



**ZOOMARK 2017**  
INTERNATIONAL



Press Release

## **ZOOMARK: MANY NEWS FOR THE 2017 SHOW THE TOP TRADE EVENT IS IN BOLOGNAFIERE, ON 11<sup>th</sup>-14<sup>th</sup> MAY 2017**

The organizers are working at full steam for 'Zoomark International 2017', the only pet industry's trade show in Italy and the second most important in Europe. The event is organized by BolognaFiere in collaboration with the company Promopet, including ASSALCO (the Italian association of petfood and petcare industries) as well as ANMVI (the Italian association of veterinary doctors).

It will take place in the BolognaFiere exhibition centre, on the 11<sup>th</sup>-14<sup>th</sup> May 2017.

The last show, held 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.

'Zoomark 2017' will be the 17<sup>th</sup> edition of the show and bring interesting news. First of all, BolognaFiere has chosen a new graphic image to communicate the event: it will be used on all promotional material as well as in the show design. The same image will characterize the brand new website [www.zoomark.it](http://www.zoomark.it) that is currently under construction. "The new 'Zoomark's' look describes efficiently the evolution of this important show", Antonio Bruzzone, General Director at BolognaFiere comments. "Indeed, it is very modern, it has a strong impact and international appeal. Using few, enlarged photographic details, it depicts the entire pet world. It will be our flag, in Italy and abroad, in this year and a half of preparation of an event that is bound to achieve resounding success."

A further news in 'Zoomark 2017' is the international calling. BolognaFiere has started an important promotional project that will take the show to the leading trade shows worldwide, being the organizer of the 'Pavilion of Made in Italy'. The first event involved is 'Global Pet Expo 2016' (GPE), the pet industry's largest annual trade show – Orlando, Florida, 16<sup>th</sup>-18<sup>th</sup> March. At GPE 2016 'Zoomark' accompanies a delegation of ten Italian companies that will showcase their products and take part in b2b meetings with important foreign buyers.

Still talking about news, a range of surveys is scheduled, in collaboration with 'PetTrend' – 'Zoomark's' media partner. Among the others, the survey "What do veterinary doctors think about pet food?" is currently carried out by ANMVI. Further, the annual ASSALCO-Zoomark Report on pet food and care will soon be presented.

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