



# ARE YOU READY FOR THE SHOW EXPERIENCE?



From 15th to 17th May 2023, Bologna Fiere will be opening its doors to the 20th edition of Zoomark International, Italy's only pet industry trade show and point of reference for the global pet market.

AS PER ESTABLISHED TRADITION, ZOOMARK INTERNATIONAL 2023 WILL BE WELCOMING INDIVIDUAL EXHIBITORS AND WILL ALSO BE HOSTING THE INDIA PAVILION, POWERED BY LBA ASSOCIATES, REPRESENTING GROUPS OF INDIAN COMPANIES SHOWCASING THEIR RANGES AND LATEST PRODUCTS IN THE ITALIAN MARKET.

In 2023, Zoomark International will be Europe's leading pet industry event, gathering in Bologna, the world's major companies and the business community, serving an opportunity to all to update themselves on new trends and scenarios, discuss and make agreements, deepen current issues, and study development strategies.

The new promotional campaign of the show has started. All pet companies have received informative materials in order to plan their attendance. By July 22nd, they will be able to confirm their participation as exhibitors. And if they will join by June 30th, they will enjoy a 10% early bird discount!

## JOIN THE INDIA PAVILLION

As per established tradition, Zoomark International 2023 will be welcoming individual exhibitors and will also be hosting the India Pavilion, powered by LBA Associates, representing groups of Indian companies showcasing their ranges and latest products in the Italian market.



This will be a key opportunity for Indian manufacturers for networking, getting international contacts, and approaching a lively market, in constant growth, such as the Italian one: During the period starting from 2007 to 2021, the Italian market for dog and cat food more than doubled its turnover – from 1163 to 2533 million euros – with an average annual growth in value of +5.7%. The Accessories market also saw significant growth in the large-scale retail segment, with a turnover of 77 million in 2021 and Cat Litter as the most growing category (+5% as compared to 2020).

## ZOOMARK INTERNATIONAL 2023: NEW INITIATIVES

The new edition of Zoomark International will be offering a modern show experience, which will

focus on innovation, sustainability as well as environmental and social awareness in the industry.

Some of the most popular initiatives with exhibitors and visitors during past editions have been confirmed, such as Pet Vision, the innovative take on the new products area, and the Aqua Project space, along with new events for trade professionals, who see Zoomark International as a source of indispensable insight for doing business in the industry and embracing an innovation-oriented vision.

Antonio Bruzzone, General Manager of Bologna Fiere, stated: "We want to consolidate Zoomark International's role as a focal point for professionals in the pet industry to come together and do business: a genuine show

experience that enables to get a preview of the main innovations, explore mega trends of present and future, and keep up to date all the developments in a continuously evolving market."

## ENJOY BOLOGNA!

Zoomark International is focussing on increasing its international appeal and the city – Bologna – plays an important role. Small but lively and hospitable, it is strongly appreciated by international exhibitors and visitors, who can easily combine business with pleasure, enjoy culture and excellent cuisine, and also profit from their business trip to visit other beautiful cities like Florence and Venice, which are at easy reach.

\* For further information:  
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