



The spoken word is final..

**Statement by Dr Rowena Arzt,
Head of Trade fairs at ZZF e.V./WZF GmbH,
at the opening of Interzoo.digital 2021
on Tuesday, 1 June 2021, 11:30
Interzoo Live Stage, www.interzoo.digital**

Ladies and gentlemen,

The next four days will be all about

- contacts, connections, combinations, conversations, contents, company previews, conveying knowledge and not least, confidence.

People, products, presentations, personal discussions and networks – all this characterises Interzoo.digital.

What does this mean in concrete facts, figures and data?

Exhibitors

- 336 exhibitors from 48 countries are presenting more than 1,000 product highlights at Interzoo.digital.
- 92 of these 336 companies are start-ups.
- In the product segments, we see a focus on articles for dogs and cats, followed by small mammals and rodents, fishkeeping, birds and terrariums.

If we take a closer look at the geographical origins of exhibitors, we see that

- 23% of exhibitors are from Germany,
- 43% of exhibitors are from other European countries,
- 27% of exhibitors come from Asia and 6% of exhibitors from North or South America.

Alongside Germany, the top countries of origin for exhibitors are China, South Korea, Taiwan, Italy, the USA and Turkey, to name just a few.

Visitors:

On the visitors' side we are welcoming attendees from over 100 countries. Currently, 32% of the visitors to Interzoo.digital come from Germany and 68% of the visitors are from abroad. This may change by the last day of the trade fair – because in contrast to the physical trade fair, a visit to Interzoo.digital is just a few clicks away this year.

Special features and supporting programme

Differing from the physical trade fair visitors can familiarise themselves with the platform before the official start of the fair. During the soft opening phase more than 3,000 contacts had already been requested and more 2,500 users were active. About 8,000 chat messages had already been exchanged during this period. And I am very interested to see how these figures develop over the course of the trade fair. We will report on this in our trade fair retrospective.

Ladies and gentlemen – today is the first day of the trade fair and Interzoo.digital is now in what we call the “live phase”. This also means our supporting programme is available to all attendees. The supporting programme comprises about 50 talks and sessions from reputable speakers who will be joining us via the web from many different countries. It consists of presentations and videos from exhibitors, best-practice talks, market data and political discussions.

This year, we are particularly addressing two issues. These are sustainability and digitisation. There are several events on the issue of sustainability this afternoon. We will be presenting the results from the latest Interzoo Sustainability Study and various best practice examples here on this channel. The study shows that companies see sustainability management to be an important competitive factor today more than they did just 3 years ago. To conclude, this evening is about the Amazonas, from where there will be a report from the German premiere of a film concerning the sustainability of sea fishing.

The Petfood Forum Europe put on together with Interzoo for the first time will also address aspects of sustainability relating to the production of animal feed over the next three days of the trade fair.

You will find numerous talks about these issues in our supporting programme. In addition, we have set up what we call virtual cafés, where anyone interested can discuss these and other issues or talk about them with our speakers after the presentations. Finally, you will also find numerous exhibitors at Interzoo.digital who will take up these issues in a creative and innovative manner.

Let me go into start-up companies at Interzoo.digital once more. 92 start-ups have registered – meaning 27% of all exhibitors. This is a remarkable figure and shows that the crisis has by no means inhibited innovations in the pet sector. We have given all the start-ups at Interzoo.digital a special area. We have labelled this area with a “space rocket” as a symbol for “taking off”. Take a look at this special area - you'll be surprised at what you find.

Before you virtually set off and click through Interzoo.digital, network and chat, allow me to point out one important date to you today. The physical Interzoo is taking place in Nuremberg from 24 to 27 May 2022, so please note these dates already in your calendar now.

Ladies and gentlemen, I hope you and all attendees enjoy an exciting Interzoo.digital with plenty of contacts, connections, combinations, conversations, company previews of trends, conveying knowledge, customized solutions – and I would like to thank you for your confidence in the Interzoo brand.

Thank you very much and enjoy some successful days at the trade fair.