



PRESS RELEASE

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Interzoo 2020: Promising application numbers

From 19 to 22 May 2020 the “who’s who” of the international pet supplies industry will meet again in Nuremberg. At Interzoo, the world’s leading international trade fair for pet supplies, exhibitors from all over the world present their product ranges and the industry’s top trends to trade visitors. Already during the initial exhibitor application period, the growth trend of Interzoo continues.

A comparison of the current exhibitor registration status for upcoming Interzoo with the one of June 2017 reveals increasing numbers of exhibiting companies from Germany, the rest of Europe and overseas. “This underlines the outstanding importance of Interzoo for the national and international market,” says Alexandra Facklamm, Managing Director of Interzoo organizer Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF). The higher figures apply to regular and first-time exhibitors alike. Both groups are showing an increased interest in the event. Applications numbers from first-time exhibitors are currently 11 percent higher than in the comparable period of the previous event.

More than 120,000 m² display area

Interzoo 2020 will once again offer 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. In 14 exhibition halls legitimated trade visitors – the majority of them decision-makers from the specialist retail sector, drugstores, DIY stores and garden centres, food retailers, online stores, pet grooming salons and pharmacies, as well as veterinarians – can find out about the latest developments in the sector. At Interzoo 2018, 1,900 exhibitors from 66 countries showcased their products on an area measuring more than 120,000 m². Of the approximately 39,000 trade visitors, almost 10,000 came from Germany. “This means Interzoo is still the most important trade fair and information platform for the German pet retail sector despite its high level of internationality – and right on the doorstep,” emphasizes Alexandra Facklamm.



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

New: three trade fair entrances

Due to the growth of the trade fair and a larger exhibition space a new hall configuration is necessary. Halls 11 and 12 will be added in 2020: “This will give us a third entrance at the north-west of the exhibition grounds and enable us to offer an additional service,” explains Dr Rowena Arzt, Director Exhibitions at WZF. Direct access from the underground means that the West entrance is another way for trade visitors to reach this part of the exhibition grounds quickly and conveniently.

Segmentation of product highlights

At the prominent location around Mitte entrance, exhibitors will once again have the opportunity to present outstanding products in the “Product Showcase”. To give visitors a better overview, this special display area at the upcoming Interzoo will be structured into different product groups. “This means that visitors will be able to focus on products in the animal categories they are interested in. We are thus creating an area structured into segments for preliminary information and the targeted search for product highlights,” Dr Rowena Arzt explains, adding: “As many trade visitors are interested in several categories and exhibitors also have products for various pets in their portfolio, there will be no such segmentation in the halls, as usual.”

Support programme for young German companies continues in 2020

In 2018, the German Federal Ministry for Economic Affairs and Energy (BMWi) for the first time successfully included Interzoo in its funding programme to help young innovative companies take part in leading international trade fairs. 26 start-ups took the chance to present themselves and their products as part of the “Innovation made in Germany”-pavilion at Interzoo. This support once again will be featured at Interzoo 2020.

“Within just a short time, some companies have already registered. We are delighted to be able to offer start-ups an interesting platform and thus promote innovations for the pet industry,” says Alexandra Facklamm. Interested companies can get further information on the Interzoo website:

<https://www.interzoo.com/de/aussteller/teilnahme/foerderung-junger-unternehmen>



Interzoo 2020 Nürnberg, Germany 19.–22.5.2020

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Exhibitor registration

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