

## Zoomark 2019: new features

Zoomark International, organized by Bolognafiere, is the most important professional pet industry event held in odd years in Europe. The last edition, in 2017, saw a 17% increase in the number of exhibitors and a 25% rise in the number of trade visitors.

**New exhibiting space.** To offer the highest level of service to the pet industry manufacturers and professionals from Italy and the rest of the world, and respond to the growing number of applications from companies globally, Zoomark International 2019 will feature new halls and extended exhibiting space. The event will now cover a surface area of more than 53,000 square metres, occupying not only hall 28 but also the brand new halls 29 and 30, which were inaugurated in 2018 to offer greater capacity and a more streamlined visitor experience.

**New show dates.** To respond to the demand from exhibitors and visitors, Zoomark International 2019 will run from Monday 6 May to Thursday 9 May 2019 (no longer taking place at the weekend as was the case in the past), enabling Italian and international professionals to organise their visits on the day they prefer, and distributing visitor numbers over four days.

