



Interzoo
digital

Show Report

Interzoo.digital 2021

1 – 4 June 2021

Organizer



Honorary sponsor



Structural data

	Total	Germany	International
Exhibitors	336	23 %	77 %
Visitors	9,513	30 %	70 %
Journalists	57	65 %	35 %
Participants*	14,537	-	-

*including exhibitor employees and speakers

Interactions

50+	Presentations in the supporting program
130,000+	Chat messages sent
2,300+	Person-to-person video calls
210,000+	Exhibitor profile views

Visitors' origin

Visitor countries and internationality



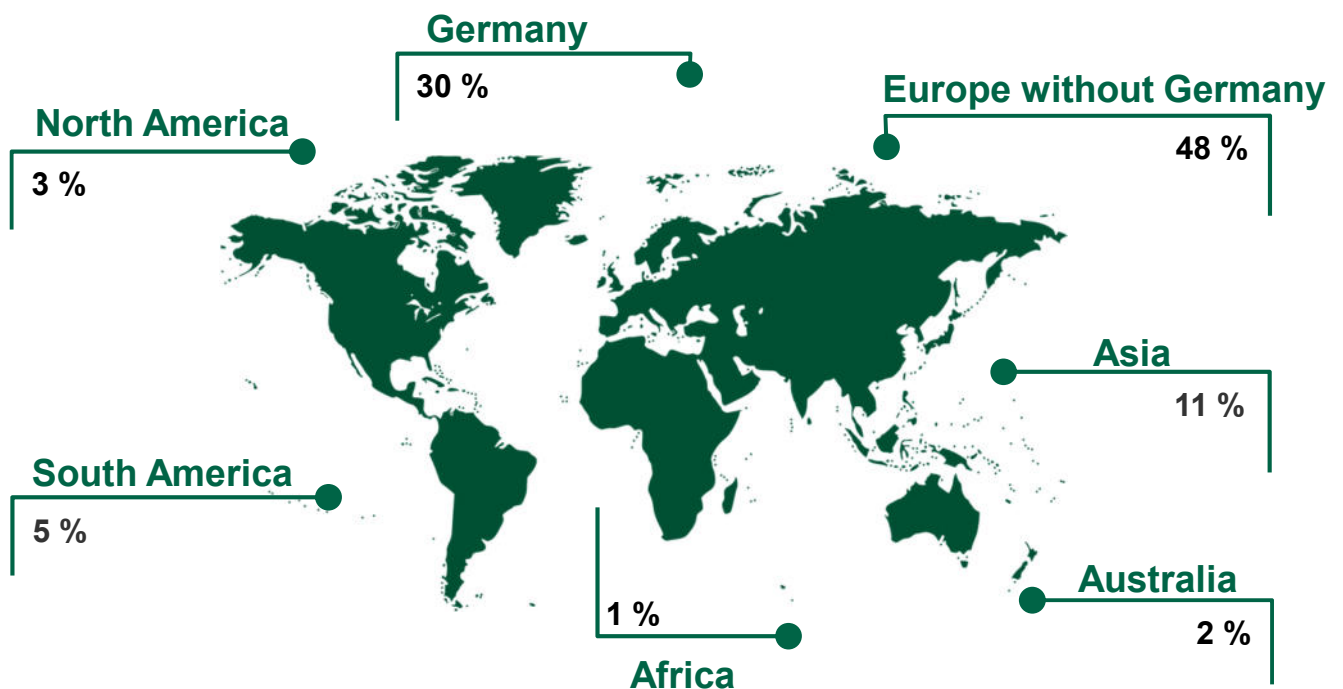
Number of countries
100+

TOP 10 COUNTRIES FOR VISITORS

- 1 Germany
- 2 Netherlands
- 3 Great Britain
- 4 Italy
- 5 Spain
- 6 France
- 7 Belgium
- 8 Czech Republic
- 9 USA
- 10 Russian Federation

Visitors' origin

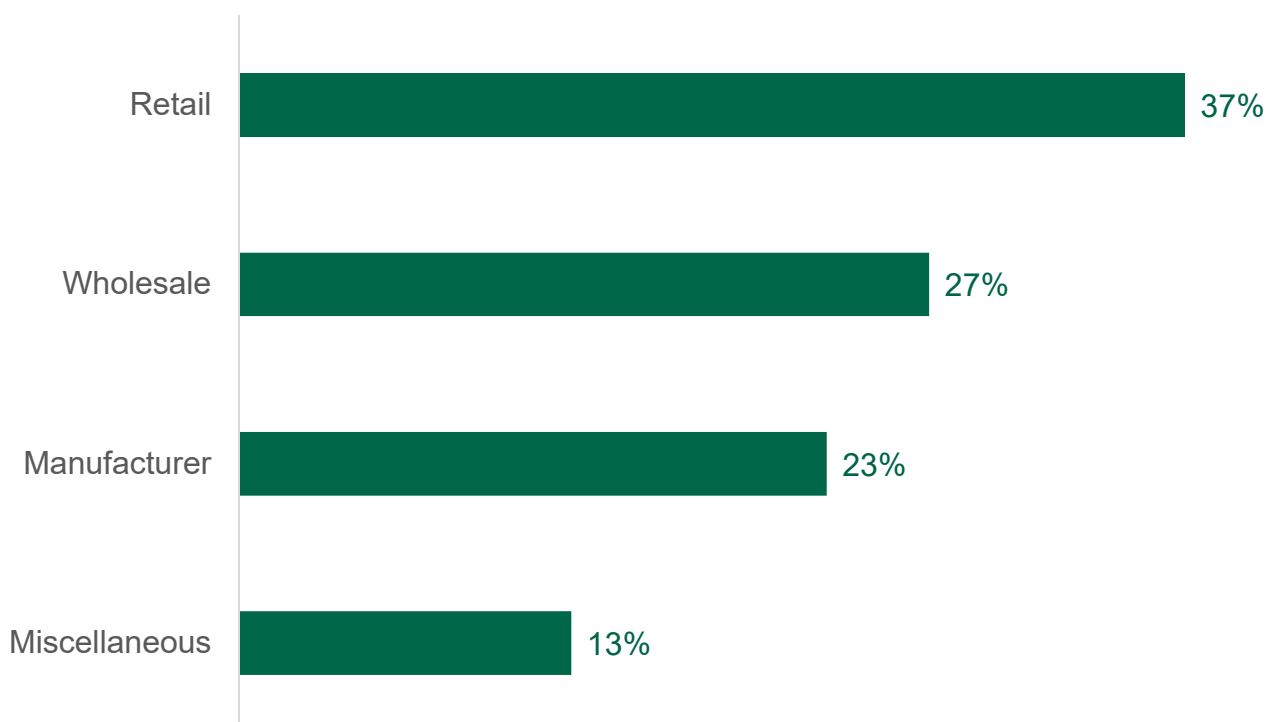
Global composition



Visitors' professional status



Visitors' industry



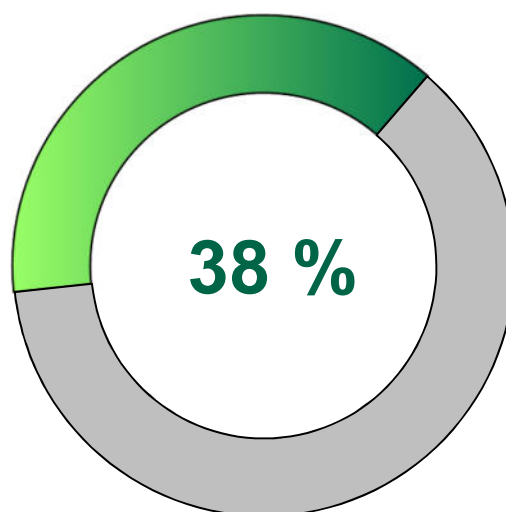
Main reasons for visit

What are the main reasons for your visit to Interzoo.digital? (Multiple answers, extract)



Experience in digital events

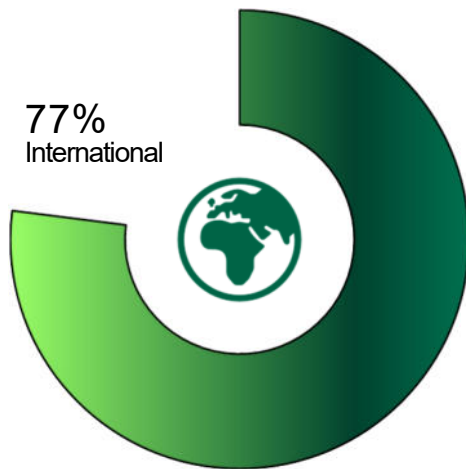
Have you participated in a virtual trade fair before?



It was the first time participating in a virtual trade fair for 62 % of the visitors

Exhibitors' origin

Exhibitor countries and internationality



Number of countries

48

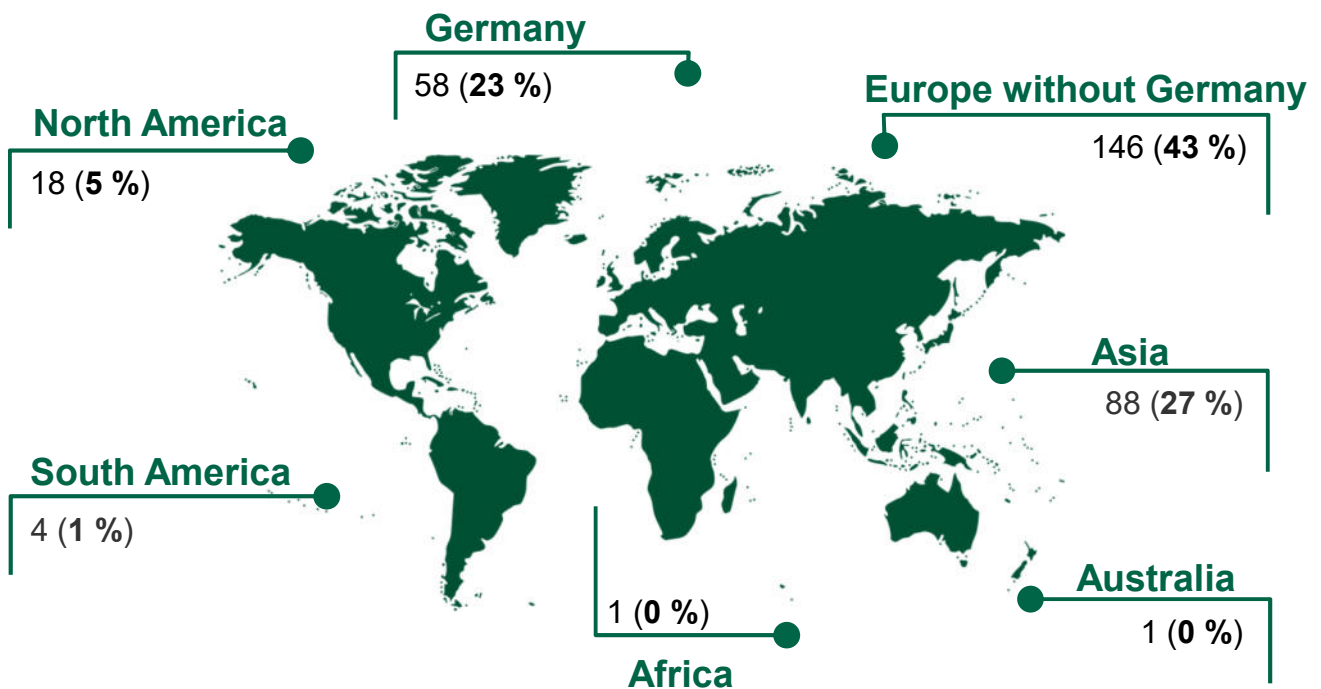
27 % of exhibitors were young innovative companies and start-ups

TOP 10 COUNTRIES FOR EXHIBITORS

- 1 Germany
- 2 Republic of China
- 3 South Korea
- 4 Taiwan
- 5 Italy
- 6 USA
- 7 Turkey
- 8 Great Britain
- 9 Netherlands
- 10 France

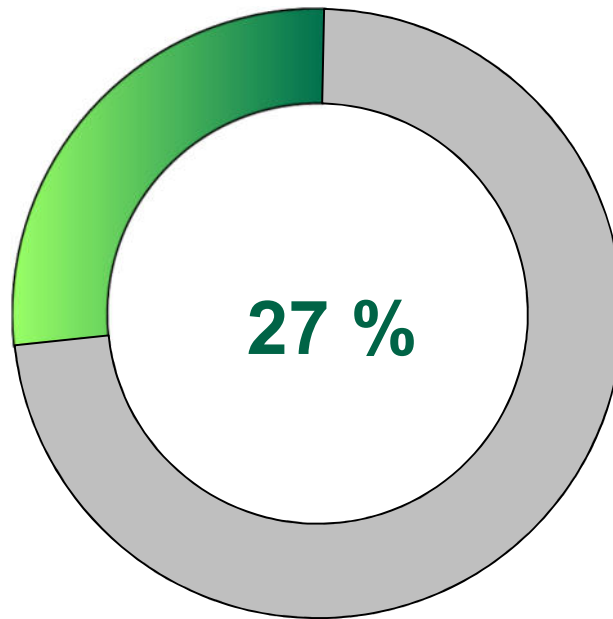
Exhibitors' origin

Global composition



Start-ups

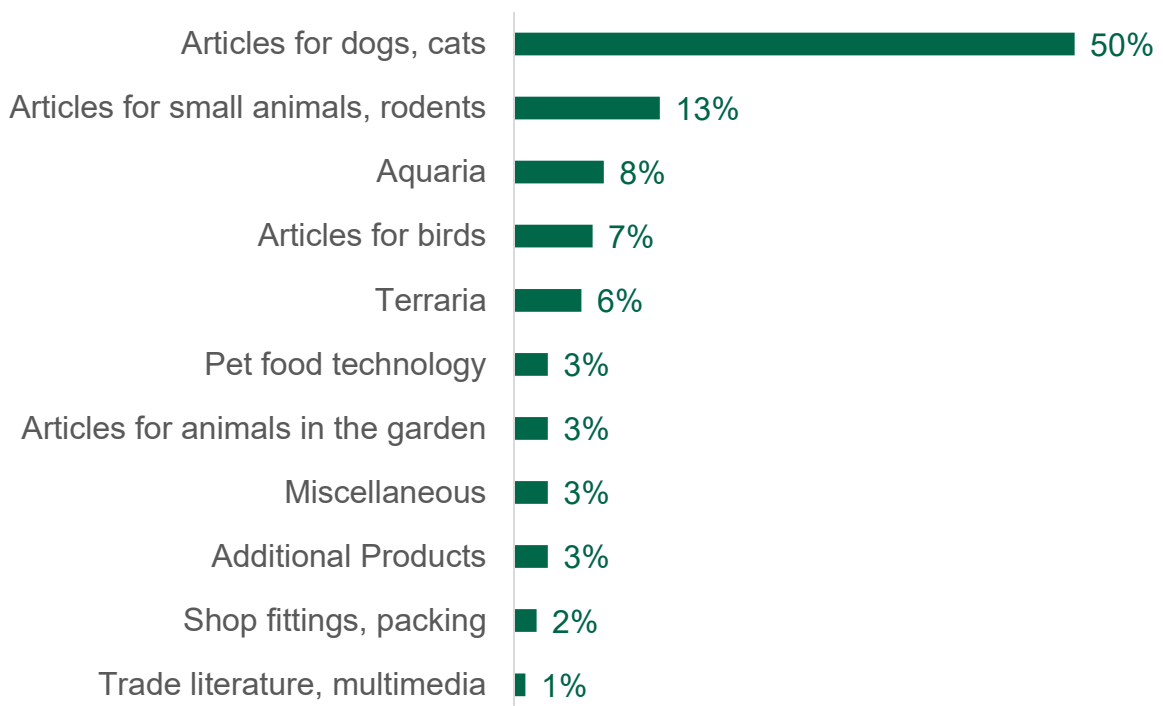
Young innovative companies and start-ups



27 % of exhibitors were young innovative companies and start-ups

Product groups

Product groups of exhibitors



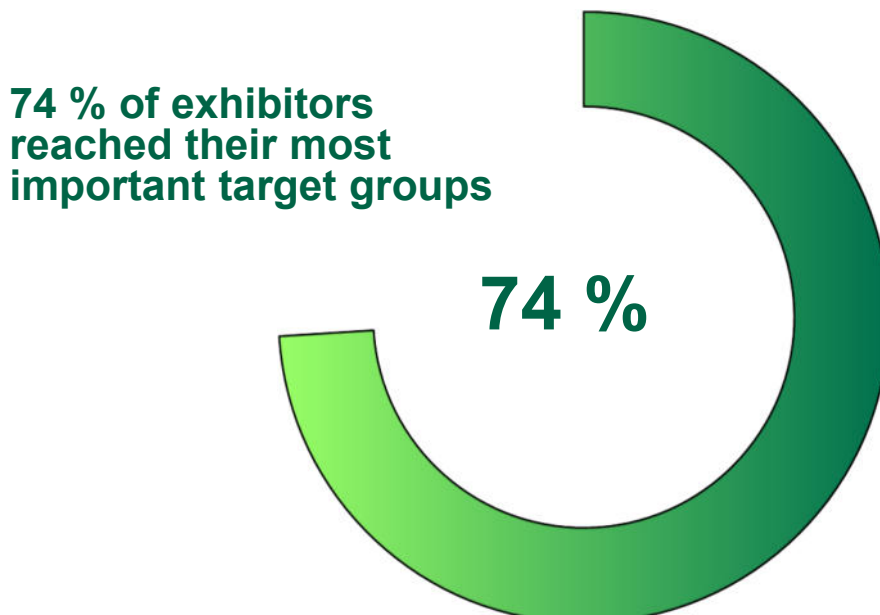
Exhibitor objectives

What were your company's objectives for exhibiting at Interzoo.digital? (Multiple answers, extract)



Target group accuracy

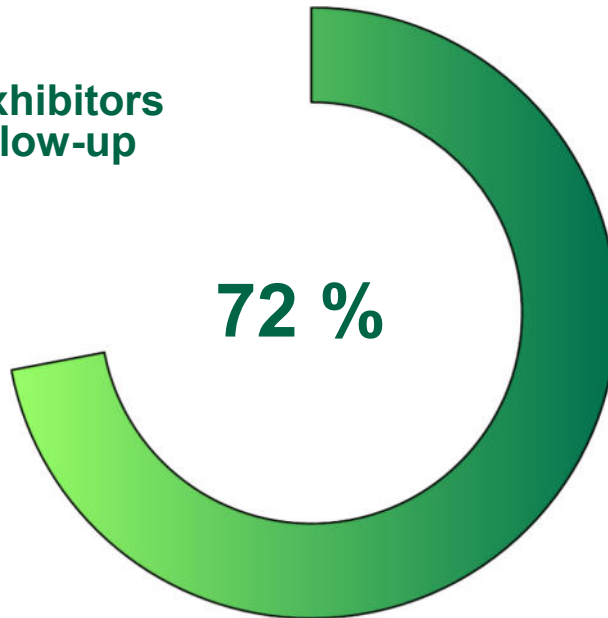
Did you reach your most important target groups at Interzoo.digital?



Follow-up business

Do you expect follow-up business after making contacts and paving the way during the fair?

**72 % of exhibitors
expect follow-up
business**



Miscellaneous

The representative surveys were carried out by a neutral market research institute.

This show report is also available in German.

Organizer

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Wiesbaden 2021