

No. 1 / July 2026, Cologne

spoga dog 2027 powered by ZZF kicks off with the hall planning with strong industry support

First major brands confirm their participation in Cologne in January 2027 +++ Planned stage programme creates space for networking and inspiration +++

spoga dog powered by ZZF is already receiving strong support from the industry during the preparation phase: With TRIXIE, mammaly and Landguth, Happy Dog, Bewital, Koch Heimtierwelt and Mera Tiernahrung, renowned companies from the pet industry have already confirmed their participation at the premiere in Cologne from 30 January to 1 February 2027. These commitments underline the industry's interest and send a positive signal for the launch of the trade fair.

Strong signals for the premiere of spoga dog

For Burkhard Friedrichsen, Chief Operating Officer of Trixie Heimtierbedarf GmbH & Co. KG the new platform comes at exactly the right time: "TRIXIE is taking part in the premiere of spoga dog powered by ZZF, because we are convinced that this new platform will bring new momentum to the market and lend the topic of dogs the significance it deserves. For us in such challenging times this is the right moment to demonstrate presence, showcase innovations and set new benchmarks together with the specialised trade."

With mammaly a further company is on board that views the development of the pet market particularly from the perspective of preventative animal health. "We believe that preventive animal health is the future of the pet market - spoga dog is precisely the place where this future is shaped together with the specialised trade," said Tanja Viefhues, Senior Key Account Manager at mammaly.

Landguth also provided early confirmation of its participation at the premiere of spoga dog powered by ZZF. "Landguth is taking part in spoga dog powered by ZZF because we are passionate about co-shaping the future of pet food. We are looking forward to the new format, it is the ideal place for us to share our innovations directly with an interested trade audience," commented Janina Caspers, Head of Sales at Landguth.

In the opinion of Sebastian Rosito, Vice President Trade Fair Management at Koelnmesse GmbH, the exhibitor commitment confirms the chosen course. "With spoga dog powered by ZZF, we are creating a new B2B format for a market this is evolving dynamically and which poses clear demands in networking, visibility and business development. The fact that renowned companies are confirming their participation at the premiere shows that we are addressing a relevant market need



spoga horse
30.01. - 01.02.2027



spoga dog
30.01. - 01.02.2027

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with our concept."

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Gordon Bonnet, Chief Operating Officer of the ZZF - German Pet Trade & Industry Association and of the WZF (Pet Industry Services Company) also emphasised the content-related relevance of the new format: "The dog industry is developing extremely dynamically: Topics such as animal health, functional nutrition, sustainability, premium products and intelligent activities and equipment are driving innovations.

spoga dog powered by ZZF offers an exceptional opportunity to present these trends for dog owners and at the same time leverage the close touchpoints with the equestrian world. This creates additional market potential and access to new business contacts for manufacturers from both the dog and horse sectors."

Specialised programme enhances new B2B format

A diversified stage programme is planned to accompany the trade fair, which will focus on the latest developments, trends and future themes in the dog industry. Lectures, panel discussions and examples of best practice are to create space for a knowledge transfer, inspiration and exchange. In this way, spoga dog powered by ZZF aims to offer extra added value for the trade, industry and further industry players and strengthen the dialogue within the community.

Companies that would like to become part of the premiere, can register as exhibitors now. Media representatives can also save the date for spoga dog powered by ZZF: The press accreditation is expected to open in the late autumn 2026.

For more information, please visit: www.spogadog.com.

About the pet industry and the ZZF

People live together with pets in 43 percent of all households in Germany ([How many dogs, cats, small mammals and birds live in Germany? | ZZF](#)). After cats, dogs are the most popular four-legged companion of humans: In total, 10 million dogs are found in 20 percent of Germany's households.

The **ZZF - Central Association of the Pet Industry** - was founded in Wiesbaden in 1947 and asserts itself for a responsible and animal-friendly pet keeping and represents the professional and economic interests of pet shops, manufacturers and wholesalers of pet food, care and supply products, pet breeders and wholesalers as well as pet groomers in salons (dog hairdressers).

Note for editorial offices:

spoga dog photos are available on the Internet at <https://www.spogadog.com/en/press/multimedia/image-database/>

Press information is available at: <https://www.spogadog.com/en/press/press-releases>

If you reprint this document, please send us a sample copy.

spoga dog on LinkedIn:

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