



CLOSING REPORT

June 2016

Successful Interzoo 2016: satisfied visitors and exhibitors at the global marketplace for the pet supplies industry

Excellent international demand and great conversations at busy exhibition stands ensured satisfied exhibitors and visitors at Interzoo 2016: 39,075 trade visitors (up 5 per cent) from 117 countries found out about the latest nutrition and grooming products, accessories and services for pets. Exhibitor numbers were up seven per cent and a total of 1,818 vendors from 61 countries showcased their products this year. The gross display area of the 13 exhibition halls rose to more than 115,000 m².

A total of 82 per cent of exhibitors came from abroad. Besides Germany, the leading exhibiting nations were China and Italy, followed by the USA, the Netherlands, the UK and France. Of the visitors, 30 per cent came from Germany and 70 per cent from other countries. The countries with the largest numbers of trade visitors were Germany with 11,676, Italy with 2,291, France with 1,389, the Netherlands with 1,280, Spain with 1,271, the Czech Republic with 1,152 and Poland with 1,119.

A total of 31,032 visitors came from Europe, 830 of them from the Russian Federation. From outside Europe, most of the industry specialists travelled from Asia, namely 4,069 from East Asia and 1,187 from Central Asia and the Middle East. There were 1,036 visitors from North America and 1,946 market players from the Americas as a whole. Africa sent 489 visitors to Interzoo while visitors from Australia and Oceania numbered 352.

“Large numbers of trade visitors flocked to Interzoo with renewed enthusiasm. It was gratifying that a lot of specialist retailers wanted to get the information for themselves instead of just being represented by the head buyers of their purchasing alliances and franchise companies,” said Hans-Jochen Büngener, Chairman of the Interzoo Exhibition Committee, commenting on the rise in visitor numbers.



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

Trade visitors completely satisfied

Once again, visitors left the trade fair in good spirits: according to the visitor poll, nine out of ten visitors were satisfied or highly satisfied with their visit to the fair. Apart from the high quality exhibition stands and presentations by exhibitors, the supporting programme events like workshops for dog groomers, vet seminar and Interzoo Summit conference were positively received by industry professionals. In particular, the Product Showcase, at which 138 manufacturers presented a total of 235 new products, was a constant hive of activity. In the visitor poll, 77 per cent of visitors lauded the Product Showcase as an attractive special display area.

Almost all visitors (95 per cent) were satisfied with the general offering: 94 per cent indicated that the visit to Interzoo had been worthwhile or very worthwhile for them, while 81 per cent praised in particular the range of new products and cutting-edge trends. The opportunities for information-gathering and making contacts met the expectations of 96 per cent of trade visitors.

More than half of the visitors had gone to Interzoo to get information about innovations. More than 38 per cent wanted to cultivate existing business contacts and more than a third sought to establish new contacts. Around 32 per cent wanted to gain a general overview of the market and 28 per cent were interested in exchanging views and information.

High calibre trade visitors

Interzoo 2016 was mainly attended by trade visitors with decision-making authority in their organisations. This was confirmed by the results of the visitor poll: the largest groups of visitors at Interzoo 2016 included self-employed business owners (50 per cent), managing directors (14 per cent), divisional and branch managers (9 per cent), departmental managers (8 per cent) and other professionals (11 per cent). Almost all trade visitors (95 per cent) were involved in the procurement decisions at their companies.

Exhibitors reached their target groups

According to the visitor poll, 94 per cent of exhibitors praised the calibre of visitors to their stands and were generally (88 per cent) satisfied with the levels of visitor traffic at Interzoo. For around 84 per cent of exhibitors, the main objective was to win new customers, while 75 per cent wanted to provide information in general about their range and 66 per cent aimed to showcase innovations. Of the companies in attendance, 73 per cent were there to cultivate their image and 72 per cent wanted to nurture contacts to their customers.



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Some 94 per cent of exhibitors reached their most important target groups, while 95 per cent made new business connections. It is therefore no surprise that 92 per cent of the companies expect follow-up business from the contacts made.

Interzoo offers great benefits

Of the suppliers taking part, 92 per cent rated the general benefit of Interzoo to be high or very high, while an equal percentage described their overall success at Interzoo as positive. Nine out of ten of the exhibiting companies, therefore, had already decided by the end of the fair that they would definitely be attending the next Interzoo.

The event will take place in Nuremberg again from Tuesday 8 May to Friday 11 May 2018, including the Ascension Day public holiday on the Thursday.

Interzoo is hosted by pet industry service company WZF, which has commissioned NürnbergMesse GmbH to organise and operate the event.

For the latest photos for use by the press go to: www.interzoo.com

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