

An event by:



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BOLOGNA FIERE - ITALY



**Zoomark**  
INTERNATIONAL

## READY FOR THE ZOOMARK SHOW EXPERIENCE? INNOVATIONS AND INSPIRATION, ENCOUNTERS AND EDUCATION

### Record numbers for Zoomark's 20<sup>th</sup> birthday

Zoomark, the international pet food and pet care show, is back, bigger than ever. Scheduled for **15<sup>th</sup>-17<sup>th</sup> May 2023 at BolognaFiere**, it is ready to make its mark, with record numbers.

This edition is set to be **the biggest ever, occupying 68,000 sqm**, and no less than **7 halls**.

All the major pet industry players have confirmed their presence in Bologna: more than **1,060 exhibitors** have chosen Zoomark as their official showcase. **75% of them come from abroad**, from a total of **57 countries**, and they represent the full range of pet industry product categories.

The growth of the event is evidenced by the number of **foreign delegations**, which now stands at **9**, with groups from the USA, China, Canada, Brazil, UK, Greece, Czech Republic, India and Thailand.

### Mega trends and innovations in hall 16

Hall 16 will host two of **the most interesting and innovative areas** of Zoomark 2023: NEXT and Pet Vision.

**NEXT** is the brand-new area devoted to **Start-Ups**: an opportunity for them to introduce themselves to the pet business community for the first time to respond and interpret the changes in the market. In this space dedicated to **over 60 young businesses**, visitors will find a host of new ideas and inspiration from the **cutting-edge** of the industry.

The **Pet Vision** area offers insight into **five mega trends** set to shape the pet market in the near future, namely:

- **Value for money**: products and services that offer an **optimum quality to price ratio**, to help consumers in this period of high inflation, without compromising on brand experience;
- **Green transition**: products and services that stand out for their genuine **environmental sustainability and social responsibility**;
- **Healthy & functional**: products and services for **health and functional purposes**, designed to fulfil specific needs;
- **Tailor-made**: bespoke products and services that are **highly specialized and customized**, specially created to meet precise needs of pets and owners;
- **Spoil me more**: products and services that treat pets to **extra-special attention**.

### The competition

These five categories will also be the focus of a brand new **competition** judged by a **jury of high-profile international trade journalists**, which on 16<sup>th</sup> May will pick the best (and most innovative) products launched at Zoomark.

The jury will evaluate and award the product or service that stands out the most for its **qualitative, technological and innovation features and content**, and for its consistency with the trend for which it was registered.

For each of the five megatrends, one product will go to the top step of the podium, while the second

and third place winners will receive a special mention.

## **Aqua project**

After the success of past editions, this year's event sees the return of Aqua Project, a **high-tech** display area created to spotlight the **aquarium industry**.

In this area, set up in **hall 29**, distributors and retailers will be able to meet with major companies in the industry and attend aquascaping seminars, the technique used to design and create natural landscapes, as close to life as possible, within a freshwater aquarium.

Aqua Project is a **spectacular focal point** of the Zoomark Show Experience, showcasing next generation and design-led fish and reptile tanks, and attention-grabbing scapes created by the main Italian and international firms.

## **The programme of events. The much-awaited release of the 2023 Assalco-Zoomark Report**

The three days of Zoomark will see a host of **educational and refresher** events for exhibitors and attendees alike.

The **opening conference** on the morning of 15<sup>th</sup> May will also include the keenly anticipated presentation of the **new Assalco-Zoomark Report**.

The programme of events at Zoomark includes meetings for **distributors** and **International Sessions** focussing on rapidly developing markets and regions, such as China and India. Of particular note are the press conferences presenting the Zoomark project in these two countries (16<sup>th</sup> May).

There will be no shortage of **scientific conferences** on animal health and nutrition, and seminars on techniques for **boosting sales** and capitalising on the latest technologies.

**Euromonitor International** is hosting a key event on **pet market trends in Europe**, then there are the **pet store** educational events organised by **ACAD** (the Association of Pet Stores and Groomers) the sustainability round table in cooperation with Pet Sustainability Coalition and Mia Solution, and the one hosted by the **PLA** - Plant Litter Association.

## **A birthday to celebrate together**

Since it was first established, Zoomark has served pet industry professionals in both good times and bad (such as the pandemic). Year after year it has strengthened its role as point of reference for companies seeking to embrace innovation, to become, **in 2023, Europe's leading pet industry event**.

Furthermore, 2023 sees the **milestone 20<sup>th</sup> edition** of the show and Zoomark is gearing up to celebrate on the **evening of 15<sup>th</sup> May**, at the end of the first day. Exhibitors and visitors are invited to take part in a relaxed, informal celebration that offers a chance to get together and build new professional connections, remember past editions, think about the present and make plans for the future.

*Zoomark is an event organised by BolognaFiere, with the patronage of Assalco - National Association of Pet Food and Pet Care Companies, and in collaboration with ANMVI - National Association of Italian Veterinary Surgeons.*

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