



Interzoo
digital

1 – 4 June 2021

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Sales Partner
Vertriebspartner



PRESS RELEASE

April 2021

The world of the pet industry at a click – register now for Interzoo.digital!

Wiesbaden. The entire world of the pet industry is just a mouse click away, allowing you to make contacts and discover trends and new products safely and conveniently. The digital-only edition of the leading international trade fair Interzoo is already in the starting blocks and visitors can register for it now.

Easy access

This June, Interzoo will offer its worldwide audience of industry professionals a purely digital platform that will allow them to network and discover innovative international products, brands, services and trends. As of now, visitors can register for Interzoo.digital online (regular ticket price for the entire duration is €23): **www.interzoo.com/participate**

Interzoo.digital will take place from 1 to 4 June under the internet address of the same name. During the soft opening phase a week before the event starts, participants can get well prepared by setting up their user profile, getting their bearings on the platform, and arranging appointments for subsequent virtual meetings with exhibitors.

The digital trade fair will be attended by leading pet industry suppliers from Germany and the rest of Europe, Asia and North America as well as by young companies and start-ups, international industry associations, experts and other professionals. By mid-April, 150 companies had already registered. The exhibitor directory, which is growing by the day, can be viewed online and gives an idea of the diverse range of products and solutions that will be featured at the event: **www.interzoo.com/en/exhibitor-list**



Interzoo digital

1 – 4 June 2021

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Sales Partner
Vertriebspartner



Wide-ranging supporting programme on five stages

On all four days there will also be a diverse supporting programme with live streams and on-demand, themed virtual cafés featuring specialist presentations and expert chats.

A thematically structured programme will be offered on five stages. The official opening, conferences, and topics driving the sector will be shown on the “Interzoo Live” stage. The results of the best practice guide for sustainable development for the pet industry – an initiative of the Interzoo Academy and WZF in collaboration with the Antwerp Management School – will also be presented for the first time on this stage.

The second stage “Industry Spotlights” will provide participants with more in-depth insights into specific aspects of the industry from a company or expert perspective.

The “Markets, Trends and Research” stage offers presentations on markets, trends and R&D. A particular highlight will be the talk by executive coach and author Peter Holzer on “The Impact of Digitalization on Corporate Culture, Leadership and Communication”.

The “How-to and Best Practices” stage provides tutorials and explores application scenarios and best practice examples. For example, Thomas Poschen from petfluencer.com and Princess Maja von Hohenzollern will present on the topic of petfluencing and the development of their brands.

Under “Products and Companies”, companies will showcase their products and brands in short videos and invite participants to visit their exhibitor profiles on the show floor.

In the accompanying virtual themed cafés, visitors can enjoy discussions with other participants using chat or video functions, in some cases immediately after a particular item on the agenda. Finally, in the “Goodie Bag” area, exhibitors will have special offers, discounts and free samples for trade visitors.



Interzoo digital

1 – 4 June 2021

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Sales Partner
Vertriebspartner



The end of one trade fair is the start of the next one!

Once the event as such is over, a lot of the content and many of the platform's functions will continue to be available until 30 June 2021. The next physical Interzoo will be held in the exhibition halls of NürnbergMesse again from 24 to 27 May 2022.

Exhibitor Service

On behalf of the organizer
NürnbergMesse
T +49 9 11 86 06-80 95
F +49 9 11 86 06-12 00 49
www.interzoo.com

Visitor Service

T +49 9 11 86 06-49 69
F +49 9 11 86 06-49 68
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

Interzoo.digital press contact

Dr Anja Wagner (WZF/ZZF PR Manager)
T +49 6 11 447 553-17

Antje Schreiber (Press Spokesperson WZF/ZZF)
T +49 6 11 447 553-14

presse@zzf.de

Accreditation

Ariana Brandl (Press Office NürnbergMesse)
T +49 911 86 06-82 85
F +49 911 86 06-12 82 85
ariana.brandl@nuernbergmesse.de



Interzoo digital

1 – 4 June 2021

Organizer
Veranstalter



Honorary Sponsor
Ideeller Träger



Sales Partner
Vertriebspartner



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