



Interzoo 2024

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

7 – 10 May 2024

Organizer
Veranstalter



Honorary Sponsor
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Organization on behalf of the organizer
Durchführung im Auftrag des Veranstalters



PRESS RELEASE

December 2022

Ideas and inspiration for innovations in the pet food industry: Interzoo organizer WZF and Petfood Forum organizer WATT Global Media announce partnership in start-up segment

Wiesbaden/Rockford, IL (USA) – For more than 30 years, Petfood Forum has become an annual conference and exhibition where building relationships and the ability to get business deals completed has taken center stage. For Petfood Forum 2023, WATT Global Media and WZF GmbH – Pet Industry Services are announcing the implementation of a new partnership designed to enable young start-up international pet food supplier companies to participate in an “Interzoo Start-up Pavilion” at Petfood Forum, once again scheduled to take place in Kansas City, Missouri (USA), from May 1-3, 2023.

At Interzoo 2022, WZF GmbH – Pet Industry Services-initially supported the market entry of young companies. In the start-up area and on the Fresh Ideas Stage, they presented their brand to a large international audience.

In 2023, WZF GmbH – Pet Industry Services and Petfood Forum will continue the initiative started at Interzoo and in partnership give international pet food supplier start-up companies an exciting new opportunity to reach pet food manufacturers, brands and co-packers by exhibiting at Petfood Forum 2023.

Petfood Forum 2023: ideal platform for start-up pet food suppliers

Petfood Forum is annually a unique and valuable platform for pet food supplier companies to promote and sell their products into the global pet food industry: “As the global pet food market continues to evolve additional research and technology advances for brands and manufacturers are needed to meet consumer demands,” says Steve Akins, Executive Vice President, Global Petfood and Events at WATT Global Media. “One of the Petfood Forum’s highlights is the exhibit floor, where almost 400 pet food ingredient, equipment, packaging and service suppliers can connect with buyers from around the world for their products and services.”



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“Attending Petfood Forum each year provides industry professionals with up-to-date consumer buying trends and product and technology developments, while allowing the conference and exhibition’s participants to connect, collaborate, and conduct business with one another”, says Akins, summarizing the benefits of Petfood Forum.

“With the Interzoo Start-up Pavilion at Petfood Forum 2023 we are deliberately building on the successful programme for international industry newcomers at Interzoo 2022,” explains Dr Rowena Arzt, Director Exhibitions at WZF. “Comprehensive support with stand planning and their stay in Kansas City will give start-up companies the freedom to focus on developing their business and nurturing contacts at the conference”, says Arzt.

“It is important to us to offer special platforms for innovations and support the development of international companies in the pet supplies industry. Thanks to the stepping up of our successful collaboration with WATT Global Media’s Petfood Forum team, we are tapping into new potential specifically for pet food, to initiate direct dialogue with customers, partners or potential investors while getting to know other markets.”

Dr Arzt is delighted to be able to already announce that Petfood Forum Europe will once again be co-located with Interzoo in Nuremberg on May 6, 2024.

For more information, go to: www.interzoo-pavilion.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



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About the Interzoo Start Up Pavilion organizer

WZF GmbH – Pet Industry Services organizes Interzoo in Nuremberg in partnership with the German Pet Trade & Industry Association ZZF 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 1,300 exhibitors and about 28,000 trade visitors from 129 countries at the last event, Interzoo is the undisputed world's leading international fair for pet supplies. Since 1988, WZF has engaged NürnbergMesse GmbH to operate the trade fair. 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

About Petfood Forum & Petfood Industry

Petfood Forum is organized and hosted by Petfood Industry. Both are owned by WATT Global Media. WATT Global Media has grown agrifood and pet food businesses with proven results for over 100 years. WATT's brands and product portfolio provide access to market expertise, engaged audiences and targeted solutions that lead to successful connections in the poultry, feed and pet food markets.



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With WATT Global Media, gain a global advantage in implementing dynamic marketing solutions through innovative technology and delivery channels.

Previous exhibitors at Petfood Forum, and who wish to sign up to participate in 2023's conference and exhibition, please go to:

exhibitorinfo@wattglobal.com

or

<https://www.petfoodforumevents.com/exhibit-sponsor/>

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