



Interzoo 2022

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

24 – 27 May 2022

Organizer
Veranstalter



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



PRESS RELEASE

December 2021

Interzoo 2022 welcomes Petfood Forum Europe

Wiesbaden/Nuremberg – Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF) announces a new collaboration: WATT Global Media will hold its Petfood Forum Europe on 23 May on the fairgrounds in Nuremberg, one day before the official start of Interzoo 2022.

“We are very pleased about the cooperation with WATT Global Media for Petfood Forum Europe. This will be an exceptional prelude to the fair, providing an additional forum for in-depth discussions on the important topic of pet food ingredients, nutrition and processing technologies,” says Dr Rowena Arzt, Director Exhibitions at Interzoo organizer WZF.

Steve Akins, Executive Vice President, Publisher, Global Petfood & Events at WATT Global Media, adds: “The cooperation with Interzoo will enable the congress participants to intensively exchange technical information about the newest technologies available for manufacturing pet food and treats and, on the following day, connect with the pet industry to network and do business with clients and partners. Due to its internationality, the segments represented and its product range, Interzoo is the perfect environment for Petfood Forum Europe.”

Petfood Forum Europe will feature experts highlighting developments on the latest trends, research and innovations for the European pet food market. Additionally, this one-day conference provides an opportunity for pet food professionals from around the world to network, exchange ideas and do business with leading industry suppliers. Details on the agenda and speakers will be announced in January.

Interzoo is the world’s biggest marketing platform for the international pet industry. Manufacturers, wholesalers and service providers from over 60 countries will present the latest food and care products, accessories and services for pets during each of the four days of the fair. Interzoo will also offer an extensive supporting programme during the exhibition period from



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24 to 27 May. Regional developments and the special features of import and export of individual markets and regions will be the focus of the Interzoo Country Sessions. The topic of sustainability will be addressed on the first day of the fair in the Interzoo Sustainability Session as well as in other lectures. Moreover, there will be presentations on important current industry topics, covering aspects such as market figures, grooming, aquatics, influencer marketing.

Information about Petfood Forum Europe

Petfood Forum is organized and hosted by Petfood Industry magazine. 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. More information at PetfoodForumEvents.com/Europe.

Petfood Forum contact

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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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Information about the organizer

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organizes Interzoo in Nuremberg in partnership with the German Pet Trade and Industry Association ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e. V.) 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 1,900 exhibitors and about 39,000 trade visitors from 125 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

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