



Interzoo 2022

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

24 – 27 May 2022

Organizer
Veranstalter



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Durchführung im Auftrag des Veranstalters



PRESS RELEASE

September 2021

Get insights into international industry issues with the Interzoo Academy

Wiesbaden. Interzoo Academy's new wide-ranging programme launched on 31 August. The online content focuses on the trends, challenges, and market developments in the pet supplies industry providing users with information on topics relevant to the sector ahead of next physical Interzoo.

Following the virtual Interzoo.digital event in June 2021 and in advance of Interzoo 2022 (24-27 May in Nuremberg), Interzoo organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe) is continuing to expand the Interzoo Academy programme. Since late summer, it has started to successively make available a number of highlights from the previous programme of presentations from the leading international trade fair and its digital variants as well as new lectures.

At the Interzoo Academy, the focus is primarily on market developments and issues affecting the pet supplies industry now and in the future. "We believe that within the framework of the Interzoo Academy it's especially important for us to address regional aspects and the characteristics of specific markets along with general issues affecting the pet supplies sector. We're working with a network of international experts who will share their specialist knowledge via this medium," says Dr Rowena Arzt, Exhibition Director at WZF/Interzoo and Head of the Interzoo Academy.

Opening session on "Chinese Pet Care Market Trends"

The programme launched on 31 August with a session from market research company Euromonitor International on key developments in the pet supplies industry in China.



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Senior Analyst Miranda Zhou describes the change in the pet population during the pandemic and addresses product trends in food and accessories for cats and dogs. She explains the positioning of regional brands and the competing market shares of the various sales channels.

On 14 September there will be a web seminar on the impact of the pandemic on the Italian and German pet supplies market. Pascale Sonvico, Show Office Manager & International Sales at pet supplies exhibition Zoomark International, and Dr Rowena Arzt will report on the situation for retailers and service providers in the two countries since the first lockdown and the impact of the crisis on people's lives with their pets.

Sustainability is an important issue for the sector. On 28 September, the results of the second sustainability survey conducted by WZF in collaboration with the Antwerp Management School (AMS) will be presented. Jan Beyne, a researcher at the AMS Sustainable Transformation Lab, will discuss current sustainability trends, perspectives, and challenges in the pet supplies industry. The complete survey including best practices can also be acquired as a PDF from the Interzoo Academy.

At the beginning of October, there'll be another market analysis by Euromonitor International: Raphael Moreau, Research Consultant – Food & Drinks, will provide an overview of "Pet Care in Western Europe" and reflect on growth trends and brand strategies under the impact of the pandemic.

Innovative marketing approaches are very important for both manufacturers and retailers. Starting at the end of October, Matthias Wiesensee from Petosocial and other influencers will provide insights into "Influencer Marketing for Retailers."

The Interzoo Academy will kick-start the new year with a topic that has been especially important to us since the pandemic began: digitalisation. Business coach Peter Holzer will give a presentation on the significant influence of digitalisation on corporate culture, leadership, and communication.



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How does the Interzoo Academy work?

To register for individual sessions, go to: www.interzoo-academy.com. Registered participants will receive a link to the session on the day it is published. Following publication, the sessions can be accessed on demand on the website.

The language of the seminars is usually English. More sessions on the international pet supplies industry are already being planned and will be announced gradually. You can find out about the programme, content, and background in the Academy's regular newsletter.

For more information and to register, please go to:

www.interzoo-academy.com

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

www.interzoo.com/en/news

All services for journalists and media representatives are available at:

www.interzoo.com/press

Interzoo press contact

Dr Anja Wagner (PR Manager Interzoo)

T +49 6 11 44 75 53-17

Antje Schreiber (Head of Communication WZF/ZZF)

T +49 6 11 44 75 53-14

presse@zzf.de

Press Office NürnbergMesse GmbH

Ariana Brandl (accreditations, press centre)

T +49 9 11 86 06-82 85

ariana.brandl@nuernbergmesse.de



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Information about the organizer

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organizes Interzoo in Nuremberg in partnership with the German Pet Trade and Industry Association ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e. V.) 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 1,900 exhibitors and about 39,000 trade visitors from 125 countries at the last event, Interzoo is the undisputed world's leading international fair for pet supplies. 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

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF)

Mainzer Strasse 10

65185 Wiesbaden – Germany

Managing Director Gordon Bonnet

Commercial Register No.: HRB 23138 Wiesbaden District Court

VAT ID No.: DE 113595781

interzoo@zzf.de