



Press Office

## **ZOOMARK: RECORD EDITION FOR THE FAIR FOR PET PRODUCTS 735 EXHIBITORS FROM 43 COUNTRIES, 5 PAVILIONS, 25 EVENTS AND WORKSHOPS**

Record numbers for Zoomark International 2017, the leading B2B fair in Europe for pet products and equipment, which is held every other year in odd-numbered years. Three days ahead of the inauguration of the 17<sup>th</sup> edition of the event organized by BolognaFiere, the figures show a boom in both participation and the number of initiatives. Firstly there is an increase in the number of exhibitors with 735 attending this year, 17% more than the 615 at the last edition, exhibitors came from Italy and another 42 countries all over the world (19% more than the 35 in 2015). The number of pavilions was also greater than the last edition with 5 pavilions (4 in 2015), covering an exhibition space of around 50 thousand m<sup>2</sup>. There is also a highly articulated programme of events, including 25 conferences, workshops and seminars. The fair, which is open only to operators from the sector attracted over 22 thousand visitors in 2015 and is due to take place from the 11<sup>th</sup> to the 14<sup>th</sup> May at the Bologna Exhibition Centre.

“Zoomark 2017 has beaten every record, bettering the ever-improving results of the sixteen previous editions of the fair,” announced Antonio Bruzzone, general manager of BolognaFiere. “These numbers confirm the eminent position that our event has earned. Zoomark International represents a dynamic sector with great growth potential; our event offers a wide ranging overview of the most innovative proposals on offer, an opportunity for training and professional courses and, above all, excellent business opportunities and the chance to meet and talk with the leading international producers.”

The programme for Zoomark 2017 will open on Thursday 11<sup>th</sup> May with the inaugural conference on the theme “The market and the main socio-cultural trends relating to the world of pets in Italy.” The event will also include the presentation of the 10<sup>th</sup> edition of the Assalco-Zoomark Report, the annual report about the pet sector compiled by ASSALCO (the National Association for businesses in the pet care and pet food sectors) in collaboration with Zoomark International with the contribution of IRI Information Resources and ANMVI (National Association of Italian Veterinary Doctors).

During the four days of the fair, a further 25 appointments and events are planned, which have been organized by Zoomark International and other partners and exhibitors. The schedule includes the presentation of a study from the research institute Euromonitor International on the potential for the pet market in diverse regions of the world and research by PetTrend about pet shops in Italy, meetings about aquariums, pet diseases and grooming technology. Sunday 14<sup>th</sup> May will also see the “Aqua Project Award”, the prize that acknowledges professionalism and creativity in the design and creation of an aquarium or terrarium, for pet shop owners, garden centres and aquarium retailers located in Italy. Further information can be found at [www.zoomark.it](http://www.zoomark.it).

Bologna, 8<sup>th</sup> May 2017

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Zoomark International, Europe's leading biennial fair (held in odd-numbered years), will take place from the 11<sup>th</sup> to the 14<sup>th</sup> May 2017 in Bologna, Italy. Organized by BolognaFiere, the previous edition in 2015 involved 615 exhibitors, of which 394 were from overseas. Visitor numbers reached a total of 22,299, of which 15,526 were Italian buyers and 6,773 foreign buyers (+15% compared with the previous edition in 2013) from 85 different countries. Further information is available at [www.zoomark.it](http://www.zoomark.it).

**Zoomark International 2017**  
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