



te crescita del Salone, che richiama sempre più aziende e visitatori da ogni continente. Attraverso le news sul mondo degli animali da compagnia e le testimonianze dalla viva voce delle aziende, racconta il settore del pet in ogni suo aspetto e mette in connessione tutti gli attori del mercato internazionale. Sul sito è inoltre disponibile il catalogo degli espositori che hanno già confermato la propria partecipazione: aggiornato di giorno in giorno, è uno strumento utilissimo per i buyer e gli operatori che vogliono iniziare a organizzare la propria visita.

Già da tempo Zoomark interagisce con la community internazionale del pet attraverso i propri canali social su Facebook, LinkedIn, Twitter e YouTube. Ora questo dialogo - fatto di preview sull'evento, highlights su numeri e prospettive del settore, contributi degli espositori e curiosità - si svolge anche su Instagram, dove a parlare sono soprattutto le immagini. (G.A.)

20 YEARS TO CELEBRATE TOGETHER

Increasingly focused on innovation and engagement, Zoomark 2023 is getting ready for its 20th edition with an extra hall

2023 marks a significant goal for *Zoomark*: the 20th birthday. During these 20 editions the exhibition experienced exciting and hard times (such as the recent pandemic) together with the pet market players. The event has always been a vital "compass" to guide business towards innovation. *Zoomark* is getting ready for the anniversary: it is planning a special celebrating event on the evening of 15th May. It will celebrate the past, the present and the future of the exhibition together with all the players of the sector.

SEVERAL NEW ENTRIES FROM NEW MARKET

Plenty of international companies from all continents already booked their booth for the upcoming event, from 15th to 17th May 2023 in BolognaFiere. Because of their elevated number, *Zoomark* will have one more hall compared to 2021. The promotional campaign goes on, just like booth distribution: for pet market professionals *Zoomark* is once again a qualified and fundamental occasion to have a preview on the main news of the sector, receive updates on the last trends and anticipations on future mega-trends, sign agreements and plan development strategies. There is also a significant number of brands taking part in the exhibition for the first time, even from new countries (such as Malaysia) or countries with little participation to the Bologna exhibition so far: raw materials and ingredients, packaging, machineries and plant for the production of pet food.

A NEW SHOW EXPERIENCE

Zoomark 2023 will once again focus on innovation and engagement. Organizers already worked on such goals for the past edition, turning the New Product Showcase Area into *Pet Vision*: a real guide to emerging trends, attentive to technology innovation and to products related to sustainability and circular economy, which are growing trends in the pet industry as well.

Aqua Project is back with new activities and companies for the area dedicated to aquaria, terrarium and ponds. Upcoming events will be disclosed soon, to accompany exhibitors and visitors to the main exhibition.

THE NEW EXPERIENCE STARTS FROM WEB SITE AND SOCIAL

The transformation also regards the layout and structure of www.zoomark.it and the social channels of the exhibition, which now include a new Instagram account.

The web site www.zoomark.it is now ready to express the international appeal and the constant growth of the exhibition, which attracts an increasing number of companies and visitors all over the world. Through the news on the pet world and feedback of companies, it describes each aspect of the pet sector and connects all the players of the international market. Moreover, the catalogue of exhibitors that already confirmed their participation is available on the web site: it is updated daily, a useful tool for those who want to start planning their visit.

Zoomark has been interacting with the international pet community for a while, through its social channels on Facebook, LinkedIn, Twitter and YouTube. This interaction - including event preview, highlights on figures and perspectives of the sector, feedback from exhibitors and fun facts - is now available on Instagram, where pictures speak for themselves.

