



*Check against delivery*

A statement by Dr Rowena Arzt,  
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(WZF, Interzoo Organizer)

on the occasion of the WZF **Press Conference at Interzoo 2022**

On Tuesday, May 24, 2022, 9:30 a.m.

NCC Ost, Level 1, Hong Kong Room

Dear Ladies, Dear Gentlemen,

Trade fairs are meeting platforms! They allow you to experience an industry with all your senses and invite you to discover new products. Let us experience the international pet industry together over the next four days. Be inspired by innovations and celebrate a reunion with colleagues, customers, partners and suppliers. Discuss the most important industry topics, learn about new markets and opportunities; network digitally and in real life!

With this in mind, we have prepared and designed Interzoo 2022 for the international pet industry - with numerous new services and innovations.

This year, Interzoo offers space for versatile encounters on a total of 12 exhibition halls. For the first time, we will be using all three entrances to the fair, thus enabling quick and convenient access to the fair without long waiting times.

The meeting area created in the 12 exhibition halls will be used by over 1,300 exhibitors from more than 60 countries for talks and contacts with pre-registered visitors from 127 countries. The pet industry wants to meet and the internationality of the participants clearly shows this.

With 276 exhibitors, the largest grouping of exhibiting companies comes from Germany, followed by Italy with 120 exhibitors, Great Britain with 101, the USA with 73, the Netherlands with 72 and many other countries from all continents. The global reach in terms of exhibitors and visitors once again underlines the leading role of Interzoo as the world's leading trade fair for the industry in these special times. Interzoo is thus - as the saying goes - the meeting place of the worldwide pet community. We would therefore like to take this opportunity to thank all exhibitors, visitors, media representatives, partners and Interzoo fans for their continued trust in the Interzoo brand.

This year, well-known brands and young companies will finally be showing their new products in person again on site, offering opportunities for trade and inspiration on their own exhibition stands, in country pavilions, in the Product Showcase or on the Fresh Ideas Stage, and engaging in direct and face-to-face discussions with interested parties.

New this year is a comprehensive programme for start-up companies, which we have deliberately concentrated in one place, Hall 11. In addition to the subsidised joint stand for young innovative companies, we are also offering international start-ups the opportunity to present themselves in a pavilion there for the first time. Both the German and the international start-up pavilions have received immense popularity and are home to numerous new ideas for the pet industry. In total, the exhibition space of the more than 50 start-up companies represented amounts to 700 sqm.

Another new feature of the current event is the Interzoo Fresh Ideas Stage - also in Hall 11. On this stage, start-ups can present their innovative products and ideas in short talks for the first time on three days of the fair. A special highlight on the stage is the Fresh Ideas Contest on Friday, 27.5.2022, from 11:30 - 13:00, where industry newcomers can present their business ideas and products in front of a jury and win prizes. This new meeting format has been excellently received by the companies and shows, as it were, the innovative power of the pet industry.

An increasingly important trend is the topic of sustainability. The research results of our sustainability study this year clearly show how important it is to make information on sustainability available to everyone in the industry and to report on the progress of the industry as well as that of individual players. I am pleased to invite you to our Interzoo Sustainability Short Conference today at 13.00 in Room St. Petersburg, in NCC East.

The Sustainability Conference is one of numerous supporting programme events. In addition to five Interzoo Country Sessions on regional issues and market developments in Brazil, China, the USA, Western Europe and Scandinavia, you will find events and demonstrations on grooming, aquascaping, petfluencer marketing and much more. This year, our Interzoo Party on Thursday evening will certainly be an important programme item for encounters.

Ladies and gentlemen, trade fairs are meeting platforms and this is exactly where our digital innovation comes in: enabling personal contacts digitally and optimising the time spent at the trade fair is a key objective of our new Interzoo App. This starts with the digital ticket wallet and the personal trade fair planner and continues with appointment-making options, the interactive hall plan with extensive exhibitor profiles and search options and the networking function. You will be supported by QR codes that allow you to exchange contact details, but also to access company and product data. Last but not least, we will also make a lot of content from our supporting programme available on the digital Interzoo Academy and link it to the app.

I am very much looking forward to the next four days of Interzoo. I look forward to experiencing the international pet industry together with you. I look forward to being inspired by innovations and to celebrating reunions with colleagues, customers, partners and suppliers. I look forward to discussing the most important industry topics with you, learning about new markets and opportunities; to networking - digitally and in real life!

In this spirit, I wish you many informative and successful encounters at Interzoo 2022 - finally in person again and directly with good digital preparation and follow-up.

Thank you very much.