



# Interzoo 2018 Nürnberg, Germany 8. – 11.5.2018

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

## PRESS RELEASE

July 2017

### Good prospects for successful Interzoo 2018

The international pet supplies community will gather once again in Nuremberg from 8 to 11 May 2018 to attend Interzoo, the world's biggest trade fair for the pet supplies industry. The early registration period already shows promising growth rates. For the first time, there will be a specific programme to support the participation of German start-ups in the next Interzoo.

Hans-Jochen Büngener, Chairman of the Interzoo Exhibition Committee, is very pleased about registration numbers to date: "At this stage we have received more stand reservations from Germany, other European countries and overseas than at the same time before the last fair." Herbert Bollhöfer, Managing Director of the exhibition organizer WZF GmbH is equally confident: "It's all pointing to a successful Interzoo 2018. On the one hand there is a high participation rate among our regular customers, and on the other there are 30 percent more first-time exhibitors expressing interest in Interzoo compared with the same period before the previous event."

This means that Interzoo 2018 will once again offer a global market overview through a new and innovative range of nutritional and grooming products and accessories for cats and dogs, birds, ornamental fish and terrarium animals over 115,000 square metres in 13 exhibition halls. The last Interzoo in 2016 featured more than 1,800 exhibitors from over 60 countries. Only trade visitors with appropriate credentials are allowed to attend the exhibition. They are mainly decision-makers from the pet retail trade, drugstores, DIY stores and garden centres, food retailers, online stores, pet grooming salons, pharmacies and veterinary practices. Around 70 percent come from outside Germany.



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## **Funding programme for young innovative companies**

For the first time, the German Federal Ministry for Economic Affairs and Energy (BMWi) is including Interzoo 2018 in its funding programme to support young innovative companies take part in leading international trade fairs. The programme helps start-ups based in Germany take part in the "Innovation made in Germany" pavilion, to facilitate their market entry and help them export their innovative products and solutions.

Companies satisfying the funding criteria can get up to 60 percent of the costs of participation reimbursed by the German Federal Office for Economic Affairs and Export Control (BAFA). The benefits offered by the pavilion include a well-designed full service package consisting of complete stand with furnishings and lighting, power connection and use, information counter with hostesses, marketing services and much more. The start-ups also receive advice on exporting from AUMA, the Association of the German Trade Fair Industry.

Young companies interested in taking part in the funded pavilion at Interzoo 2018 have to register with NürnbergMesse by 10 March 2018 at the latest.

## **The following criteria must be met to be eligible for the funding programme:**

- Company's registered office and business operations in Germany
- Company established within the last ten years
- Small company as defined by EU (fewer than 50 employees, balance sheet total or annual turnover maximum EUR 10 million)

For further information on eligibility criteria please go to the Interzoo website: [www.interzoo.com/gemeinschaftsstand](http://www.interzoo.com/gemeinschaftsstand)

## **Don't forget: New schedule for Interzoo 2018**

Interzoo 2018 will take place from Tuesday 8 to Friday 11 May including the German public holiday Ascension Thursday. The new Tuesday to Friday schedule had been announced by WZF last year following a recommendation by the Interzoo Exhibition Committee. WZF intends for all future Interzoo fairs to include Ascension Thursday, a public holiday in all German states.



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The organizer of Interzoo is WZF GmbH (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH), which has appointed NürnbergMesse GmbH to operate the exhibition.

**[www.interzoo.com](http://www.interzoo.com)**

## **Exhibitor registration**

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**Press photos: [www.interzoo.com](http://www.interzoo.com)**

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All press releases and more detailed information and photos are available from:

**[www.interzoo.de/press](http://www.interzoo.de/press)**