

An event by:



15.5 → 17.5 • 2023
BOLOGNA FIERE - ITALY



ZOOMARK
INTERNATIONAL

ZOOMARK 2023 CONFERENCE PROGRAMME

MONDAY 15TH MAY

Exhibitor events

09:00 am - 10:15 am

Hall 25, stand A02 - C17 (IV SAN BERNARD)

GROOMING SHOW WITH JOANNA YEH - SPECIALE "ASIAN STYLE"

Exhibitor events

09:00 am - 12:00 am

Hall 25, stand C72 (AKKO SCISSORS)

VIP GROOMING SHOW: IRENE FERRATO. BICHON FRISÉ

Events by ZOOMARK

9.45 am - 12 pm

Sala Opera, hall 16, mezzanine

INAUGURAL CONFERENCE - PRESENTATION OF THE 2023 ASSALCO-ZOOMARK REPORT

Organized by: BolognaFiere and Assalco - National Association of Pet Food and Pet Care Companies

The morning's proceedings will be moderated by **Cristina Lazzati**, Director of Gdoweeek, Mark Up and Pet Trend

The 16th edition of the Report captures the development of the pet food and pet care market in Italy and the changes in the human-pet relationship in the family and society

Speakers:

- **Gianpiero Calzolari**, President of BolognaFiere
- **Paolo Calvano**, Councillor for Budget, Personnel, Assets, Institutional reorganization, Relations with the EU for the Emilia-Romagna Region
- **Massimo Bugani**, Councillor for Relations with the City Council, Digital Agenda and Civic Use of Data, Transparency and Administrative Simplification, Demographic Services and Trade Union Relations for the Municipality of Bologna
- **Brunella Saccone**, Director of the Agribusiness and Wine Office for ITA, the Italian Trade Agency
- **Giorgio Massoni**, President of Assalco - National Association of Pet Food and Pet Care Companies
- **Marco Melosi**, President of ANMVI - the Italian National Association of Veterinarians
- **Paolo Garro**, Senior Director, Business Insights, Circana
- **Samanta Correale**, Senior Manager, Business Intelligence, GS1 Italy

The presentation of the Assalco-Zoomark Report will be followed by the **PANEL DISCUSSION "SOCIAL AND FISCAL POLICIES IN ITALY FOR COMPANION ANIMALS AND THE FAMILIES THAT HOST THEM"**, with the participation of the Hon. **Michela Vittoria Brambilla**, Chair of the Parliamentary Intergroup on animal rights.

Italian, simultaneous translation

Exhibitor events

10:30 am

Hall 25, stand C43 (SPECIAL ONE GROOMING CENTER)

GROOMING SHOW, IN COLLABORATION WITH SPECIAL ONE GROOMING ACADEMY (MASTERS AND STUDENTS)

Exhibitor events

10:30 am

Hall 26, stand B71 (RECORD - RINALDO FRANCO)

GROOMING SHOW WITH AMBEL BY GIANNI DAVITO PRODUCTS. HAIRCUT BY MARISTELLA SUPPI

Exhibitor events

11:00 am

Hall 25, stand B61 (HYDRA BY SHINYPET)

GROOMING SHOW. EMANUELA ROBBIANO ASIAN STYLE POODLE MINI

Events by ZOOMARK

11.00 am - 12.30 pm

Aqua Project, hall 29, G17-H20

AQUASCAPING: ART & NATURE COME TOGETHER

In collaboration with: ITAU

The seminar emphasizes the importance of creating a dedicated aquascaping area in modern aquarium shops.

Dry hands-on demonstration of aquascaping techniques.

Exhibitor events

11:00 am - 01:00 pm

Hall 25, stand A02 - C17 (IV SAN BERNARD)

IV SAN BERNARD INVITATIONAL GROOMING CHALLENGE, 1st GROUP COMPETITION

Exhibitor events

11:00 am - 01:00 pm
Hall 30, stand 45 (VELVET SRL)
PAWS & BEATS. DJ SET

Exhibitor events

12:00 pm
Hall 26, stand B86 (URBAN DOG)
GROOMING SHOW ASIAN STYLE WITH THE MASTER SILVIA VICH

Exhibitor events

12:00 pm - 03:00 pm
Hall 25, stand C72 (AKKO SCISSORS)
VIP GROOMING SHOW: RAFFAELLA GAMMELLA. SHIH-TZU EASY

Events by ZOOMARK

2 pm - 3 pm
Sala Vivace, Service Centre, Block D
PET INDUSTRY PROFESSIONALS AND VETERINARIANS, WORKING TOGETHER
In partnership with: ACAD

The panel discussion explores the importance of developing a synergistic relationship between the various sectors of the pet world.

Speakers:
Davide D'Adda, President of ACAD Confcommercio
Marco Melosi, President of ANMVI
Egle Rosa, Vice president of ACAD Confcommercio, groomer
Paolo Bosatra, councillor of ACAD Confcommercio, trainer
Francesca Capodagli, lawyer specialized in dog-related issues
Gian Luigi Guida, Third Sector Relations Manager MIAV
Vania Busnardo, groomer
Arcangelo Gagliano, account manager, Experian

Exhibitor events

2 pm - 3 pm
Hall 22, stand C14 (LEARNING RESOURCES)
MEET CHRISTINA HUNGER, FOUNDER OF THE TALKING PET MOVEMENT AND HUNGER FOR WORDS™ PET COMMUNICATION TOOLS

Exhibitor events

02:30 pm
Hall 25, stand A02 - C17 (IV SAN BERNARD)
CIRCO NERO CIRCUS

Exhibitor events

02:30 pm
Hall 26, stand B71 (RECORD - RINALDO FRANCO)
GROOMING SHOW WITH AMBEL BY GIANNI DAVITO PRODUCTS. HAIRCUT BY MARISTELLA SUPPI

Events by ZOOMARK

2.30 pm - 4 pm
Sala Melodia, Service Centre, Block B

FANTASTIC OFFERS AND HOW TO CREATE THEM

In collaboration with: Zampotta Pet Business

The event, created for shop owners, offers advice and tools to get more customers, boost sales, and increase margins by creating the right offer to present to the right customer at the right time.

Speaker: Nicola Benincasa, full stack marketer and specialist in sales techniques

Moderator: Cristina Mandaglio, Editorial Director of Zampotta Pet Business

Exhibitor events

03:00 pm
Hall 25, stand A02 - C17 (IV SAN BERNARD)
1st GROUP WINNERS SELECTION IV SAN BERNARD INVITATIONAL GROOMING CHALLENGE

Exhibitor events

03:00 pm
Hall 30, stand B02 - C03 (MORANDO)
MORANDO PRESENTS LE SPECIALITÀ ITALIANE, TRADITION DIRECTLY IN THE BOWL

Morando presents Le Specialità Italiane of the Migliorcane and Migliorgatto lines: foods born from the tradition of Italian cuisine, so that even four-legged friends can share with the whole family the flavours of yesteryear, re-proposed in recipes formulated to meet the specific needs of dogs and cats.

Exhibitor events

3 pm - 4 pm

USA Pavilion, hall 26

USA PAVILION OPENING CEREMONY

Exhibitor events

3 pm - 5 pm

Sala Allegretto, Service Centre, Block C

THE LITTER MARKET EMBRACES SUSTAINABILITY

Organized by: PLA - Plant Litter Association

The PLA - Plant Litter Association - presents a panel discussion on the circular economy, exploring the use of plant-based cat litter and its impact on landfill-destined waste.

Market figures and the cost of disposing of used litter.

Speakers:

Introduction and market figures

F. Ardemagni, PLA President

Presentation of the Bocconi Study

F. Bertolini, SDA Bocconi

Plant-based litters and organic waste

M. Centemero, CIC - Italian Composters' Consortium

Reusing secondary raw materials

P. Voltini, President of Coldiretti Lombardia

Practices implemented in partnership with the municipalities

P. Silingardi, Achab

The litter market in France and Germany

M. Behnke, PLA France

The European Commissions

P. Toia, MEP

Cat health and litter tray use

G. Gandini, Veterinary University

Conclusions and future prospects

F. Ardemagni, PLA President

Exhibitor events

03:00 pm - 06:00 pm

Hall 25, stand C72 (AKKO SCISSORS)

VIP GROOMING SHOW: EMPERATRIZ BRICENO. CESKY TERRIER

Exhibitor events

04:00 pm - 04:45 pm

Hall 25, stand A02 - C17 (IV SAN BERNARD)

GROOMING SHOW WITH LUIS AIBAR AND MARIOLINA SERAFINI - SPECIALE "STRIPPING"

Exhibitor events

04:00 pm - 06:00 pm

Hall 30, stand B72 - B74 (CONSORZIO ZOODIACO)

ZOODIACO 30TH PARTY_MUSIC_FOOD_DRINK

Exhibitor events

05:00 pm

Hall 25, stand A02 - C17 (IV SAN BERNARD)

CIRCO NERO CIRCUS

Events by ZOOMARK

06:00 pm - 11:00 pm

Palazzo dei Congressi, Piazza Costituzione

20TH EDITION ZOOMARK PARTY

TUESDAY, 16TH MAY

Exhibitor events

09:00 am - 10:15 am

Hall 25, stand A02 - C17 (IV SAN BERNARD)

GROOMING SHOW WITH ANTONIO ROSSI - SPECIAL "STRIPPING". GROOMING SHOW WITH SABINO SCIANCALEPORE - SPECIAL "MODERN HAIRCUT STYLE ON POODLE"

Exhibitor events

09:00 am - 12:00 pm

Hall 25, stand C72 (AKKO SCISSORS)

VIP GROOMING SHOW: FRANCESCA GOTTARDI. COCKER SPANIEL

Exhibitor events

9 am - 1 pm

Sala Notturmo, Service Centre, Block D

ANNUAL MEETING OF THE EUROPEAN PET ORGANIZATION (EPO)

Organized by: EPO - European Pet Organization

International focus sessions by ZOOMARK

9.30 am - 10.15 am

Sala Melodia, Service Centre, Block B

PET CARE IN EUROPE: THE IMPACT OF INFLATION AND FUTURE PROSPECTS FOR GROWTH

In partnership with: Euromonitor International

The increase in pet care products in 2022 has challenged the market.

While the recessionary economy has benefitted sales of private-label pet care products, some consumers have refused to compromise on the quality of food for their pets, thus sparking polarization in the pet care sector.

However, as companies negotiate the current inflationary pressures, the future holds positive prospects for pet care, with continued premiumization, the growing importance of sustainability, and the development of e-commerce, all factors which offer significant potential for growth.

This presentation analyzes the impact of inflation on the pet care market in Europe and explores future areas of growth.

Speaker: Tommaso Cappato, Senior Research Analyst for Euromonitor International

Events by ZOOMARK

9.30 am - 10.30 am

Sala Allegretto, Service Centre, Block C

ADVANCES IN COSMETOLOGY IN THE PET INDUSTRY: HYDRATION AND SHAMPOO THERAPY

In partnership with: ACAD

The conference provides an overview of the past few decades, from harsh products that stripped away natural oils to a new concept of moisturizing to cleanse. In partnership with Record.

Speakers:

Davide D'Adda, President of ACAD Confcommercio

Gianni Davito, ACAD trainer

Exhibitor events

10:30 am

Hall 25, stand C43 (SPECIAL ONE GROOMING CENTER)

IN COLLABORATION WITH SPECIAL ONE GROOMING ACADEMY (MASTERS AND STUDENTS)

Exhibitor events

11:00 am

Hall 22, stand C02 (MACPETS)

GROOMING SHOW SILVIA PARISI & STUDENTS - DEMO ASIAN STYLE. DEMO MALTESE

Exhibitor events

11:00 am

Hall 25, stand B61 (HYDRA BY SHINYPET)

GROOMING SHOW. ALESSIO TROVATO ASIAN STYLE OF MALTESE

Exhibitor events

11:00 am

Hall 26, stand B71 (RECORD - RINALDO FRANCO)

GROOMING SHOW WITH AMBEL BY GIANNI DAVITO PRODUCTS. HAIRCUT BY MATTEO AUTOLITANO

International focus sessions by ZOOMARK

11 am - 11.45 am

Sala Allegretto, Service Centre, Block C

THE IMPORTANCE OF THE BRITISH MARKET

In partnership with: PetQuip, PATS

The benefits of working with the British market for suppliers and buyers, with an overview of the UK market and the PATS pet industry trade show.

Speakers:

Pat Flynn, PetQuip Trade Association manager

Gordon Thomas, organiser of PATS

Events by ZOOMARK

11 am - 12.30 pm

Aqua Project, hall 29, G17-H20

AQUASCAPING: ART & NATURE COME TOGETHER

In collaboration with: ITAU

The seminar emphasizes the importance of creating a dedicated aquascaping area in modern aquarium shops.

Dry hands-on demonstration of aquascaping techniques.

Exhibitor events

11:00 - 01:00 pm

Hall 29, stand F11 (JACKOBS)

PRESENTATION OF: AESCULAP FAVORITA CLI

Exhibitor events

11:00 - 01:00 pm

Hall 25, stand A02 - C17 (IV SAN BERNARD)

IV SAN BERNARD INVITATIONAL GROOMING CHALLENGE, 2nd GROUP COMPETITION

Exhibitor events

12:00 pm

Hall 26, stand B86 (URBAN DOG)

GROOMING SHOW POODLE HAIRCUT STYLE WITH MASTER FRANCESCO CASTALDI

Events by ZOOMARK

12 pm - 12.45 pm

Sala Suite, Service Centre, Block D

PRESS CONFERENCE OF PRESENTATION OF ZOOMARK PROJECT IN CHINA

Exhibitor events

12:00 pm - 03:00 pm

Hall 25, stand C72 (AKKO SCISSORS)

VIP GROOMING SHOW: SARAH ODETTE GENOVA. SHIH-TZU FANTASY

Events by ZOOMARK

12.45 pm - 01.15 pm

Sala Suite, Service Centre, Block D

PRESS CONFERENCE OF PRESENTATION OF ZOOMARK PROJECT IN INDIA

Exhibitor events

02:00 pm

Hall 22, stand C02 (MACPETS)

GROOMING SHOW SILVIA PARISI & STUDENTS - DEMO ASIAN STYLE. DEMO MODEL DOG

International focus sessions by ZOOMARK

2 pm - 2.30 pm

Sala Allegretto, Service Centre, Block C

U.S. PET CARE: MARKET SIZE AND CURRENT TRENDS

In partnership with: APPA - American Pet Products Association

The lucrative \$136.8 billion U.S. pet market continues to withstand economic pressures.

This presentation illustrates the projections for market size and growth opportunities in 2023 and explores popular reasons for pet ownership in the US, as well as how the current economy and inflationary pressures are shaping consumer attitudes and behaviours in the field of pet products and services.

Speakers:

Anne Ferrante, Senior Vice President American Pet Products Association

Anne Ferrante Bio:

Anne Ferrante is Sr. Vice President at the American Pet Products Association (APPA). Working with APPA for 25 years, Anne has elevated the Association in the international arena by developing the Association's global membership base to over 1300 companies and initiating international pavilions at Global Pet Expo, the Association trade show.

In addition to developing APPA's member educational and benefit platforms, Anne directs the development of market research for the Association, establishing it as a key resource for business professionals both in and outside the pet industry.

Anne is invited to global venues as a speaker and was named a 'Women of Influence' awardee by Pet Age Magazine.

Events by ZOOMARK

02:00 pm - 03:30 pm

Sala Ouverture, Centro Servizi, Blocco D

SUSTAINABILITY IN THE PET WORLD - DATA, TRENDS AND RULES

In partnership with: Pet Sustainability Coalition, Mia Solution

Exhibitor events

02:30 pm

Hall 25, stand A02 - C17 (IV SAN BERNARD)

SHOW: IVANA SPAGNA AND JO SQUILLO

Exhibitor events

03:00 pm

Hall 25, stand A02 - C17 (IV SAN BERNARD)

2nd GROUP WINNERS SELECTION IV SAN BERNARD INVITATIONAL GROOMING CHALLENGE AND FINALE PRIZEGIVING IV SAN BERNARD INVITATIONAL

Exhibitor events

03:00 pm

Hall 26, stand B71 (RECORD - RINALDO FRANCO)

GROOMING SHOW WITH AMBEL BY GIANNI DAVITO PRODUCTS. HAIRCUT BY MATTEO AUTOLITANO

Exhibitor events

03:00 pm

Hall 26, stand B86 (URBAN DOG)

PRESENTATION OF URBAN DOG PRODUCTS FOR POODLE BY PASQUALE PINTO AND MAURO FANZECA

Exhibitor events

03:00 pm - 06:00 pm

Hall 25, stand C72 (AKKO SCISSORS)

VIP GROOMING SHOW: FRANCESCA BANDINI. SCOTTISH TERRIER

Exhibitor events

04:00 pm

Hall 29, stand D16-D18 (AKER BIOMARINE ANTARTICT AS)

COME AND CELEBRATE NORWEGIAN CONSTITUTION DAY

Events by ZOOMARK

04:00 pm - 04.30 pm

Pet Vision, hall 16

PRESENTATION OF THE "PET VISION AWARDS"

Exhibitor events

04:00 pm - 04:45 pm

Hall 25, stand A02 - C17 (IV SAN BERNARD)

GROOMING CHALLENGE GROOMING SHOW WITH ELEONORA AZZINI AND KIKE TENZA - SPECIAL "STRIPPING"

Exhibitor events

04:00 pm - 06:00 pm

Hall 30, stand B72 - B74 (CONSORZIO ZOODIACO)

ZOODIACO 30TH PARTY_MUSIC_FOOD_DRINK

Exhibitor events

04:45 pm - 05:30 pm

Sala Melodia

NEW PALATABILITY SOLUTIONS FOR EVOLVING MARKET NEEDS (reserved for pet food producers)

Organized by: KEMIN NUTRISURANCE

Exhibitor events

05:00 pm

Hall 25, stand A02 - C17 (IV SAN BERNARD)

SHOW BY IVANA SPAGNA AND JO SQUILLO

Exhibitor events

06:00 pm

Hall 21, stand B76 - B78 (APC EUROPE)

PLASMA: A WHOLE BODY HEALTH INGREDIENT

WEDNESDAY 17TH MAY

Exhibitor events

09:00 am - 12:00 pm

Hall 25, stand C72 (AKKO SCISSORS)

VIP GROOMING SHOW: LUCA STEGANI. LAGOTTO ROMAGNOLO

Exhibitor events

09:30 am

Hall 26, stand B71 (RECORD - RINALDO FRANCO)

GROOMING SHOW WITH AMBEL BY GIANNI DAVITO PRODUCTS. HAIRCUT BY ANDREA PRESCIUTTI

Events by ZOOMARK

9.30 am - 10.30 am

Sala Allegretto, Service Centre, Block C

PETS: A WAY OF LIFE. IS OUR WHOLE SOCIETY IN PET THERAPY?

In partnership with: ACAD

From innovation to social phenomenon to fashion.

The changing conception of pets in modern society and the spread of "pet sentiment".

Presentation of Giulia Parisi's book "Dog fashion blogger".

Speakers:

Davide D'Adda, President of ACAD Confcommercio

Giulia Parisi, author of the book "Dog fashion blogger"

Claudio La Rosa, CEO and Founder of Mutua Veterinaria MIAV

Arcangelo Gagliano, account manager, Experian

Vittorino Biglia, UICI - Italian Union of the Blind and Visually Impaired - Guide Dogs Sector

Moderator: Stefano Buttafuoco, RAI journalist

Exhibitor events

10:30 am

Hall 25, stand C43 (SPECIAL ONE GROOMING CENTER)

IN COLLABORATION WITH SPECIAL ONE GROOMING ACADEMY (MASTERS AND STUDENTS)

Exhibitor events

11:00 am

Hall 22, stand C02 (MACPETS)

GROOMING SHOW BY SILVIA PARISI & STUDENTS - DEMO ASIAN STYLE. DEMO ON POODLE

Exhibitor events

11:00 am

Hall 25, stand B61 (HYDRA BY SHINYPET)

GROOMING SHOW. MARYNA ALLOCCA MODERNA POODLE MEDIO

Events by ZOOMARK

11:00 - 12:30

Aqua Project, hall 29, G17-H20

AQUASCAPING: ART & NATURE COME TOGETHER

In collaboration with: ITAU

The seminar emphasizes the importance of creating a dedicated aquascaping area in modern aquarium shops.

Dry hands-on demonstration of aquascaping techniques.

Exhibitor events

12:00 pm

Hall 25, stand B61 (HYDRA BY SHINYPET)

GROOMING SHOW. FABIO D'AMATO STRIPPING SCHNAUZER

Exhibitor events

12:00 pm - 03:00 pm

Hall 25, stand C72 (AKKO SCISSORS)

VIP GROOMING SHOW: LUCREZIA CIOCCHETTI. SPITZ - POMERANIA

Exhibitor events

01:30 pm

Hall 26, stand B71 (RECORD - RINALDO FRANCO)

GROOMING SHOW WITH AMBEL BY GIANNI DAVITO PRODUCTS. HAIRCUT BY ANDREA PRESCIUTTI

Exhibitor events

03:00 pm - 06:00 pm

Hall 25, stand C72 (AKKO SCISSORS)

VIP GROOMING SHOW: LAURA FERRARI. POODLE TERRIER CLIP