



Press Release – June 15th 2011

ExpoZoo 2011, the success of renewal

The ExpoZoo fair was held from May 25 to 27 in Paris, Porte de Versailles.

A come-back expected by the pet market actors who have not had the chance to meet in France for over 4 years. With its new concept, more convivial, more accessible and offering a large place to innovations, Expo Zoo confirms its status of suppliers listing fair, essential for the French pet market. Regarding the new formula, the satisfaction survey shows that visitors as well as exhibitors are very satisfied.

Proposing a diversified and balanced exhibitors' panel, important brands as well as independent companies, the fair was sold out several months before its opening. The result is: 116 exhibitors including about 30% of international companies, and the whole of the pet universe represented. We particularly notice the big come back of aquaria, with more than 50 companies exhibiting on the fair.

On the visitors' side, ExpoZoo signs again a good result with over 3,200 targeted visitors: 27% of specialized retail companies, 20% of specialized retail networks, 5% of hypermarkets and supermarkets and 7% of e-commerce, sale remote and independents.

A very satisfying attendance for this re-launching, with almost all the key brands for the market represented (specialized retail networks but also leaders of hypermarkets), as well as a good participation of independents, despite an already full schedule for most of them.

Plebiscite from the visitors and the exhibitors, quality of exchanges during the fair... all the indicators are ok for this re-launching of ExpoZoo, which confirms the necessity of a business event dedicated to the whole actors of the market.

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