



Interzoo
digital

1 – 4 June 2021

Organizer
Veranstalter



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PRESS RELEASE

April 2021

New voice for Interzoo

Wiesbaden – In April 2021, Dr. Anja Wagner was appointed PR Manager for the pet industry's leading trade fair Interzoo for organiser WZF GmbH with its honorary sponsor Zentralverband Zoologischer Fachbetriebe e. V. (ZZF).

After graduating from university with a PhD in English and German philology, Dr. Anja Wagner gathered a wide range of experience in trade fairs and communications: As a long-standing editor for the international trade fair magazine m+a report and as editor-in-chief for the MICE magazine tw tagungswirtschaft, both publications of dfv media group in Frankfurt am Main. Later she switched to the perspectives of location and exhibitor: first as Head of Sales and Marketing at Best Western Plus Palatin Kongresshotel in Wiesloch near Heidelberg and then as PR and Corporate Communications Specialist DACH for the international flooring manufacturer Tarkett in Ludwigshafen am Rhein.

As PR Manager Interzoo, the 52-year-old will take care of the press and public relations work surrounding the world's leading trade fair Interzoo in Nuremberg and all related on-site, hybrid and digital events. In addition, Dr. Anja Wagner will support the exhibitions and the communications team of WZF and ZZF.

"A life without pets is possible but pointless," freely quotes the dedicated lover of animals from the German humorist Loriot. "I'm looking forward to committing myself to this vivid industry. Interzoo – both in its physical format and as Interzoo.digital – is the international platform par excellence for presenting and exploring the world of pets of today and tomorrow. This makes my task of communicating the rich diversity of the industry to the general public on different channels all the more intriguing."



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Exhibitor Service

On behalf of the organizer

NürnbergMesse

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www.interzoo.com

Visitor Service

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www.interzoo.com/participate

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

www.interzoo.com/news

Further services for journalists and media contacts:

www.interzoo.com/press

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Information about the organizer

Information about WZF

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) organizes Interzoo in Nuremberg with the German Pet Trade and Industry Association ZZF (Zentralverband Zoologischer Fachbetriebe Deutschlands e.V) as the founder and professional sponsor. It 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 over 125 countries, Interzoo is the undisputed world's leading trade fair for pet supplies. WZF has appointed NürnbergMesse with the organization of Interzoo on its behalf.

WZF is a one hundred per cent 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.de