



ZOOMARK 2017
INTERNATIONAL



ZOOMARK GOES TO THE USA

AN ITALIAN DELEGATION AT GLOBAL PET EXPO IN MARCH

PARTICIPATION IN LEADING TRADE EVENTS BEFORE ZOOMARK INTERNATIONAL 2017

Zoomark International lands in the USA. The only Italian international pet industry's trade show will take part in Global Pet Expo 2016 (GPE) – Orlando, Florida – on 16th-18th March. GPE is the largest annual trade show; it is organized by the American Pet Products Association (APPA) and the Pet Industry Distributors Association (PIDA) and it attracts over 1,000 exhibitors and 6,000 buyers from more than 60 countries.

In collaboration with GPE, Zoomark International is organizing the first ever *Pavilion of 'Made in Italy'* including a dozen Italian manufacturers: Agras Delic SpA, Bruno Dalla Grana Mangimi Srl, Chemi-Vit Srl, Dorado Srl, Guidolin Gianni, IMAC Srl, IV San Bernard Srl, Mugue Srl, Oceanlife Srl e PetitAmis Sas. The companies will showcase their products and take part in b2b meetings with important foreign buyers.

“Our participation in Global Pet Expo 2016 with a delegation of Italian manufacturers is only the first of a number of actions that we are planning for the next future and will involve other leading trade events worldwide”, explains Antonio Bruzzone, General Director at BolognaFiere. “Indeed, one of our goals for Zoomark International 2017 is to further increase the number of our international exhibitors and buyers”.

Zoomark International - the only international pet industry's trade show in Italy and the second most important in Europe - will take place in Bologna (Italy) on 11th-14th May 2017. BolognaFiere organizes the event in collaboration with Promopet.

The past show, in 2015, achieved a huge success, welcoming 615 exhibitors – 394 of which from 35 foreign countries – that displayed their products on a show floor of 45 thousand square metres. The show attracted a record 22,299 buyers - 15,526 of which from Italy and 6,773 foreign (+15% compared to 2013) from 85 countries.

Further information on the event: www.zoomark.it

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Zoomark International 2017
Press Office
Mediarkè srl
tel. +39 0645476584
mail zoomark.ufficiostampa@mediarke.it

BolognaFiere SpA
Press Office
Gregory Picco
tel. +39 051 282862
mail: gregory.picco@bolognafiere.it