



# Interzoo 2021

Nürnberg, Germany 1. – 4.6.2021

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

## PRESS RELEASE

November 2020

### Interzoo organizer WZF is planning additional digital services for trade fair participants

**Wiesbaden, Germany – Exhibitors and visitors can look forward to new digital services at the next Interzoo in Nuremberg from 1 to 4 June 2021. With these services Interzoo organizer WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) wants to offer exhibitors even more opportunities to showcase their products and services digitally and hence boost trade fair marketing options and target-group reach.**

Dr Rowena Arzt, Director Exhibitions, comments as follows: “Based on the consistently positive feedback concerning the online seminars of our new Interzoo Academy, we’d now also like to present more of our traditional Interzoo offerings and on-site supporting programme in a digital format. Both, exhibitors and visitors, will benefit in equal measure because we’ll be enhancing the tried-and-tested services for exhibition booths and the services for on-site visits by digital tools. Trade fair experts from all over the world have demonstrated that online services can’t replace interaction with real people or doing business at an event itself, but these offerings can increase reach and therefore make the experience more successful.”

The planned new services include digital exhibitor presentations, from which visitors can obtain information and downloads and interact via texts or video chats with the exhibitors. Attendees can take part in the online workshops and conferences offered as part of Interzoo Academy. WZF will send more information about these services to all exhibitors and visitors by the end of the year.

#### Press contact

Wirtschaftsgemeinschaft  
Zoologischer Fachbetriebe GmbH (WZF)  
Antje Schreiber  
T +49 6 11 44 75 53-14  
T +49 6 11 44 75 53-33  
presse@zzf.de



**Organizer /Veranstalter**  
Wirtschaftsgemeinschaft  
Zoologischer Fachbetriebe GmbH  
Mainzer Straße 10  
65185 Wiesbaden  
Germany  
interzoo@zzf.de  
www.zzf.de

**Managing Director  
Geschäftsführerin**  
Alexandra Facklamm

**Registration Number  
Amtsgericht**  
HRB 23138 Wiesbaden

**Organization on behalf  
of the organizer  
Durchführung im Auftrag  
des Veranstalters**  
NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 8606-0  
interzoo@nuernbergmesse.de  
www.interzoo.com

**Chairman of the Supervisory Board  
Vorsitzender des Aufsichtsrates**  
Albert Füracker, MdL  
Bavarian State Minister of Finance  
and Regional Identity  
Bayerischer Staatsminister der  
Finanzen und für Heimat

**CEOs  
Geschäftsführer**  
Dr. Roland Fleck, Peter Ottmann

**Registration Number  
Registergericht**  
HRB 761 Nürnberg

NÜRNBERG MESSE





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NürnbergMesse GmbH press center  
(Accreditations, press center)  
Ariana Brandl  
T +49 9 11 86 06-82 85  
F +49 9 11 86 06-12 82 85  
ariana.brandl@nuernbergmesse.de

### **Information about the organizer:**

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organizes Interzoo in Nuremberg in partnership with ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e.V) as institutional sponsor and supporting organization. WZF is the founder, owner and organizer of the world's largest international trade fair for the pet supplies industry. With more than 1,900 exhibitors and over 39,000 trade visitors from 125 countries at the last event, Interzoo is the undisputed leading international fair for pet supplies. WZF has engaged NürnbergMesse GmbH to organize and operate the event on its behalf.

WZF is a 100 percent subsidiary of ZZF. It makes a major contribution to the economic development and communications strategy of the pet industry through its business segments Trade Fairs & Events, Media Relations & Industry-specific PR and Training & Professional Development, and through its animal ID agency.

For all press releases, further information, photos and videos, see the Newsroom at:

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

Journalists and other members of the press can find further services at: **[www.interzoo.com/press](http://www.interzoo.com/press)**