



Interzoo 2024

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

7 – 10 May 2024

Organizer
Veranstalter



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Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters



PRESS RELEASE

August 2023

Young and innovative: Interzoo 2024 with attractive offers for start-ups

Wiesbaden – At Interzoo 2024, start-ups and innovators from the pet industry can profit from special conditions within the Start-up Area. The Fresh Ideas Stage will be the vibrant centre of the Start-up Hall 3 combining product presentations, panels and the Fresh Ideas Contest.

Interzoo, taking place in Nuremberg from 7 to 10 May 2024, is the most important sales and communication platform for the international pet industry. Young companies and innovative ideas are a key driver for the industry and are therefore a special focus of the industry's leading international trade fair. "New approaches to solutions in the areas of technology, sustainability, design and nutrition also play an important role in the pet industry. Accordingly, we are pleased to support start-ups and innovators in their participation in the most international trade fair for the pet industry with both attractive offers for exhibition stands and additional presentation opportunities at the Fresh Ideas Stage", says Dr Rowena Arzt, Head of Exhibitions at Interzoo organizer WZF.

The Fresh Ideas Stage at Interzoo 2024 will give new business ideas in the pet sector a special presence: On all four days of the exhibition, companies can present trend-setting industry topics and products in short on-stage presentations. Based on last year's success, the Fresh Ideas Contest will also take place on the Friday of the exhibition, where innovative product ideas and services will compete for an award.

Boost from the Fresh Ideas Contest

The first-placed start-ups of the premiere competition at last year's Interzoo are already preparing their participation in Interzoo 2024. Contest winner Prombyx, specialised in the recycling of by-products of silk production, will take part with an individual stand in Start-up Hall 3. "The positive feedback during Interzoo has motivated and encouraged us. We are already looking forward to presenting our developments at the stand we won," says Managing Director Fabiola Neitzel. The second-placed start-up The



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Sustainable People, awarded for innovations around biodegradable dog waste bags, is enlarging its stand space by 25 percent. "This means more space to present our innovations in the field of recycling," says Sören Meissner, Marketing Manager of The Sustainable People. Both companies will be exhibiting at Interzoo 2024 in Hall 3 in close proximity to the Fresh Ideas Stage.

"Hall 3 will be the centre of the start-up activities at Interzoo 2024: In addition to the German and international start-up community stand and many young companies as individual exhibitors, the Fresh Ideas Stage forms a centrepiece of the start-up activities and a highlight of Interzoo," says Dr Arzt.

Funding for German-based start-ups

Through the "Young Innovators" funding programme of the Federal Ministry of Economics and Climate Action, 25 company founders and young entrepreneurs from Germany can [benefit from financial and organisational support at the upcoming Interzoo](#) if they exhibit on the community stand "Young Innovators". Since 2018, Interzoo has been one of the exhibitions selected by this support programme, which has already shown sustainable success in the pet industry and assists companies in their international market development. "The support programme was crucial for us as a small, new company to enable us to participate in Interzoo 2022 and thus establish some interesting business relationships," says Patrick Weifels, Managing Director of PETvision GmbH, which produces multifunctional cat furniture. Companies that have already received this funding for the first time at Interzoo 2022 can also apply again for Interzoo 2024. "The funded participation in the fair was an excellent showcase for us," explains Gema Aparicio, one of the founders of Eat Small. After two participations in the funded community stand with 12 sqm each, the pet food start-up will present its new insect-based products for the first time on its own 95 sqm stand space at Interzoo 2024 - a true Interzoo success story.

Offers for international start-ups

In order to also support newcomers with company headquarters outside Germany, Interzoo offers an attractive service package as part of the [International Start-up Area](#). This includes a specially designed presentation area on the prominently positioned community stand in Hall 3 as well as selected marketing services that also enable smaller companies to increase their communicative reach. At the last Interzoo, 31 companies from 15 countries benefited from this offer. "Information and exchange about



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innovative products, new contacts and new business relationships, plus the very special start-up feeling at the community stands and on the Fresh Ideas Stage: Interzoo 2024 is the perfect platform to enter the global pet industry," summarises Dr Arzt.

Further information on funding opportunities and registration for German start-ups can be found at:

www.interzoo.com/de/aussteller/teilnahme/startups

You can find everything about the package for international start-ups at:

www.interzoo.com/en/exhibitors/participation/start-ups

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

www.interzoo.com/en/news

All services for journalists and media representatives are available at:

www.interzoo.com/en/press

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Information about the organiser

The Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF) organises Interzoo in Nuremberg together with the Zentralverband Zoologischer Fachbetriebe Deutschlands e. V. (ZZF) as the founder, conceptual and professional sponsor. It is the owner and organiser of the world's largest international trade fair for the pet industry. With more than 1,300 exhibitors and around 28,000 trade visitors from 129 countries, Interzoo is the undisputed world's leading exhibition for pet supplies. WZF has commissioned NürnbergMesse GmbH to stage the exhibition since 1988. Since summer 2020, WZF has been offering specialist lectures on pet industry topics online with the Interzoo Academy.

The WZF is a wholly owned subsidiary of the ZZF. With its business areas Trade Fairs & Events, Media Relations & Industry PR, Education & Training and the Ringstelle, it makes a significant contribution to the economic and communicative development of the pet industry.

www.wzf-online.de

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