interzoo.com/press

Press contact



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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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