

Show Report

Nuremberg, Germany

13 – 16.5.2010



Interzoo 2010

31. International Trade Fair for Pet Supplies



1. Structural data

(Figures for the previous event in brackets)

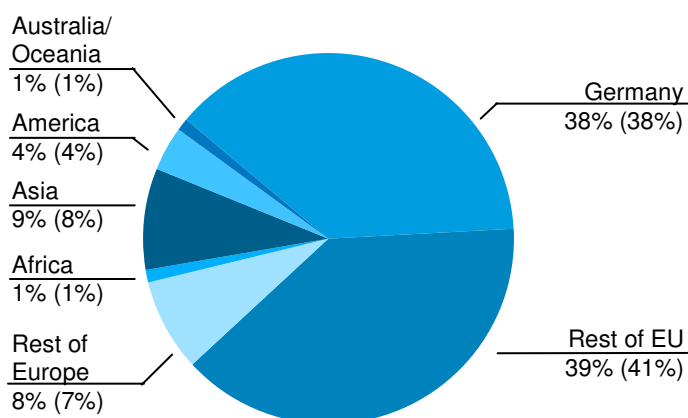
	Total	Germany	International
Exhibitors	1,498 (1,436)	323 (334)	1,175 (1,102)
Gross exhibition area in m ²	90,800 (89,000)		
Visitors*	38,324 (37,200)	14,475 (14,286)	23,849 (22,914)

* Determined by registration

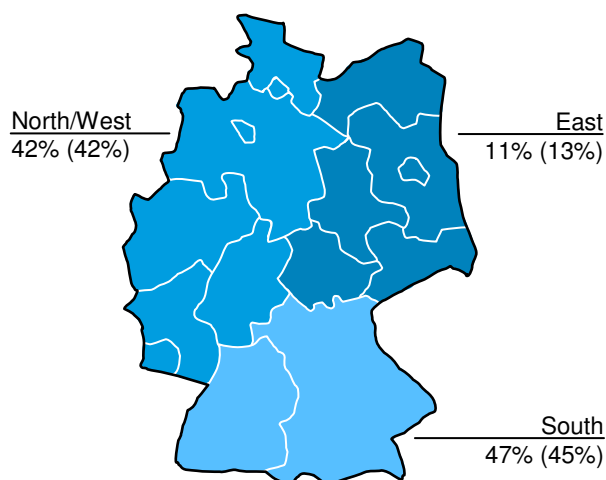
2. Origin of visitors

(Figures of the previous event in brackets. Determined by registration)

International	62%	(62%)
Germany	38%	(38%)
	100%	(100%)



International



Germany

The visitors came from 115 (114) countries.

Top 10 countries for international visitors

1.	Italy	6.	Spain
2.	France	7.	Russian Federation
3.	Netherlands	8.	Poland
4.	Czech Republic	9.	Austria
5.	Great Britain/Northern Ireland	10.	USA

3. Selected results of visitors survey

(Figures of the previous event in brackets)

3.1 Sectors of economy

Trade	73%	(72%)	Craft trade	4%	(4%)
Industry	11%	(11%)	Other sector	5%	(5%)
Services	7%	(8%)			
				<hr/>	
				100%	(100%)

3.2 Position of visitors in company

Entrepreneur, partner, self-employed	47%	(47%)	Other salaried staff	10%	(8%)
Managing director, board member, head of an authority	16%	(15%)	Skilled worker	5%	(6%)
Authorised officer, senior department head, department head, group head	14%	(14%)	Other position	8%	(10%)
				<hr/>	
				100%	(100%)

3.3 Associated branches (Exclusive industry and craft trade)

Pet supply trade	70%	(74%)	DIY stores with pet departments	3%	(1%)
Boarding kennels, grooming salons	6%	(5%)	Seed/plant retail/wholesale trade	2%	(1%)
Veterinarians, veterinary clinics	3%	(3%)	Groceries, drugstores, discounters	2%	(2%)
Garden centres	3%	(1%)	Other	11%	(13%)
				<hr/>	
				100%	(100%)

3.4 Main reason for visit (Multiple answers)

Sourcing information about new products	55%	(60%)	Training, extending knowledge	21%	(27%)
Maintaining business contacts	41%	(47%)	Preparation of investment and purchasing decisions	16%	(15%)
General market orientation	40%	(42%)	Conclusion of contracts, purchasing	14%	(21%)
Setting up new business contacts	36%	(45%)	Observation of competitors	14%	(15%)
Experience, exchange of information	28%	(30%)	Influence on product development	14%	(14%)

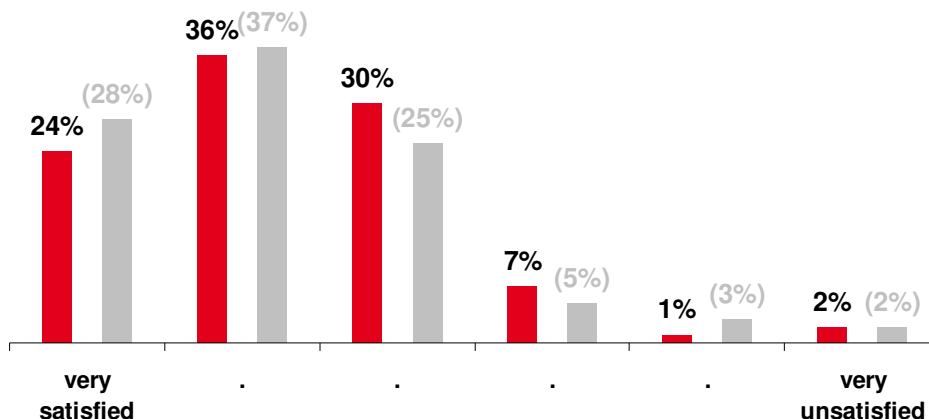
3.5 Purchasing authority

96% (95%) of visitors are involved in purchasing decisions in their company.

3.6 Main interest in following product segments (Multiple answers)

Articles for dogs, cats	56%	(58%)	Shop fittings, packing	10%	(10%)
Aquaria	41%	(44%)	Equestrian sports articles	7%	(6%)
Articles for small animals, rodents	25%	(28%)	Animals and plants in the home	7%	(5%)
Pet food technology	24%	(23%)	Trade literature, multimedia	6%	(8%)
Terraria	19%	(23%)	Boutique articles	5%	(5%)
Articles for birds	16%	(17%)	Miscellaneous	8%	(10%)
Articles for animals in the garden	13%	(12%)			

3.7 Visitors' satisfaction with exhibits



3.8 Information and contact opportunities on the stands

97% (97%) of visitors were satisfied with the opportunities for obtaining information and establishing contact.

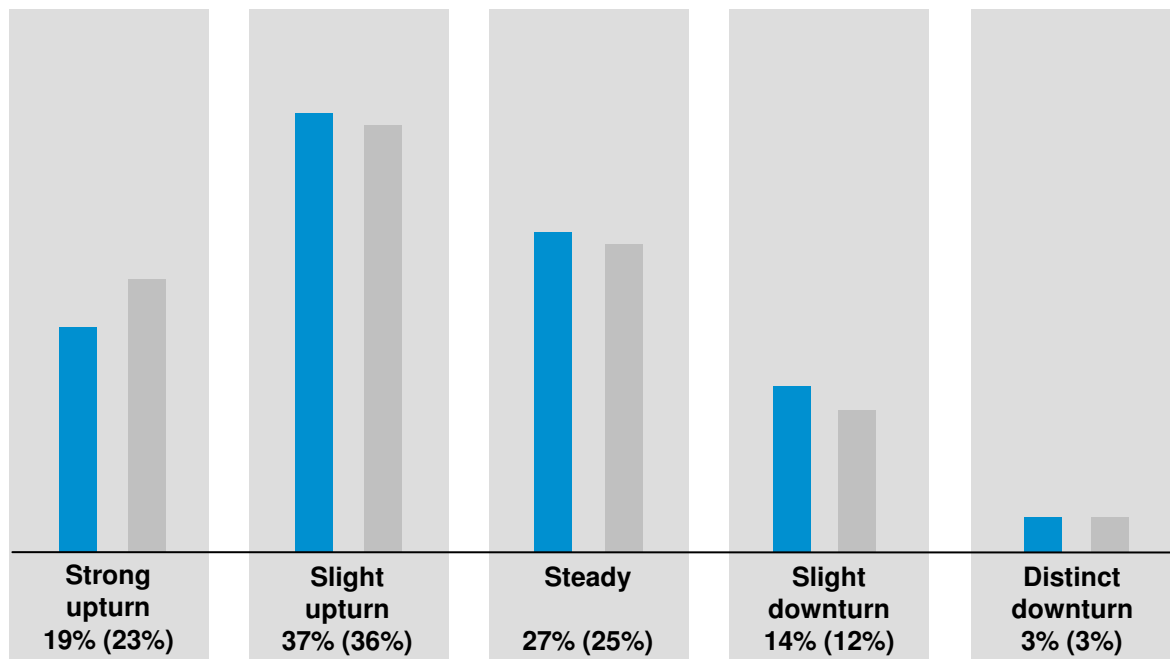
3.9 Visit to Interzoo 2012

73% (73%) of the visitors have already indicated their intention to visit Interzoo 2012 in Nuremberg.

25% (22%) have not decided yet.

3.10 Opinion of the present economic situation

(At the time of exhibition in May 2010)



4. Selected results of exhibitors survey

(Figures of the previous event in brackets)
(* not requested in this form in 2008)

4.1 Associated with following product segments (Multiple answers)

Articles for dogs, cats	61%	(60%)	Boutique articles	4%	(4%)
Aquaria	23%	(24%)	Animals and plants in the home	4%	(3%)
Articles for small animals, rodents	16%	(14%)	Trade literature, multimedia	3%	(3%)
Articles for birds	12%	(11%)	Equestrian sports articles	3%	(4%)
Articles for animals in the garden	6%	(7%)	Shop fittings, packing	3%	(2%)
Terraria	6%	(6%)	Miscellaneous	7%	(7%)
Pet food technology	5%	(4%)			

4.2 Aims of participation (Multiple answers)

Acquiring new customers	86%	(86%)	Providing information on new products	68%	(65%)
General information about the range of products/services on offer	76%	(72%)	Observation of competitors	65%	(59%)
Cultivation of customer relations	76%	(72%)	Exchange of views	64%	(59%)
Image building, representation	74%	(71%)	Direct sales	62%	(58%)

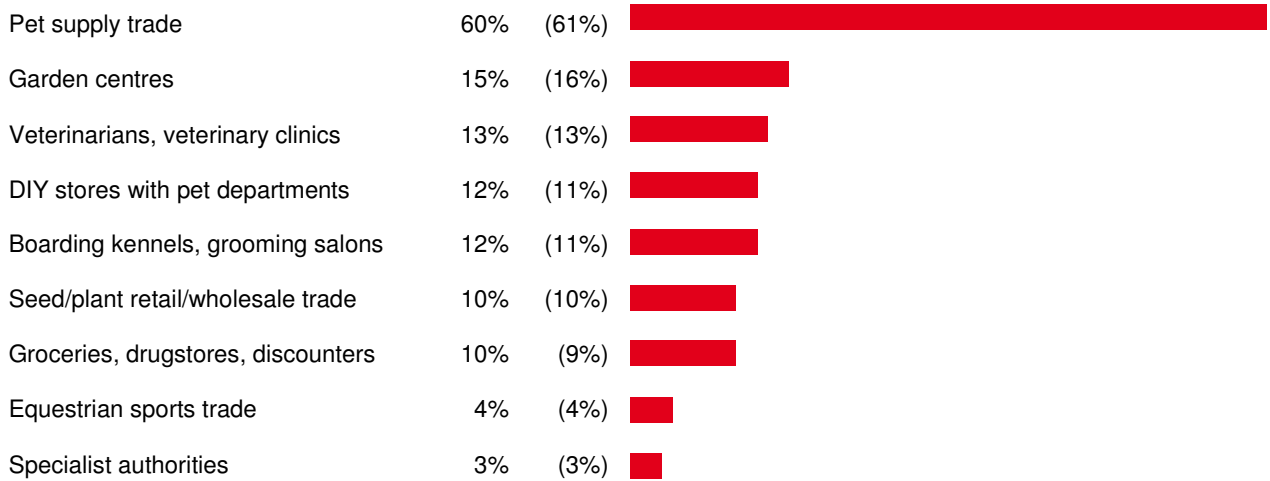
4.3 Overall success of participation

92% (90%) of exhibitors rated their participation positively.

4.4 Target group accuracy

95% (94%) of exhibitors reached their most important target groups.

4.5 The exhibitors received visitors from the following branches (Multiple answers)



4.6 New business relations

96% (94%) of exhibitors established new business relations.

4.7 Follow-up business

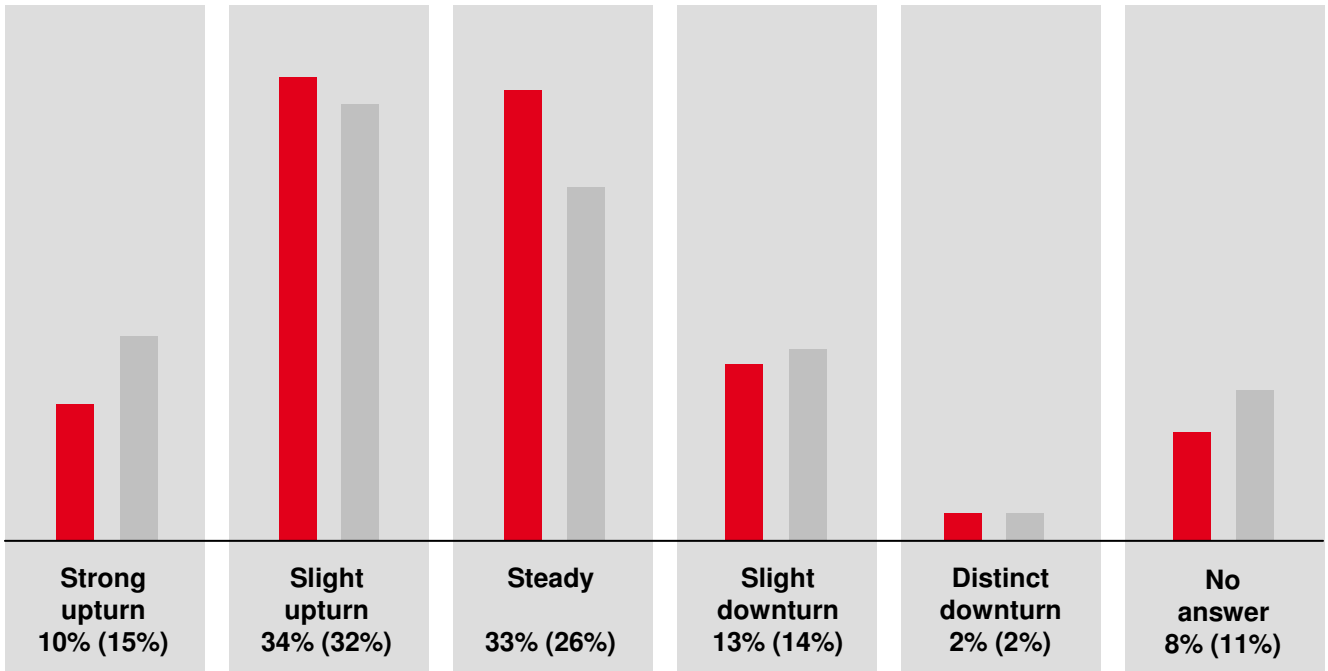
93% (*) of exhibitors expect noticeable follow-up business due to contacts made during the exhibition.

4.8 Satisfied with organization and service

89% (90%) of exhibitors were very satisfied/satisfied with the organization and service of the trade fair.

4.9 Opinion of the present economic situation

(At the time of exhibition in May 2010)



The representative surveys were carried out by an independent market research institute.

The structural data is certified by the FKM , Society for Voluntary Control of Fair and Exhibition Statistics, Berlin. Further information at www.fkm.de.

This show report is also available in German.

Other detailed results of the surveys may be obtained from the promoter of Interzoo:

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02.07.2010

NürnbergMesse GmbH
- Market Research -

Note the date!
Termin vormerken!

Nürnberg, Germany
17.–20.5.2012



Interzoo 2012

32. International Trade Fair for Pet Supplies
32. Internationale Fachmesse für den Heimtier-Bedarf

