

PRESS RELEASE

World leading trade fair Interzoo to have long-term home in Nuremberg

Wiesbaden/Nürnberg, 4. May 2017 – Good news for the pet industry, its leading international trade fair and Nuremberg: WZF GmbH, the organizer of Interzoo, and NürnbergMesse have agreed to an early extension of the current collaboration through at least 2036. The management of WZF and NürnbergMesse are in full agreement that this is a ground-breaking step towards cementing Interzoo's position as the world leading trade fair for the pet industry.

For Herbert Bollhöfer, Managing Director of WZF GmbH, the signing of the contract is sending out an important message: "For years, Interzoo has been by far the biggest and most important trade fair for the pet supplies sector worldwide. It has been evolving excellently in Nuremberg and so we are continuing with this successful arrangement in the long term." And Hans-Jochen Büngener, Chairman of the Interzoo Exhibition Committee, adds: "For our exhibitors and trade visitors this agreement means above all continuity and the ability to make long-term plans. It gives us the opportunity to expedite the strategic development of Interzoo in accordance with the latest insights into trade fair organisation and to work with our exhibitors and visitors to develop promising concepts for the sector at the Nuremberg venue."

Dr Roland Fleck and Peter Ottmann, CEOs of NürnbergMesse Group, see the extension of the contract to 2036 as a traditional win-win situation: "As an exhibition venue, Nuremberg offers ideal conditions to turn successful events into leading international fairs. The Interzoo is an outstanding example of this and we are delighted about the continuing close collaboration with WZF."



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With Interzoo, the Nuremberg venue has always been and will continue to be the global gathering place for the pet industry!"

Interzoo has been taking place in Nuremberg since 1988. In the years that followed the exhibition established itself as the world's biggest fair for pet supplies. Currently, the leading international event for the pet industry brings together more than 1,800 exhibitors from over 60 countries and 39,000 trade visitors, and scores top marks for its global focus. The successful figures from the event underline the fact that concepts and offerings are closely aligned to the needs of the sector and that the fair provides direction in a dynamic market.

The WZF, a service company for the pet industry, is both owner and host of Interzoo, while NürnbergMesse is engaged to organize, market and operate the event.

About WZF GmbH and its leading industry event Interzoo

WZF is a fully owned subsidiary of ZZF, the German Pet Trade and Industry Association. Through its various business segments the service company makes an important contribution to the economic development of the pet industry and provides it with an effective communication strategy. Alongside ZZF as sponsor, WZF hosts Interzoo in Nuremberg, the largest international trade fair for the pet industry. With more than 1,800 exhibitors and over 39,000 trade visitors from 117 countries at the last event, Interzoo is indisputably the world's leading exhibition of supplies for pets.

About the NürnbergMesse Group

NürnbergMesse is one of the 15 largest exhibition companies in the world. The portfolio covers some 120 national and international exhibitions and congresses and approx. 40 sponsored pavilions at the Nuremberg location and worldwide. Every year, around 30,000 exhibitors (international share: 41%) and up to 1.4 million visitors (international share of trade visitors: 24%) participate in the own, partner and guest events of the NürnbergMesse Group, which is present with subsidiaries in China, North America, Brazil, Italy and India. The group also has a network of about 50 representatives operating in over 100 countries.

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