



PRESS RELEASE

New trade fair dates for Interzoo and Zoomark in 2021 and 2022 WZF and BolognaFiere are planning additional new formats

Wiesbaden/Bologna, 26 January 2021 – As a consequence of the ongoing Covid-19 pandemic, and in the interests of trade fair participants within the pet industry, WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH), organizer of Interzoo, and BolognaFiere S.p.A., organizer of ZOOMARK INTERNATIONAL, have decided to modify their event calendar for 2021 and 2022. From 1 to 4 June 2021, Interzoo *digital* will take place as a purely online event, while ZOOMARK INTERNATIONAL will be welcoming the pet industry back to Bologna, Italy, in November 2021. In May 2022 Interzoo will return as an in-person event in Nuremberg, Germany.

Trade shows are key marketing and communications tools for the global pet industry. Many companies were hoping to showcase their products and services at the forthcoming international pet industry trade shows with the aim of boosting their business as the ability to talk to customers face-to-face is especially important in times of crisis. However, due to the persistent travel restrictions and conditions that remain unsafe for hosting international trade fairs, WZF, the organizer of Interzoo, and BolognaFiere, the organizer of ZOOMARK INTERNATIONAL, have jointly decided to reschedule the fairs in order to optimize business opportunities.

As a result, ZOOMARK INTERNATIONAL will take place in Bologna, Italy, from 10 to 12 November 2021, while the industry will meet in Nuremberg, Germany, at Interzoo from 24 to 27 May 2022. Meanwhile, to enable exhibitors to maintain contact with their customers worldwide and develop new business, WZF has developed a digital format for Interzoo, which will take place from 1 to 4 June 2021.

BolognaFiere and WZF are convinced that the digital formats and rescheduling of their trade fair dates are the best ways to support the industry during the Covid-19 pandemic. The organizers of the two trade fairs are planning further joint activities, which they will report on during the first quarter of 2021.

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Information about WZF

WZF (Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH) collaborates with the German Pet Trade & Industry Association e.V. (ZZF) which is responsible for concept and content, to organise Interzoo in Nuremberg, Germany. WZF is the founder, owner and organiser of the world's largest international trade fair for the pet industry. Last time, the event attracted over 1,900 exhibitors and around 39,000 trade visitors from more than 125 countries, making it, without doubt, the world's leading fair for pet supplies. WZF appointed NürnbergMesse GmbH to host the trade fair.

WZF is a wholly owned subsidiary of the ZZF. Due to its business divisions, which include trade fairs and events, press and public relations, training and a bird ringing service, it makes a significant contribution to the development of the pet industry in financial and communication terms.

You can find all the press releases and other info, photos and videos in the newsroom at:

www.interzoo.com/news

Journalists and other members of the press can find further services at:

www.interzoo.com/presse

Information about BolognaFiere

With more than 80 events in Italy and worldwide, the BolognaFiere Group is one of the leading companies in the trade show industry. BolognaFiere is Italy's most successful trade fair organization in terms of revenues generated in key overseas markets such as Asia, Russia and North America. In Italy, the Group runs the Bologna Exhibition Centre, one of the world's most modern trade event venues, as well as the exhibition centres in Modena and Ferrara. BolognaFiere is also a partner of Nuova Fiera del Levante in Bari. Attracting more than 2.2 million visitors and over 25,000 exhibitors each year, BolognaFiere is both the host and organizer of trade shows and has also established itself as Italy's number one when it comes to exhibition booth construction. BolognaFiere organizes and hosts Zoomark in collaboration with PROMOPET and with the support of ASSALCO, the Italian association for pet food and pet grooming, as well as ANMVI, the Italian vets' association.

Information and press material are available at:

www.zoomark.it

