



ZOOMARK 2013
INTERNATIONAL



BOLOGNAFIERE - ITALY 9-12 MAGGIO/MAY 2013

PRESS RELEASE

THE NUMBERS OF AN IMPORTANT EDITION

With 22,760 visitors, Zoomark International has reached an important stage in its career. With 9% more attendees coming from 82 foreign countries Zoomark International's status is confirmed. Plus, a 5% rise in the number of Italians attending.

Bologna, 15th May 2013

What you can sense is an air of satisfaction in the halls of BolognaFiere as the 15th edition of Zoomark International draws to a close. The same positive feeling during the 4 days of the exhibition which saw the sector's most **important buyers and decision makers at work with the over 600 exhibitors from 40 countries**. Food, accessories, and services: present over 1000 brands, the best of the world's products dedicated to pets.

Foreign exhibitors, both with their stand and in the group areas (USA, China, Canada, UK, Brazil) consider Zoomark International as a **fundamental appointment because of the quality of its visitors and the opportunity it gives to expand distribution channels, meet new partners and customers** (in Italy and abroad).

Company balance sheets confirm the success and point to product areas that are doing well and providing new business opportunities.

This is a success story - says Duccio Campagnoli, BolognaFiere's president - a sector that has shown itself able to react intelligently to change that sees pets playing an increasingly important role in Italian family life, a fact which is confirmed by the data revealed in Assalco-Zoomark's 2013 Report. And Zoomark International gave us the chance to show off a market that is dynamic and growing in spite of the economic crisis. Hugely satisfying for BolognaFiere and for all involved."

The 5,890 foreign visitors in attendance represented a 9% increase on last year and a record 82 countries participating including first-timers Azerbaijan, Grenada, Peru, Uganda, Cambodia, the Philippines, Indonesia and New Caledonia. Whilst Moldavia,

Monaco, Argentina, Chile, Colombia and Guatemala all returned to visit Zoomark International. And the number of visitors from Eastern Europe (Belarus, Estonia, Russia, the Ukraine), the Mediterranean basin and the Middle East (Algeria, Egypt, Tunisia, Israel), South Africa and the Far East (China, South Korea, Thailand) grew.

A good attendance from Italy with 16,870 visitors representing a 5% increase.

Comments from exhibitors, recorded in response to our questionnaire, confirm that **Zoomark International is one of the most important tools in their communication and promotion plan**, and performs in line with expectations. 82% declared themselves to be “satisfied” or “very satisfied” with the contacts they made and 87% considered their expectations to have been “met” or “more than met” (in particular 30% considered them “more than met” and 14% “much more than met”). Overall 69% of Italian and 76% of overseas exhibitors judged this edition of Zoomark International from good to excellent. And 98% intend to be par-take in the 2015 edition.

Our exhibition Facebook page, which in the months leading up to the event as well as during the exhibition itself allowed exhibitors and visitors to start communicating, was very much appreciated. The visibility and sharing it allowed reinforced both the image and the role played by Zoomark International. Clearly stated by the 3000 “Like” received by the Facebook page by the close of the show.

Zoomark International is an event organised by BolognaFiere with the secretariat and commercial office run by Piesse S.r.l.

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