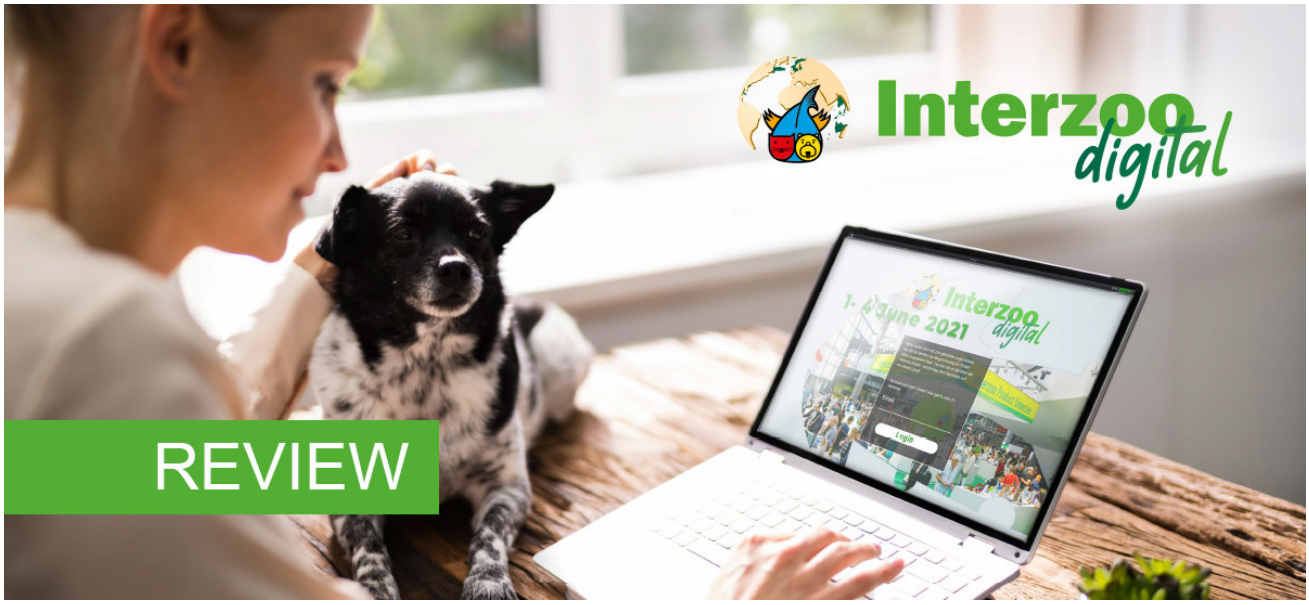

Trade fair description I Interzoo.digital 1 – 4 June 2021

Four days of focused business – online, interactive and global

Suppliers from all over the world presented their products, novelties and services around the topics pet food I feed I petfood technology I care products I accessories and supplies I aquaristics I terraristics I animals in the garden I equestrian sports I fishing I boutiques I specialist literature I shop fitting. The perfect opportunity to meet manufacturers, retailers, service providers, trade associations, petfluencers and media representatives and be inspired by the latest international industry trends.

Exhibitors & Products: International market overview

Interzoo.digital also focused on innovative products and brands as well as services, exciting new products and trends from all over the world. The leading suppliers of the pet industry were to be found here, as well as young companies and start-ups. At Interzoo.digital, visitors had quick and easy access to a wide range of exhibitors. The search on the show floor for suppliers, specific product groups and brands allowed a structured visit. In the "My Interzoo" area, participants saw their own appointments, favourite exhibitors or speakers.

Networking: Smart matching and meeting tools

A strong plus of Interzoo.digital were the networking opportunities: not only exhibitors and visitors got to know each other; visitors could also network with each other. Based on the personal profile and the interests entered, the system showed suitable business partners. In addition, participants used a simple search function to find specific people and could easily arrange appointments. The conversations were held via chat or video, in pairs or in groups.

Content & News: Digital conference programme

Participants learned about new products, trends and news from the industry or showed their expertise and shared their know-how on the Interzoo.digital lecture stages. They were able to use the virtual cafés to discuss with exhibitors, visitors and partners of Interzoo.digital and exchange ideas on topics that move the pet industry.

Meeting place for the international pet industry

At the pet industry's world's leading trade fair, Interzoo, the focus is on innovative products, brands and services as well as exciting new products and trends from all over the world. In addition to the traditional segments around dogs, cats, small mammals, birds, aquaristics and terraristics, topics such as equestrian sports, animals in the garden, pet food technology, shop fittings, IT systems, e-commerce, packaging, trade media etc. are also represented. Around 39,000 trade visitors from 126 countries gathered information about the latest products and services for pets from 1,990 exhibitors from 66 countries – including leading suppliers as well as young companies and start-ups – at the last and largest edition so far in 2018.

The international pet industry will next meet again in Nuremberg, Germany from 24 – 27 May 2022.

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