

INVITATION OPENING CONFERENCE ZOOMARK 2023

Monday 15th May
9.45 am - 12.00 pm
BolognaFiere,
Sala Opera (hall 16)

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

9:45 INSTITUTIONAL GREETINGS

- **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, Italian Trade Agency

10:00 2023 ASSALCO-ZOOMARK REPORT

The 16th edition of the Report captures the development of the pet food and pet care market, and the importance of pets in Italy.

REPORT INTRODUCTION

- **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

PRESENTATION OF THE REPORT

- **Pet food & pet care market: Paolo Garro**, Senior Director, Business Insights, Circana
- **Analysis of pet food consumption trends: Samanta Correale**, Senior Manager, Business Intelligence, GS1 Italy

11:15 Panel discussion "SOCIAL AND FISCAL POLICIES IN ITALY FOR COMPANION ANIMALS AND THE FAMILIES THAT HOST THEM"

- Hon. **Michela Vittoria Brambilla**, Chair of the Parliamentary Intergroup on animal rights
- **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

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