



PRESS RELEASE

Interzoo 2018 now has around 2,000 exhibitors

From May 8 to 11, 2018, the international pet supplies sector will meet at Interzoo in Nuremberg. Three months prior to the start of the trade fair, the number of exhibitors has already exceeded that of the previous Interzoo, and the world's leading trade fair for pet supplies has set a new record. Around 2,000 companies from nearly 70 countries will present their pet-related services and products at Interzoo 2018. In around 120,000 square metres of exhibition space in 13 exhibition halls, trade visitors will gain a unique overview of the latest trends and innovations worldwide for the years ahead.

“Interzoo customers can look forward to a professional environment for their business,” says Herbert Bollhöfer, Managing Director of Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF). “The exhibitors are geared up especially to deal with professionals, and their presentations are of top professional quality.” Accordingly, almost all the trade visitors at Interzoo 2016 (95 percent) declared themselves satisfied or very satisfied with the products and services they found there. And in 98 percent of cases, the opportunities to be informed and establish contacts met their expectations.

Trade visitors save time with e-tickets

Everyone intending to visit Interzoo 2018 must provide proof of their status as trade visitors. This is the only way for the trade fair organizer to ensure the quality of the event as well as of the offerings for visitors. Ideally, potential visitors should provide evidence of their trade visitor status directly online by 4 May and reserve their e-tickets at www.interzoo.com/ticketshop. The e-tickets can be printed immediately online or saved as a mobile telephone ticket, allowing faster entry to the trade fair via the fast lane by eliminating waiting times at the ticket counter. This also applies to visitors who are using a personal invitation from an exhibitor and have received the corresponding voucher online or by mail.



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Vouchers and personal invitations are not valid as proof of a trade visitor's status. Trade visitors that did not register online in 2016 and therefore do not have a user account must identify themselves with a business registration or other official document. In certain cases, vouchers can also be redeemed on site at the trade fair for a processing fee of €10.

New retail tour for Interzoo exhibitors

On May 7, 2018, one day before the start of Interzoo, trade fair organizer WZF will offer a retail tour for English-speaking exhibitors from Europe and overseas for the first time. In order to better familiarize themselves with the German retail sector, as part of a site visit participants will visit four well-known retail companies in the pet sector in the Nuremberg area. The companies selected by WZF represent a typical cross section of the pet sector and will provide useful insights into their trade structure and USP.

The retail tour starts at the exhibition centre with a reception for participants and an introduction to the planned tour. In a presentation, Dieter Meyer (Vitakraft), a member of the Extended Managing Board of the honorary sponsor of Interzoo, the Zentralverband Zoologischer Fachbetriebe e.V. (ZZF), will explain the special characteristics and the development of the German pet market. Afterwards, participants will receive information about the pet shops included in the tour. For the subsequent site visits, the guests will be divided into groups and transported in buses to the different tour destinations. The participation fee for the half-day tour is €25 plus VAT per person. **Please note: The retail tour will be conducted in English and the number of participants is limited!**

As the world's largest trade fair for pet supplies, Interzoo is intended for commercial enterprises selling pets and pet supplies, pet food and accessory manufacturers, vets, regulatory authorities and commercial consumers like vet clinics, alternative animal health practitioners, pet boarding facilities and pet grooming salons. For more information on obtaining accreditation as a trade visitor please go to: www.interzoo.com/en/visitors

The organizer of Interzoo is WZF GmbH (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH), which has appointed NürnbergMesse GmbH to operate the exhibition.



Interzoo 2018 Nürnberg, Germany 8. – 11.5.2018

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

Registration documents can still be obtained from:

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Press photos of Interzoo 2016 are available in print quality in the newsroom at: www.interzoo.com

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