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BOLOGNAFIERE
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ZOOMARK 2019
INTERNATIONAL

ZOOMARK INTERNATIONAL 2019: A GROWING INTERNATIONAL PRESENCE AND A SIGNIFICANT FOCUS ON THE EMERGING MARKETS FOR THE PET INDUSTRY

ZOOMARK INTERNATIONAL is the event eagerly awaited by the global industry for the pet sector. Taking place in alternate years the trade event is an opportunity to showcase products as part of a formidable platform that attracts more than 27 thousand buyers from all over the world. In Europe it is the leading trade event for the sector; taking place in odd-numbered years, it is an unmissable occasion for the market, for deal making, discussions, professional training and stimulating innovation in the sector. The appointment that supports businesses in their planning of development strategies for the national market and for the fastest growing markets within the international panorama.

This year in its 18th edition, the event will involve 757 exhibitors, exceeding the record set in 2017. Moreover, 70% of exhibiting companies come from outside Italy.

For many years BolognaFiere has been implementing a significant programme to promote the event abroad, facilitating the presentation of pet industry products in markets that are experiencing the highest growth rates. On the occasion of this most prestigious global trade fair, in fact, "Made in Italy Pavilions" have been set up consisting of collectives of national companies interested in presenting their products to the international market.

In 2018 the international activities were further enhanced with the launch of Zoomark in Russia, the international area of ParkZoo, a specialised annual fair event that takes place in Moscow. Today Russia is a country with huge potential. The market for pet products, which in recent years had begun to stagnate slightly, is once again growing at a sustained pace. The area was created with the aim of offering the Russian market a panorama of the best international production and to host exhibitors from Europe and all over the world.

The 2019 edition of Zoomark International sees a significant presence of international firms, in particular the participation of companies from China, followed by a substantial number of businesses from Great Britain, in spite of the uncertainties about the future due to Brexit. There has also been an increase in the number of exhibitors from Turkey and the countries of Eastern Europe. Among the new entries this year are exhibitors from Belorussia, Greece, Malaysia, Serbia and Slovakia.

As part of the strategy of internationalisation there is also a new feature this year, born from the collaboration with the different associations and with coordinators of the foreign collectives: the organisation of Focus sessions on the markets and business opportunities concerning the USA, Canada, Russia, the UK, China, India and the Czech Republic.

There are seven Focus sessions spread over the days of the event: on the first day there will be an analysis of opportunities concerning the UK market; on 7 May there will be Focus sessions on Canada and the USA; on Wednesday 8 May it will be the turn of Russia, China and India; on the final day of the event the Focus session will examine the Czech Republic.

THE INTERNATIONAL PET MARKET - FOCUS ON UK (6May at 2.30pm Sala Melodia – Service Centre, Block B);

Organised by: ZOOMARK INTERNATIONAL – PetQuip (International Trade Association of Pet Equipment Suppliers)

PetQuip will be presenting an overview of the British pet market at Zoomark 2019. With more than 55 million pets, the UK spends 1.7 billion pounds (almost 2 billion euros) each year on products and services that involve all types of pets. The seminar will provide the latest information about the British pet market and innovations in the sector.

THE INTERNATIONAL PET MARKET – FOCUS ON CANADA (07/05/2019 10:00am, Sala Melodia – Service Centre, Block B); Organised by: ZOOMARK INTERNATIONAL - PIJAC Canada

PIJAC, the Canadian trade association for the sector, will be at Zoomark to present the latest data concerning the pet market in Canada, information that has become even more relevant following the recent confirmation of the free trade agreement between Canada and Europe. Numerous companies will be attending the Canadian pavilion ready to welcome visitors

THE INTERNATIONAL PET MARKET - FOCUS ON USA (7 May 2.30pm Sala Melodia – Service Centre, Block B); Organised by: ZOOMARK INTERNATIONAL - APPA (American Pet Products Association)

The American pet market is experiencing a substantial expansion: Americans are spending more than ever before on pets. The year 2018 saw record spending of 72 billion dollars. This presentation will provide a complete overview of the latest trends in the consumption of pet products and services and will analyse the generational differences, such as those reported in the recent APPA National Pet Owners Survey 2019-2020.

THE INTERNATIONAL PET MARKET – FOCUS ON RUSSIA (May 10.00am, Sala Melodia – Service Centre, Block B); Organised by: ZOOMARK INTERNATIONAL - Parkzoo

Yulia Dolzhenkova, co-owner of the communications firm ZOOINFORM and editor of the B2B magazine *Zoobusiness in Russia*, will give a presentation on the Russian market. Yulia will provide economic data and describe the structure, trends and development of the pet industry and products. She will also be available to offer suggestions on how to find a distributor in Russia and will answer questions about getting involved in the Russian market.

THE INTERNATIONAL PET MARKET - FOCUS ON CHINA (8 May 2.30pm, Sala Melodia – Service Centre, Block B); Organised by: ZOOMARK INTERNATIONAL - CIPS

In this seminar CIPS – the only B2B pet event in China – will illustrate analysis of the Chinese pet market, indicating consumer behaviour and current consumption in this sector in addition to the latest trends among Chinese producers.

THE INTERNATIONAL PET MARKET - FOCUS ON INDIA (8May 3.30pm, Sala Melodia – Service Centre, Block B); Organised by: ZOOMARK INTERNATIONAL - L.B. Associates

The Indian economy is driven by consumption, which in recent years has contributed around 70% towards the country's growth. The number of pets in India has increased mainly thanks to the growth of the middle class, the development of the urban population and the increase in disposable income. Indian GDP is growing at a rate of 7% and the industry for pet products has experienced growth of 25-30%. For this reason, the Indian market represents an excellent development opportunity for the international industry over the coming decade. An opportunity to discover a new, enormous and complex market. India is a continent and not just a country so it should be treated as such.

THE INTERNATIONAL PET MARKET FOCUS ON THE CZECH REPUBLIC (9 May, 10.00am Sala Melodia – Service Centre, Block B); Organised by: ZOOMARK INTERNATIONAL - Czech Trade Italia

The Czech Republic is a country at the heart of Europe with an extremely open economy that is experiencing rapid growth. The country has an established industrial tradition, reasonable costs, well-developed infrastructure and a qualified workforce. Czech companies are recognised as reliable partners and provide high quality products, technologies and services. To find out more about the Czech market and the international promotion of Italian companies in the Czech Republic or in Central Europe this workshop will present the latest and most important information about this area.

ZOOMARK INTERNATIONAL is an opportunity to discover the latest innovations, stay up to date with new developments in the sector, benefit from professional training, meet the leading international players, promote products and create new business opportunities in Italy and around the world.

DIGITAL KIT ZOOMARK 2019

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