



## PRESS RELEASE

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### Valuable insights into global pet markets at Interzoo 2020

From 19 to 22 May 2020, the international pet supplies industry will gather at Interzoo. Four months before the start of Interzoo 2020, more companies have already booked their stand than at the same point in time ahead of Interzoo 2018, and the currently reserved exhibition space has already exceeded the final total from that time. “Based on the current level of company registrations, exhibition space booked and high proportion of international exhibitors, Interzoo 2020 is set to once again be the most important event for the global pet supplies industry, providing it with valuable impetus and inspiration. Exhibitors and visitors alike will benefit from taking part in the fair. Over the four-day event they will obtain a globally unique overview of ideas and innovations for pets as well as an insight into trends in other countries,” explains Dr Rowena Arzt, Director Exhibitions at Interzoo organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH).

On an exhibition area measuring some 125,000 square metres gross, Interzoo 2020 will once again provide a global market overview of an innovative range of pet food, grooming products and accessories for cats and dogs, birds, ornamental fish and terrarium animals. More than 1,990 exhibitors from 66 countries showcased their products at the last Interzoo. Of the some 39,000 trade visitors from 126 countries, almost 10,000 hailed from Germany. According to WZF, exhibitors from Turkey, the UK, the Netherlands, Spain and Russia have to date increased their total space for Interzoo 2020. Overseas exhibitors from Asia, Australia and Africa have also booked in total a larger exhibition area compared with two years ago.



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There are currently a greater number of stand registrations from Brazil, India, Switzerland, Hungary and Ireland in particular. Accordingly, Interzoo will this year once again be the innovation barometer and market place for the international pet industry. Increasingly, the booming trade fair for doing business is also evolving into a networking and communication platform. Demonstrations and presentations on international markets or topics like sustainability inspire both exhibitors and visitors to further develop their own product ranges and services.

### **Worldwide insights into regions at national pavilions**

Interzoo has a long tradition of countries taking part in the form of national pavilions. These allow trade visitors to systematically gain a compact impression of the pet supplies industry in specific regions worldwide. Combining exhibitors into pavilions like this means they can make contacts and initiate new business quickly and effectively. So far, Brazil, China, the UK, Hong Kong, Italy, Canada, Singapore, Taiwan, the Czech Republic and the USA have registered pavilions for Interzoo 2020. Iran, Russia and South Korea have announced a pavilion for the first time.

The Pavilion for Innovative Young Companies from Germany, which is subsidised by the German Ministry for Economic Affairs and Energy (BMWi), is already fully booked with 25 exhibitors, and 11 registrations have been received to date for the new International Start-Up Area. Interzoo organizer WZF also offers special packages for start-ups from Germany wanting to take part in Interzoo for the first time. "We are very keen on supporting innovative newcomers, as they are important for the healthy development of the sector," says Alexandra Facklamm, Managing Director of WZF GmbH. This means that hall 11 will be the home of innovative young talent with a special focus on start-ups.

### **Focus on specialist expertise: exhibition restricted to trade visitors only**

Interzoo is exclusively for pet industry professionals. Interzoo exhibitors prepare their show with professionals in mind, offering them high-calibre presentations and background information, so that it is an event by the industry for the industry. This is why anyone wanting to attend Interzoo for the first time needs proof of their industry affiliation to become a trade visitor. This is the only way for show organizer WZF to ensure the high calibre of participants and consequently, of the event itself. The admission criteria for trade visitors and information about the documentary proofs necessary are available online at: [interzoo.com/en/visitors](https://www.interzoo.com/en/visitors)



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The legitimation procedure has been designed to ensure the quality of the event, but the organizers also aim to make access as smooth a process as possible for visitors. So trade visitors who already took part in the previous event and have an online user account and personal trade visitor legitimation can conveniently purchase an e-ticket or redeem a voucher code in the online ticket shop (<https://www.interzoo.com/en/visitors/tickets>) up to 15 May 2020 without providing any further proofs. The e-ticket, whether printed or as an environmentally friendly mobile phone ticket, allows visitors to use the fast lane and therefore benefit from direct access to the fair without queuing at the ticket counters on site. After 15 May 2020, entry vouchers can only be exchanged on site for a free one-day ticket subject to a processing fee of EUR 10. The third Messe West entrance that opened for the first time in 2020 is directly linked to the “Messe” underground station and therefore provides trade visitors with an additional means of access to the event.

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## Information about the organizer

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 honorary sponsor. WZF is founder, 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.



# Interzoo 2020 Nürnberg, Germany 19. – 22.5.2020

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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 ring issuing agency WZF makes an important contribution to the economic and communicative development of the pet industry.

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

Additional services for journalists and media representatives are available at: **[www.interzoo.com/press](http://www.interzoo.com/press)**