



Interzoo digital

1–4 June 2021

PRESS RELEASE

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“Interzoo.digital” from 1 to 4 June 2021 – experience the global pet industry online

Wiesbaden – From 1 to 4 June 2021 the Interzoo organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) is inviting the international pet industry to “Interzoo.digital”. Due to the travel restrictions caused by the Covid-19 pandemic, the world’s leading trade fair for the international pet supplies market is taking place exclusively on the internet. This innovative format developed by WZF offers exhibitors new services to present their company and products impressively worldwide and to make it possible for trade attendees to experience these. In times of physical distancing the new platform will make it possible to maintain customer contacts, look for new business and to discuss current trends in the sector.

Dr Rowena Arzt, Director Exhibitions at WZF, explains: “In this challenging year our Interzoo exhibitors will have the opportunity to present their business ideas, product innovations and services to an international trade public in a similar way as at the physical Interzoo. Exhibitors and attendees will benefit equally from the new, digital services and will be able to successfully and sustainably activate their business relationships. With the upcoming ‘Interzoo.digital’ the global pet sector will be able to generate strong new commercial impetus, set new trends and benchmarks and inspire participants by discussing current topics.”

Value added through networking

According to WZF, one of the important advantages for those attending a leading international trade fair is coming together with business partners from around the world as the prerequisite for maintaining business relationships and for networking. This essential value added will be enabled in a very special form at the upcoming “Interzoo.digital”, because all trade fair attendees without exceptions will be able to network efficiently on the online platform. Features such as the contact management details included in all

user profiles and the “Match-Making function” will ensure this. So registered users will be able to view their relationship network, administer trade fair contacts and enquiries, and make new contacts.

New digital services for exhibitors and attendees

The special offers provided by “Interzoo.digital” also include expanded exhibitor profiles in which companies can present their services and products online with the help of images, videos and documents. In addition, it will be possible to display products on a separate product details page with further information and targeted contacts. Companies will also be able to set up a showroom or topic and trend-oriented virtual café; if required, exclusive VIP rooms for selected business partners will also be available.

In the entrance area of the online platform trade visitors will be able to go with one click straight to a directory of exhibitors, the virtual topic and exhibitor cafés, the networking area or the supporting programme of “Interzoo.digital”, which will be offered as a live stream or video. It will be possible to find targeted exhibitors and products using the search function integrated in the lobby. Additionally, users will have the possibility to save preferred companies and products as favourites, get in touch with contacts directly via chat or video calls and organise fair appointments in their online diary.

Exhibitors and visitors will receive more detailed information about the services and costs of the service packages, as well as the deadlines for registration and notes about setting up their digital trade fair presentations, from the Interzoo team at the beginning of March. WZF is relying on the proven collaboration with its partner NürnbergMesse for sales of the offer packages.

Press texts as well as photos and videos in the Newsroom at:

www.interzoo.com/news

Further services for journalists and media representatives at:

www.interzoo.com/press

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Information about WZF

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 founder and professional sponsor. It 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 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.

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 issuing agency for identification markings for protected species WZF makes an important contribution to the economic and communicative development of the pet industry.

Further information at:

www.wzf-online.com